

The impact of advocacy initiatives led by, or on the behalf of, young people

A systematic map and summary of the evidence

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Abbreviations

CME	Center for Media Education
CTC	Communities that Care
DIFFERNTT	Diverse Individuals Fighting for Environmental and Reproductive Rights Now 'Til Tomorrow
FTCP	Florida Tobacco Control programme
Kids ACT!	Kids Act to Control Tobacco
NCYES	North Carolina Youth Empowerment Study
NESCA	New England Convenience Store Association
PAR	Participatory Action Research
RCT	Randomised controlled trial
RUD	Reducing Underage Drinking through coalitions
RWJF	Robert Wood Johnson Foundation
SANTA	Students Against Nicotine and Tobacco Addiction
SFNW	Smoke Free North West
STRIKE	Student Tobacco Reform Initiative: Knowledge for Eternity
SWAT	Students Working Against Tobacco
SYMATU	Statewide Youth Movement Against Tobacco Use
TACCLE	Teen Activists for Community Change and Leadership Education
TFS	Tobacco free school
TRUCE	Targeting, Resource Identification and Unification for College Education
TRUE	Teens Restoring the Urban Environment
WE ACT	West Harlem Environmental Action
YELL	Youth Engaged in Leadership and Learning
YES!	Youth Empowerment Strategies
YTEP	Youth Tobacco Empowerment Prevention

Executive summary

Aims and objectives

The systematic map and summary of evidence relating to the impact of advocacy initiatives led by young people was undertaken on behalf of Smokefree North West (SFNW) to support the development of future smoking prevention, tobacco control and health promotion activities and services. The project sought to meet the following objectives: a) scope and characterise the evidence base for advocacy initiatives that have been led by or heavily influenced by the participation of young people based on a review of the international literature; b) code and broadly categorise advocacy initiatives identified under objective (a); and synthesise and develop recommendations for further research and for future youth-led advocacy initiatives.

Methods

Several strategies were used to identify a comprehensive range of articles which examined the impact of advocacy initiatives, activities and interventions undertaken by, or on the behalf of, young people. A wide range of electronic databases were searched in the fields of health, the social sciences, transport, sexual health, best practice and governance in the UK public sector, criminal justice and grey literature. In addition, additional references were sought from experts in the field, from a search of conference abstracts and from scanning the reference lists of retrieved articles.

Results

Overview of study identification

The majority of the articles reported on research conducted in the USA, and over half of the articles reported on advocacy initiatives, activities and interventions in the field of tobacco control and prevention. Very few reports of experimental studies were identified, and the majority of the articles identified were journal articles reporting on case studies. The most common types of advocacy approach reported on in the identified articles were community development and community activism.

Overview of the impact of advocacy initiatives

Views and experiences

- Young people valued environments that balanced an atmosphere that was both fun and challenging;
- Adult coordinators played a significant role in guiding and supporting youth-directed activities;
- For young people engaging in policy advocacy, resources and training were identified as key to the success of these activities;
- Young people involved in social action may progress through different levels of motivation and engagement before they develop an intrinsic motivation in programme work; this progress may be facilitated by peers and adults.

Measurable outcomes

- Combining a community-based programme (which included media advocacy, youth anti-tobacco activities, family communications about tobacco use, and reduction of youth access to tobacco) with a school-based prevention programme was more effective at reducing smoking than a school-based prevention programme alone.
- School-based advocacy interventions for high school students that address environmental influences around substance use, including tobacco and alcohol use, have been shown to increase engagement in advocacy activities and reduce substance use.
- Students aged 11-14 years old who received a curriculum about advocacy action, in the short term, were more likely to undertake advocacy activities, have more confidence in their ability to advocate for tobacco control and expressed greater intention to act against tobacco use. However, this study highlighted the need for reinforcement if students are to continue advocacy work.
- Participating in leadership activities and active participation in youth group activities may be associated with feelings of empowerment among young people involved in advocacy for tobacco prevention and control.

Recommendations

Practice

- Programmes should be youth-led and youth-directed, and provide an environment that is both fun and challenging;
- Programmes should be adequately resourced and incorporate training that is appropriate to the type of activities planned and the age group targeted;
- Adult coordinators play an important role in the facilitation of these programmes and should be responsive to the specific skill levels and interests of the young people involved;
- Programmes should be implemented with a long term strategy and not just focus on one off events and activities;
- An evaluation plan should be developed during the early stages of programme development in order to build on the evidence base.

Research

- Further research is needed to determine the impact of advocacy initiatives across a wider range of populations and settings;
- The evidence identified contains some good examples of evaluation approaches, in particular, examples of evaluating the impact of programmed approaches (e.g. those that train young people to become advocates) on individual behaviours;
- Advocacy initiatives that seek to change behaviours at a community or policy level may pose particular evaluation challenges; Stead et al (2002) suggest that the case study approach, based on quantitative or qualitative approaches or a combination of both may offer a useful solution.
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1 Introduction

1.1 Aims and objectives

The systematic map and summary of evidence relating to the impact of advocacy initiatives led by young people was undertaken on behalf of Smokefree North West (SFNW) to support the development of future smoking prevention, tobacco control and health promotion activities and services. SFNW is a region-wide initiative to tackle tobacco-related inequalities across the North West.

The project sought to meet the following objectives:

- a) Scope and characterise the evidence base for advocacy initiatives that have been led by or heavily influenced by the participation of young people based on a review of the international literature;
- b) Code and broadly categorise advocacy initiatives identified under objective (a);
- c) Synthesise and develop recommendations for:
 - i) future youth-led advocacy initiatives based on best practice and gaps in activities at regional and local level ;
 - ii) further research based on research conducted in other fields.

