

## Why is TATU important?

Every day nearly 4,000 people under the age of 18 try their first cigarette, and another 1,100 become new, regular daily smokers. Tobacco companies target youth as the replacements for the more than 440,000 people killed by tobacco every year. TATU confronts this problem head-on by supporting teens as they:

- commit to an important cause
- foster creativity by developing lessons, designing posters, or even writing skits
- acquire planning, speaking, teaching and public relations skills, and
- interact with journalists, policy makers, legislators and community advocacy organizations.

TATU gives young people the knowledge, power, motivation, skills and influence to facilitate healthy change.

## What others have said...

(These quotes are from those that participated in TATU with NCADA during 2006 and 2007.)

"TATU has exceeded my expectations. The combination of a high quality program, trained individuals and organizational support from NCADA helps TATU to be successful."

-High School Sponsor

"TATU is a wonderful program. It allows me to engage in... conversations about the hazards of smoking and other drug use with facts I learned through games and work groups."

-High School Student

"TATU has given me leadership skills...It has also helped me make the right decisions in tough choices."

-High School Student

### About NCADA

Since 1965, NCADA has been the place to turn for individuals and families needing information and help with alcohol, other drugs and related problems. For over twenty years, NCADA has also served as the primary provider of prevention services to young people in the greater St. Louis area.

NCADA's mission is to provide the highest quality resources and services that promote a safe and healthy community free of problems associated with alcohol and other drugs.

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**Funding for TATU was provided in large part by the Missouri Foundation for Health.** The Missouri Foundation for Health is a philanthropic organization whose vision is to improve the health of the people in the communities it serves.



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### Major support for other NCADA prevention programs is provided by

Missouri Department of Economic Development  
Youth Opportunities Program

Missouri Department of Mental Health  
Division of Alcohol and Drug Abuse

United Way of Greater St. Louis

# TATU



## Empowering Teens to Impact Children and Communities

presented by

**NCADA**  
National Council on Alcoholism & Drug Abuse · St. Louis Area  
*The place to turn*

## What is TATU?

Teens Against Tobacco Use (TATU) is a tobacco education program designed to help teens develop strong leadership skills while influencing younger children to live tobacco-free lifestyles. High school youth are trained to:

- teach tobacco use prevention lessons to 4<sup>th</sup> through 6<sup>th</sup> graders
- discourage use among their peers and
- advocate for changes in tobacco-related attitudes and policies in their communities.

TATU is **FREE!** A grant to the National Council on Alcoholism and Drug-Abuse—St. Louis Area (NCADA) will enable NCADA staff to do most of the work for you.



## What will NCADA do?

The NCADA will meet with students to explain program expectations. Once students are committed to the program, NCADA staff will:

- deliver the 5½ hour TATU training that prepares students to teach tobacco use prevention lessons
- meet regularly with students at a mutually acceptable time to plan effective tobacco use prevention lessons and work on advocacy projects
- arrange, supervise and evaluate the presentations to 4<sup>th</sup> through 6<sup>th</sup> grade students
- support students on advocacy projects in their high-school and community, and
- upon request, provide documentation of student involvement so that they receive credit for community service.

## What does your school need to do?

- Identify about 15 students interested in TATU, possibly students involved in similar high school programs.
- Provide a space and time at your school for NCADA staff to meet with your students on an on-going basis.
- Provide a school liaison to assist NCADA staff with program administration.



## What do high school students need to do?

- Attend an introductory meeting and a 5½ hour TATU training.
- Meet regularly with NCADA staff to plan fun, interactive presentations and to spearhead advocacy projects.
- Present tobacco use prevention lessons to groups of 4<sup>th</sup> through 6<sup>th</sup> graders in classrooms, scout meetings, churches and/or after-school programs.
- Become involved in school and community projects that discourage the use of tobacco.



Under a grant from the Missouri Foundation for Health, NCADA is partnering with the American Lung Association to implement their TATU program in twelve more schools in the St. Louis and St. Charles metropolitan areas in the 2007/08 and 2008/09 school years.

**If you are interested in learning more about TATU, please contact Bob Johnson or Erin Jenkins at 314.962.3456 or [bjohnson@ncada-stl.org](mailto:bjohnson@ncada-stl.org) or [ejenkins@ncada-stl.org](mailto:ejenkins@ncada-stl.org).**