

# ABOUT

## GENFREEMS



### YOUTH ADVOCACY DEVELOPMENT AND ENGAGEMENT

For over twenty years, GENFREEMS has trained and developed students to become youth advocates who inspire change and educate their peers about the dangers of tobacco and vaping. By engaging students to take the charge of advocacy in their schools and local communities we are helping these students utilize their voices for an advocacy filled life. We aspire to ignite the spark in these students so they may make a positive change for Mississippi.

### DIGITAL INTERVENTION AND ADVOCACY

GENFREEMS prides itself on creating and sharing fact driven, student-informed prevention content on many different digital interfaces to connect with students where they are today. Following CDC best practices and creating a truly youth-led movement we have worked along side our student advocates to create relevant and meaningful messages for students to share and interact with.

### DIGITAL INTERVENTION AND ADVOCACY

We have seen unique successes with creating social media campaigns that tie with in-school digital opportunities to create a strong presence of prevention everywhere a student may be. Our goal is to change behavior when it comes to tobacco and youth usage and we can only do that by connecting with students in a familiar voice.