2 Background

2.1 The role of advocacy in tobacco control and prevention

Advocacy has been increasingly used as a public health intervention strategy to reduce tobacco use (Sparks 2007) and the Joint Committee on Health Education and Promotion Terminology has defined health advocacy as “the processes by which the actions of individuals or groups attempt to bring about social and/or organizational change on behalf of a particular health goal, programme, interest or population” (Report of the 2000 Joint Committee on Health Education and Promotion Terminology, pg 6).

2.1.1 Definitions of advocacy

Carlisle (2000) identified that the two main goals underpinning health advocacy are: (i) to protect people who are vulnerable or discriminated against; and (ii) to empower people who need a stronger voice by enabling them to express their needs and make their own decisions. Based on a conceptual framework for locating advocacy practice within health promotion, as shown in Figure 1, Carlisle (2000) has identified four different types of advocacy based on the domain (individual/group or policy/social structure), and the goals and philosophy of the practitioner: representation; community development; community activism; and social policy reform.

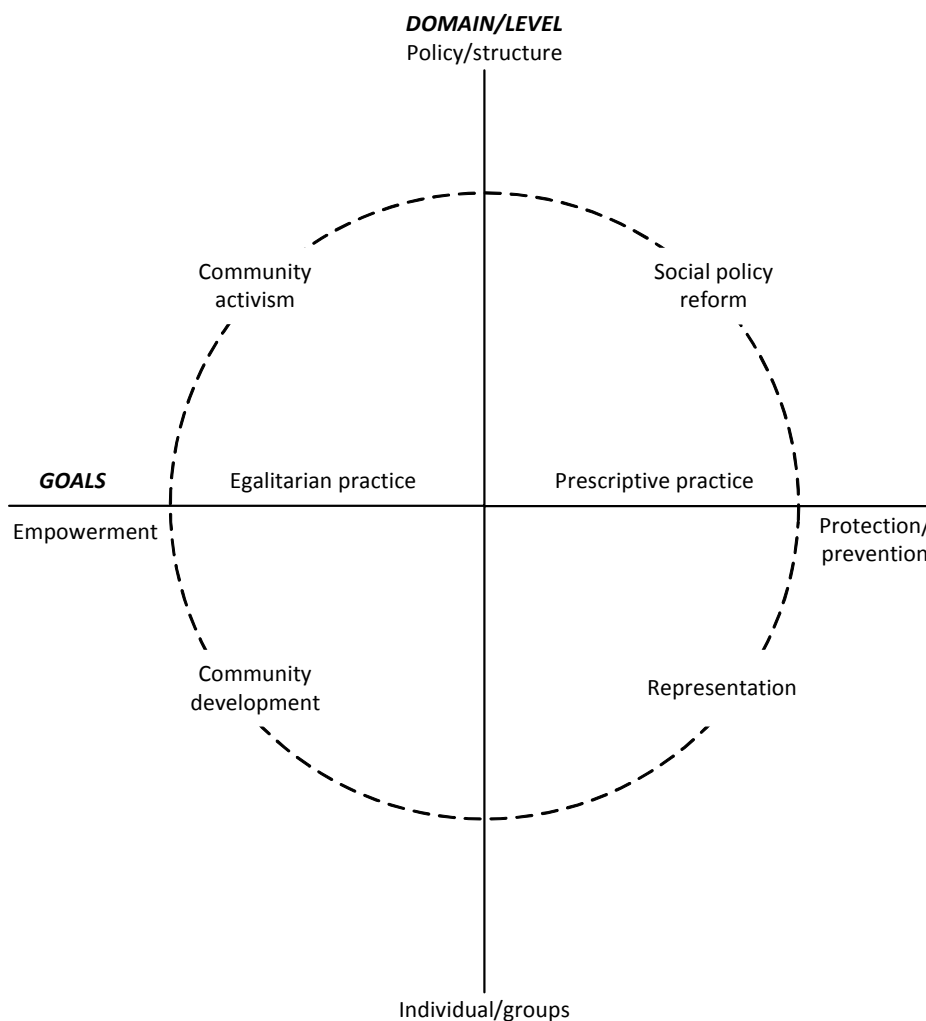


Figure 1. A conceptual framework for advocacy in health promotion (reproduced from Carlisle, 2000)

'Representation' is straightforward representational advocacy, with the health advocate acting as an 'expert' at the level of cases rather than causes, and Carlisle (2000) notes that most examples of advocacy in the fields of mental health and learning disabilities are of this type. In the other types of advocacy described, the role of advocacy may be categorised as facilitational rather than representational. For example, the goals of health promotion for 'community development' are classified as enablement rather than protection or prevention. Activities are orientated towards 'case' level work with individuals and groups, identifying their needs and seeking to address these at the local level. 'Community activism' takes these skills a step further by seeking to provide communities with political advocacy skills. Carlisle (2000) categorises health promotion that seeks to influence policy making as health advocacy for 'social policy reform'. Examples of this type of advocacy may include legislative reform relating to the availability of tobacco.

2.1.2 Media advocacy

In addition to the four types of advocacy described by Carlisle (2000), media advocacy, the strategic use of the mass media to advance social or public policy initiatives (Anderson & Hughes 2000), has been used as a particular strategy to generate news coverage about tobacco control (Niederdeppe et al 2007).

2.2 Evidence relating to the impact of advocacy

Chapman highlighted that "efforts to attribute causal effects from advocacy processes to their outcome objectives are fraught with problems" (Chapman 2007, pg 30-31). However, in an overview of evidence on advocacy as a tobacco control strategy, Sparks (2007) concluded that a comprehensive approach to tobacco control focusing on policy advocacy has resulted in many policy changes for tobacco control that have in turn had an effect on smoking prevalence. Work undertaken by McCubbin et al (2001) to describe the evidence base with respect to advocacy for healthy public policy found that currently, the evidence base is weak. McCubbin et al (2001) also identified that advocacy evaluation "tends more toward the anecdotal or opinionated than the analytical or scientific" (McCubbin et al 2001, pg 28).

