



Introducing the Youth Tobacco Prevention Program- **BE YOU!**

Caffee, Caffee & Associates Public Health Foundation, Inc. (CCA PHF) is working with the Mississippi State Department of Health Office of Tobacco Control (MSDH OTC) to develop, implement, and evaluate a youth tobacco prevention program that will empower at-risk youth to take a stand against tobacco.

The Youth Tobacco and Vaping Prevention Program is a multi-component framework that addresses three essential goals mobilizing youth activists, promoting tobacco-free environments, and increasing youth's affinity toward anti-tobacco branding and messaging. This program advances the field of tobacco prevention because the structure is aligned with the Centers for Disease Control's Best Practices for Comprehensive Tobacco Control Program, which includes preventing tobacco initiation among youth and identifying and eliminating tobacco-related disparities among population groups.