Chapman and Wakefield (2001) have cautioned that the strategically complex nature of media advocacy means that analytic reviews of this approach are uncommon. Stead et al (2002) have proposed that a mix of research methods combining quantitative and qualitative approaches should be used to evaluate media advocacy activities.

3 Methods

3.1 Scope of the review

The aim of the literature review was to characterize and bring together evidence from research that has examined the impact of advocacy initiatives, led by or heavily influenced by the participation of young people. As identified in Section 2, the research literature on advocacy is still evolving and therefore research on advocacy initiatives conducted across a broad range of health and social science areas (including public health, education, criminology and social care) were considered for inclusion.

3.2 Identification of relevant studies

3.2.1 Search strategy

A database of published and unpublished literature was compiled from systematic searches of electronic sources and websites, searching reference lists and contacting relevant professionals working in the field of advocacy. Studies published since 1998 were identified by searching the following databases and websites:

Electronic databases

- Medline
- PsycINFO
- The Cochrane Library
- ERIC
- Bibliomap
- Social Sciences Citation Index
- Sociological Abstracts
- ASSIA
- Campbell Collaboration
- TRIS
- NCJRS abstracts
- Popline
- SIGLE
- PLANEX

Websites

- The Robert Wood Johnson Foundation
- Stop Teen Addiction to Tobacco
- Schoolfile
- The Foundation for Smoke-free America
- FADE Library
- National Connection for Local Public Health

In addition to the sources outlined, three additional strategies were used to identify references: (i) additional searches were conducted on the Web of Science and in Google Scholar to identify conference abstracts; (ii) experts in the field and authors of conference abstracts were contacted by email; and (iii) reference lists of retrieved studies were scanned. An example of the search strategy used to identify studies is presented in Appendix 1.

3.2.2 Inclusion and exclusion criteria

Two reviewers screened all titles and abstracts retrieved from the database searches according to the criteria described below. Full text articles of relevant studies were screened by two reviewers independently to determine whether the study met the following inclusion criteria:

- Interventions

Studies that examined advocacy initiatives undertaken on behalf or by young people, whether as a standalone intervention or as part of a larger programme, were eligible for inclusion. Studies that

examined “traditional” approaches to advocacy where a health professional advocates at the level of cases rather than causes (e.g. representational advocacy) were excluded.

a) Participants

For a study to be eligible for inclusion the primary target group of the intervention had to be young people aged <21 years.

- Study design

Studies of any design, with the exception of editorials and non-systematic review articles, were eligible for inclusion.

- Outcomes

Study inclusion was not be restricted by outcome.

- Subject areas

Studies which have examined advocacy initiatives led by or heavily influenced by the participation of young people conducted in subject areas outside of tobacco control were also eligible for inclusion. Relevant subject areas included but were not limited to: alcohol; drug use; general health promotion; physical activity; road safety and accident prevention; gambling; nutrition; sexual health; pregnancy; and social care.

3.3 Characterizing studies in a systematic map

The literature on the impact of advocacy initiatives was described using two coding strategies. The coding strategy was developed and piloted on a sample of articles to establish consistency between coders and to ensure that the coding tool accurately reflected the range of studies identified. Coding was undertaken independently by one reviewer (LJ, KW, RA) and independently checked for accuracy by a second.

The first coding strategy was designed to capture generic information on a range of variables including the country in which the research took place, study design, and type of advocacy approach (according the four types identified by Carlisle 2000). The second coding strategy was used to extract data from each article based on seven dimensions used by Kar et al (1999): location; problem; impetus; methods; partners/opponents; context or macro-environment; and impact.

4 Results

4.1 Overview of study identification

A total of 5,008 references were identified through the searches of electronic databases and websites. Following screening of titles and abstracts, the majority of the references (n=4,822; 96%) did not meet the inclusion criteria for the review and were excluded. An overview of the process of study identification is shown in Figure 2.

A total of 185 references were selected for retrieval as full articles, however, 14 articles were not available in the timeframe for the review, and 171 articles were subsequently screened. Following full text screening a further 112 articles did not meet the inclusion criteria and were excluded. A total of 24 articles were identified through reference screening and searching conference abstracts, two of which did not meet the inclusion criteria. A total of 81 articles were therefore included in the systematic map.

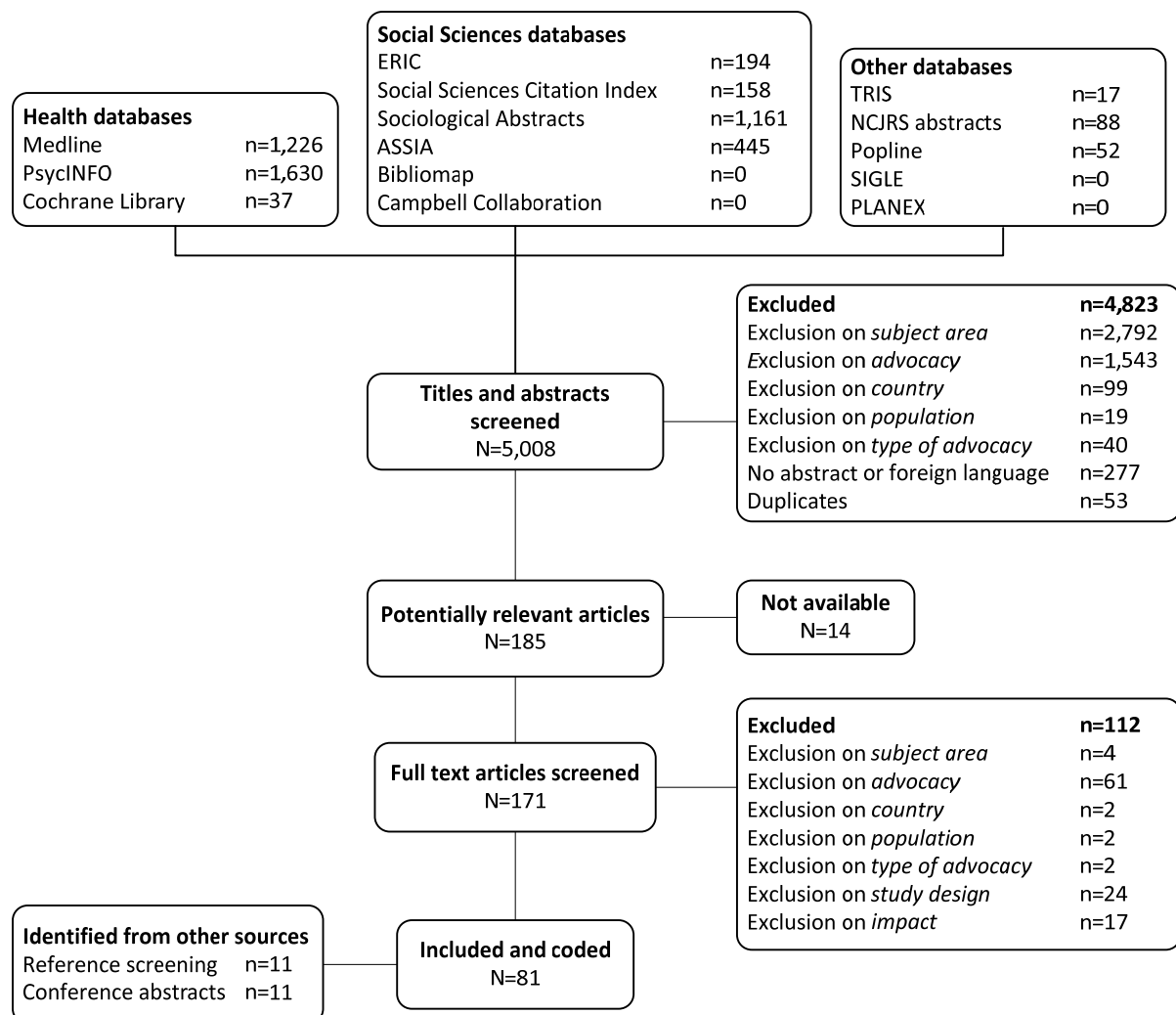


Figure 2. Overview of study identification

4.2 Characteristics of included studies

4.2.1 Source of reference

As shown in Figure 3, the source of reference for around one third of the included articles was the Medline database (n=22; 27%). Studies were also identified via PsycINFO (n=12), ASSIA (n=8), the Social Science Citation Index (n=8), ERIC (n=3), Sociological Abstracts (n=5), and the Cochrane Library (n=2). Around another third of the articles were identified via other methods which included reference screening of retrieved articles (n=11) and searches for conference abstracts (n=11).

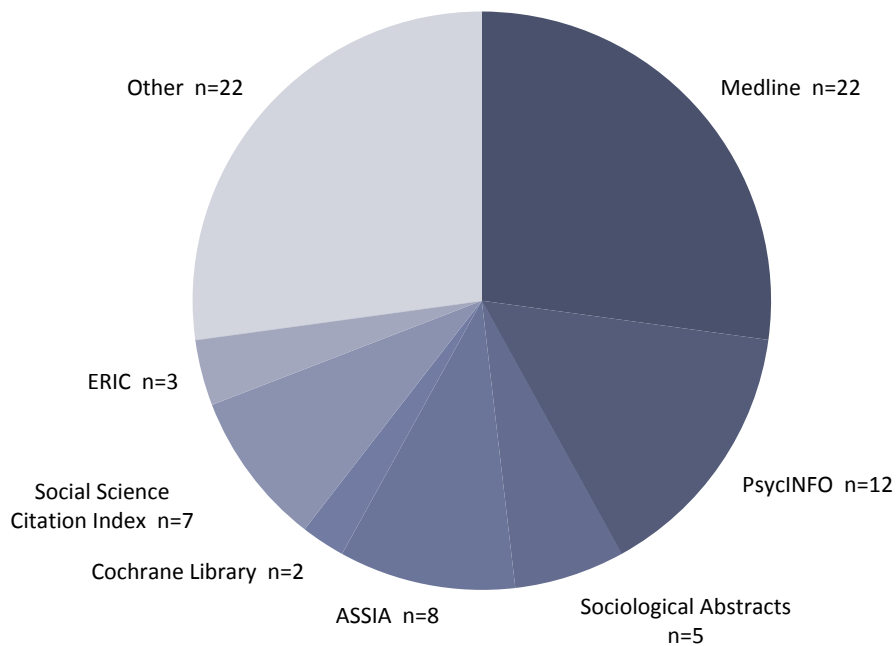


Figure 3. Source of references

4.2.2 Scope and focus of studies

The majority of articles reported on advocacy initiatives, activities and interventions in the field of tobacco control and prevention research (n=45; 56%). Articles were also identified that focused on community and/or environmental action (n=13; 16%), the prevention of alcohol and substance use (n=10; 12%) and healthy lifestyles (n=8; 10%). Articles which were coded as other (n=5, 6%) included an article on advocacy within the field of children's television, youth involvement in public policy and two studies which examined advocacy initiatives for a range of topics.

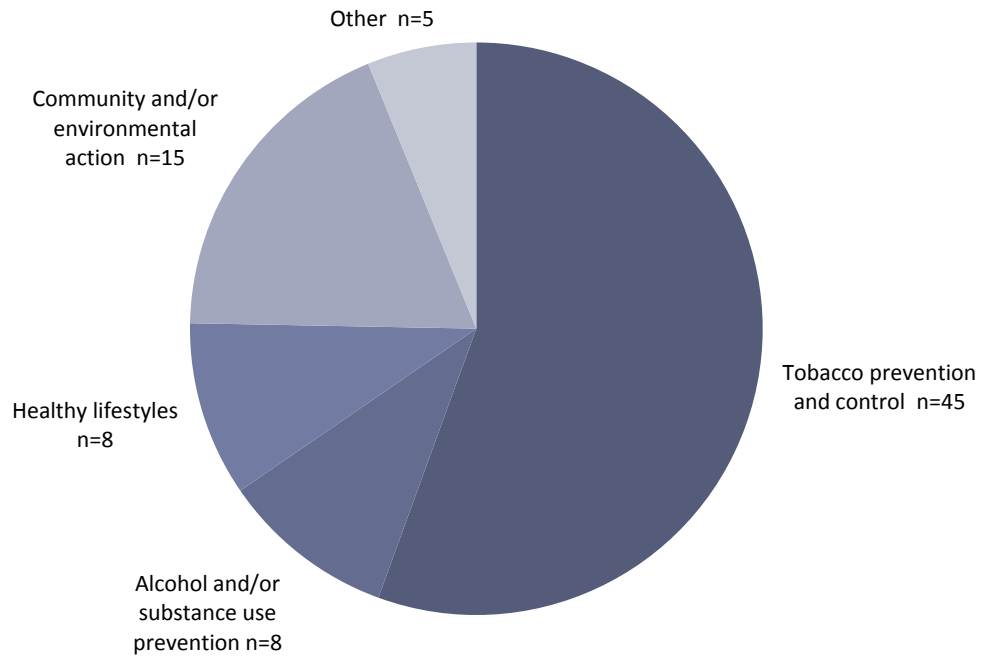


Figure 4. Scope and focus

4.2.3 Country

The vast majority of articles reported on research conducted in the USA (n=72; 89%). Articles on research conducted in New Zealand (n=2), Australia (n=2), Canada (n=2), Sweden (n=1) and the UK (n=1) were also identified. Two articles reported on research conducted across a range of countries.

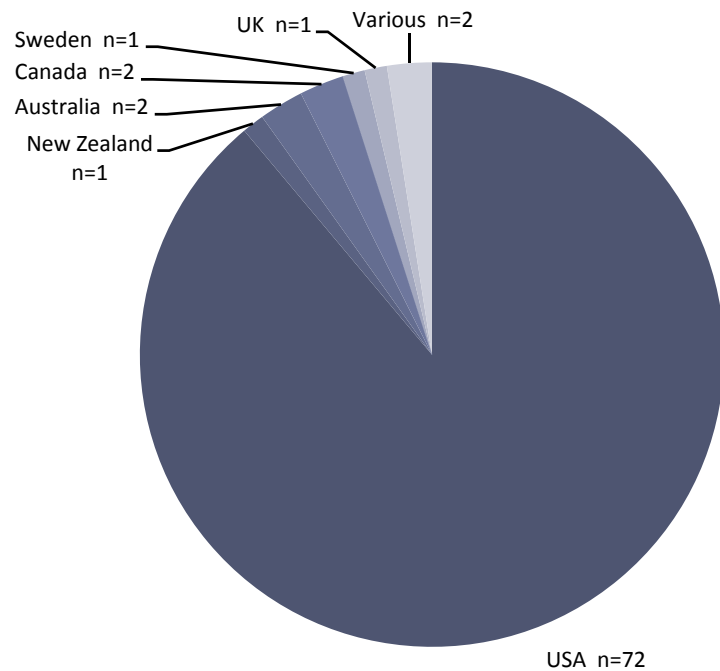
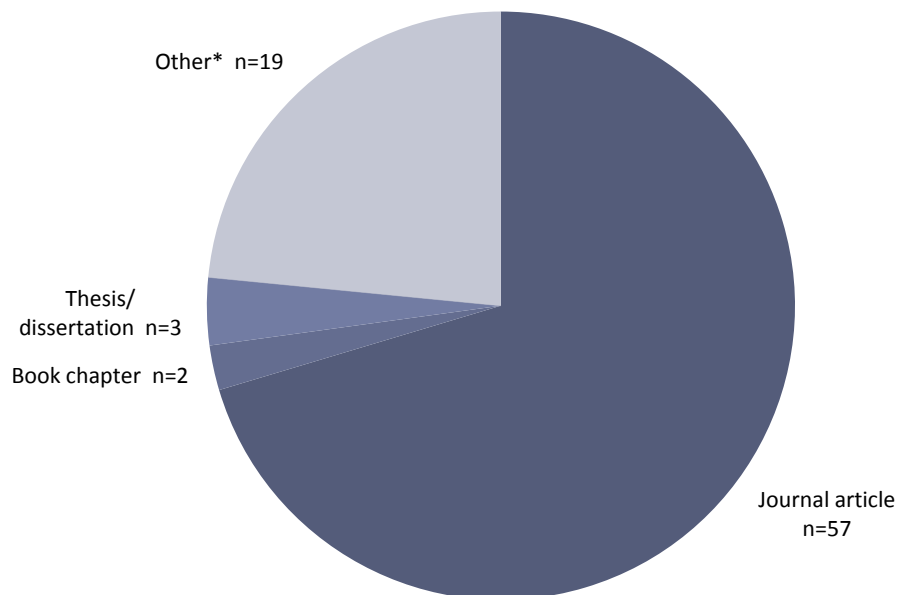


Figure 5. Country in which research was conducted

4.2.4 Publication type

As shown in Figure 6, the majority of the articles identified were peer-reviewed journal articles (n=57, 70%). Three thesis/dissertation and two book chapters were also identified for inclusion. Articles grouped within the other category (n=19) included 11 conference abstracts, eight online articles and one newsletter.



*conference abstracts, online articles and newsletters

Figure 6. Publication type

4.2.5 Type of advocacy approach

The type of advocacy approach was coded according to the four types described by Carlisle (2000), and additionally for media advocacy and whether the advocacy elements were part of a larger multicomponent intervention programme. As shown in Figure 7, the most common type of advocacy approach was community development (55%), followed by community activism (43%). Initiatives coded as 'community development' focused on activities that sought to address local needs, and initiatives coded as 'community activism' sought to provide young people, or those acting on behalf of young people, with the skills to advocate for policy change at a local level. Examples of this type of approach included young people were trained and subsequently advocating for 100% tobacco free policies in schools. Fewer articles were identified that examined advocacy approaches based on social policy reform (23%) or media advocacy (23%). Examples of advocacy for social policy reform included efforts in Australia to ban smoking in cars carrying children.

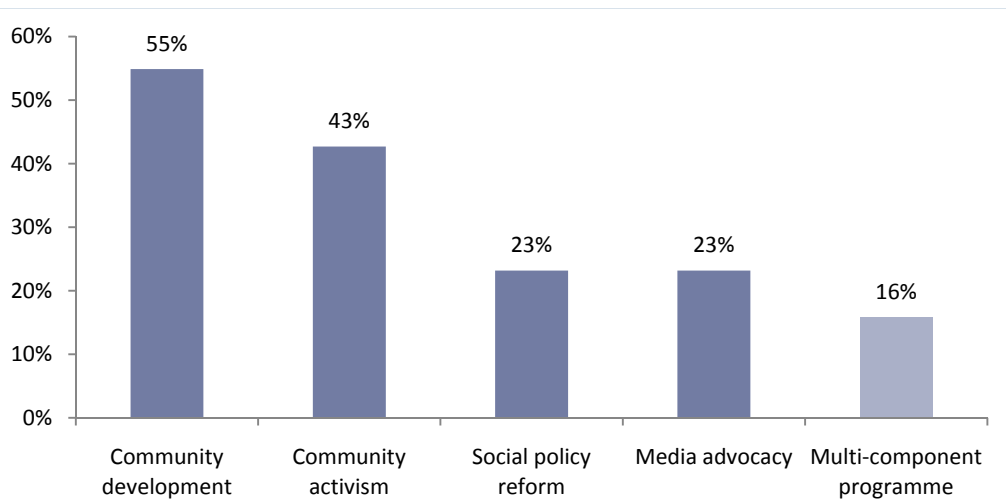


Figure 7. Type of advocacy approach

4.2.6 Evaluation design

The majority of articles reported on case studies of advocacy initiatives, activities and interventions (n=32; 40%). These studies were largely descriptive and presented outcomes in terms of the lessons learned. Seven articles (9%) reported on experimental studies, which included five randomised controlled trials and two quasi-experimental studies (one interrupted time series and one non-randomised controlled trial).

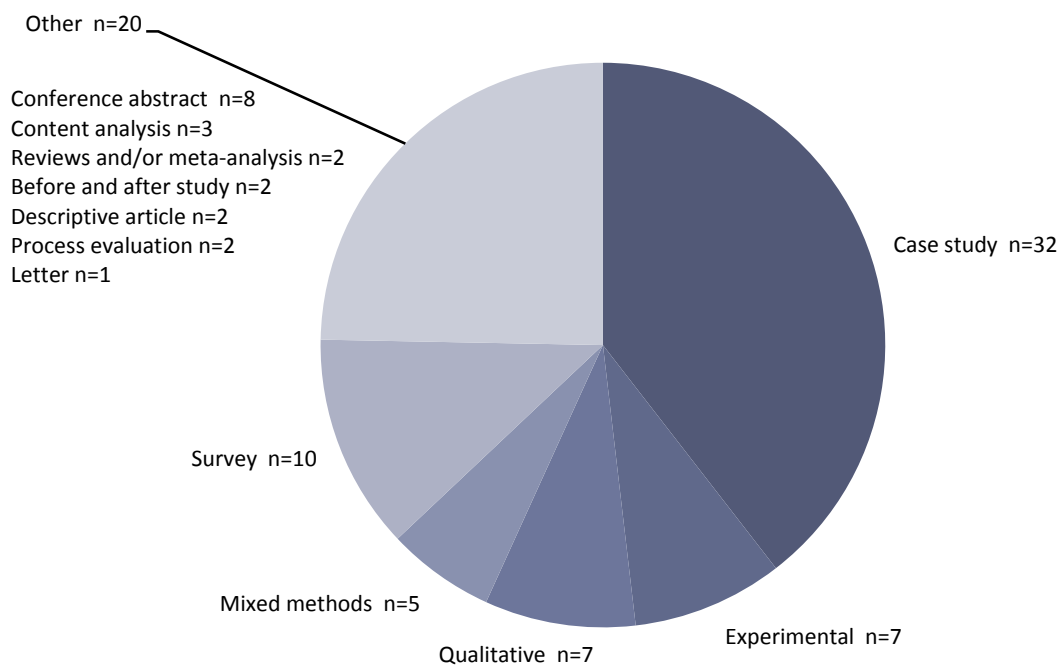


Figure 8. Evaluation design

4.3 Excluded studies

From the studies screened as full text articles, 112 did not meet the criteria for inclusion. As shown in Figure 10, the main reason for exclusion was that the programmes or initiatives examined in these articles did not include any advocacy elements (n=61; 54%). Twenty-four reports (21%) were also excluded because they were short news articles, non-systematic review articles or editorials, and 17 articles (15%) which did examine advocacy initiatives did not report sufficient details to determine the impact of the initiatives, activities or intervention examined. The remaining reports were excluded on subject area (4%), because the research was conducted in a developing or non-OECD country (2%), on population (2%) and because the advocacy initiative examined focused on representational/traditional approaches to advocacy (2%).

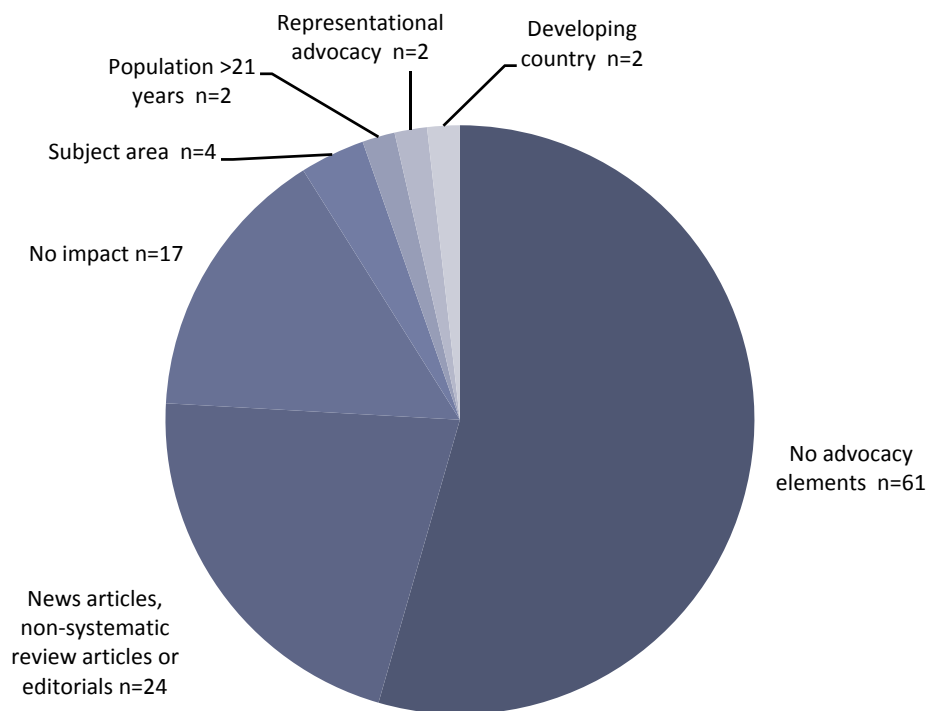


Figure 9. Reason for exclusion

4.4 Overview of advocacy initiatives, activities and interventions

4.4.1 Tobacco control

Overview of the literature

A total of 21 articles, including five conference abstracts, were identified that examined tobacco control advocacy initiatives undertaken on the behalf of, or by young people. Nineteen articles reported on activities conducted in the USA, one article reported on an advocacy campaign in Australia, and one article reported on anti-industry initiatives in the USA, UK and Sri Lanka. Advocacy initiatives were focused on youth access to tobacco in two articles (Watson & Grove 1999; Andersen et al 2003), targeting the tobacco industry in seven articles (White et al 2006; Sutton et al 2007; Eisenberg et al 2004; Hersey et al 2005; Farrelly et al 2002; Zucker et al 2000; Niederdeppe et al 2004), smoking in films in one article (Dang et al 2003), and the passage of legislation regarding second hand exposure to smoke in 11 articles (Goldstein et al 2003; Freeman et al 2008; Tsoukalas & Glantz 2003; Reynolds et al 2005; Pasricha 2005; Pearman et al 2005; Anon 2008a; Anon 2008b;

Anon 2008c; Anon 2008e; Anon 2008f). Eight articles were case studies that described campaigns and activities around clean air legalisation. One article reported on a content analysis of the media coverage of a proposal to ban smoking cars and two articles reported on studies using mixed methodological approaches to examine youth access restrictions. One qualitative study examined youth involvement in social marketing activities and four articles reported on surveys that examined the effects of the “truth” campaign.

Youth access restrictions

Two studies examined advocacy initiatives designed to support legislation restricting youth access to tobacco (Watson & Grove 1999; Andersen et al 2003). Andersen et al (2003) described industry efforts to block the adoption of local regulations in Massachusetts, which involved focusing attention on identifying and defeating local regulatory proposals and building alliances with the New England Convenience Store Association (NESCA). In response the local health boards utilised a number of strategies, such as meeting with school and community-based groups to raise the profile of the problem of youth smoking and conducting education sessions with local merchants. A second set of advocates, community coalition coordinators promoted tobacco control to grassroots organisations within their community and collaborated with board members to counter anticipated local opposition. The success of tobacco control campaigns in Massachusetts was attributed to the ongoing funding from the state for local tobacco control initiatives, sharing goals across coalitions for tobacco control, and encouraging health boards to create and uphold their own tobacco control regulations. Watson and Grove (1999) described an effort to create new local laws to regulate the sale and use of tobacco products by young people in three cities in Larimer County, Colorado, USA. A strategy to address the problem was developed and the Larimer County Tobacco and Youth Project established which involved the collaboration of public health officials, citizen activists, voluntary organisations, and a community coalition. The strategy included a number of activities, such as identifying the city's power structure and methods for policy change, and organising advocates to address these. In addition the group designed new policy to address the needs of the community and organised support for the new policy from the community. Compliance checks, conducted to measure the effects of these activities, indicated that underage sales had dropped to 14% shortly after the policy was passed, and to 5.8% after 1 year.

Second hand smoke exposure

100% tobacco-free school policies

Four articles reported on case studies of initiatives to support or promote the adoption of 100% smoke-free tobacco policies in schools (Goldstein et al 2003; Anon 2008b; Anon 2008c; Anon 2008f). As part of the North Carolina Youth Empowerment Study (NCYES; see also Ribisl et al 2004), Goldstein et al (2003) examined the mechanisms through which 100% smoke free school policies were adopted in North Carolina. In support of these policies, local adults and youth acted as ‘champions’ to catalyse policy change, for example, student champions involved classmates in advocacy activities through petitions and surveys, and advocated with school boards. Students also attended a youth tobacco summit organised by the Governor. The authors reported that adoption of school policies occurred through one of three mechanisms: an administrator or other adult initiated change with little or no evidence of youth involvement (9 school districts); an administrator or other adult initiated change, but the process involved youth participation at some level (2 school districts); and youth were very involved and identified as major players in passage of the policy, with adult

facilitation as key (3 school districts). Of seven districts that adopted 100% tobacco free school (TFS) policies, five showed evidence of youth initiation and involvement. The Governor's actions were reported to both have stimulated policy change and to have supported policy change already initiated. Successes were indicated in all 14 of the school districts, (each adopted 100% TFS policies) out of 117 in North Carolina. However, efforts to extend the policies were felt to be dependent on how effectively advocates and health officials could use advocacy, resources, and peer recommendations. Further details of advocacy activities for 100% TFS policies in North Carolina were presented in three case studies funded through the Question Why programme which used structured storytelling (Anon 2008b; Anon 2008c; Anon 2008f).

Clean indoor air laws

Five articles, including four case studies and one conference abstract, (Tsoukalas & Glantz 2003; Reynolds et al 2005; Pasricha 2005; Anon 2008b; Anon 2008e) reported on efforts to support the passage of clean indoor air laws. Tsoukalas & Glantz (2003) examined the methods used by the tobacco industry to oppose clean indoor air laws. Reynolds et al (2005) described the activities of the A Smoke-Free Paso del Norte coalition, which was founded to win approval for an ordinance to ban smoking in all workplaces and public places. A conference abstract (Pasricha 2005) reported on the role of the mobilisation of youth support via Delaware's Kick Butts Generation in the passage of clean indoor air legislation. Two articles (Anon 2008a; Anon 2008e) used structured storytelling to report on advocacy campaigns for smoke-free communities in North Carolina, including a campaign to improve smoking policies at popular meeting places for young people and at a family restaurant. Learning points from these activities were presented and highlighted the need to draw on young people's knowledge and skills to create campaigns, and that an important adult role is to keep campaigns running.

Other

One article (Freeman et al 2008) described the history of the policy banning smoking in cars carrying children in Australia and examined media coverage of advocacy activities in relation to the topic. The author identified that the majority of media themes were in support of the ban, reflecting that "invoking the protection of vulnerable children in the debate about smoking in cars called up an almost invincibly powerful sub-text for advocates" (Freeman et al 2008, pg 64).

A conference abstract was identified (Pearman et al 2005) that described a youth-led intervention to facilitate the adoption of a tobacco-free parks ordinance in the San Joaquin Valley, California. The intervention included youth coalition building, collaboration, advocacy, public opinion surveys, media, health education, and policy adoption and implementation. Central to the intervention was a youth-initiated clean up of a local park which attracted media attention. Following these activities, council members voted 6 to 1 in favour of a ban and directed the city attorney to draft a tobacco-free parks ordinance.

Anti-industry campaigns

Three articles (Farrelly et al 2002; Eisenberg et al 2004; Hersey et al 2005) examined the impact of the national "truth" campaign, a counter marketing campaign which used a range of 'truth' message tools to highlight the tobacco industry's attempts to market tobacco to teenagers. Based on the Legacy Media Tracking Survey, Farrelly et al (2002) identified that exposure to 'truth' advertisements was consistently associated with an increase in anti-tobacco attitudes and beliefs. In addition,

Hersey et al (2005) found that young people who reported higher levels of campaign exposure held more negative beliefs about tobacco industry practices. Eisenberg et al (2004) described one aspect of the truth campaign, the “truth” tour, which was conceived as a mechanism for grassroots marketing of the truth brand, and creating visibility for the brand at the local level. Three groups of 6-12 selected and trained youth (referred to as “riders”) toured the country, visiting 27 cities to deliver the truth message. The key findings of the study described issues that arose regarding using underage and edgy youth as full-time tour staff, the need for sensitivity training for the entire tour staff, and the way in which tours articulate with local advocates for a shared cause.

Three conference abstracts were identified that reported on anti-industry initiatives and campaigns conducted by, or on the behalf of young people. Dang et al (2003) described a campaign to highlight smoking in films. A documentary, *Scene Smoking* was produced and shown to people within the entertainment industry. The authors reported that there were significant shifts in opinion by many of the participants following the screening of the documentary, and that members of the entertainment industry were particularly apt to confirm anti-tobacco attitudes. White et al (2006) reported on advocacy actions conducted in the USA, UK and Sri Lanka at annual shareholder meetings on the world's two largest multinational tobacco companies (Altria/Philip Morris and British American Tobacco). The authors discussed how these activities gained media coverage and how they helped in highlighting and maintaining controversy around smoking. Sutton et al (2007) presented on a youth summit that was designed to provide young people from across Hawaii with innovative tools to advocate against the tobacco industry. Training included 'Advocacy 101' and interactive Expression Sessions, that provided development in Video Production, Communication/Drama, DJing, Hip Hop Dance, Media/Public Relations, and Street Art. The summit culminated with a rally in support of statewide smoke free workplaces legislation. The authors reported that among participants there were increases in knowledge of advocacy skills and youth beliefs that the industry targets specific ethnic groups. Most participants agreed to make efforts to speak up against the industry and use the skills they had learned to work against the industry. The authors report that rally provided motivation for the Governor to sign smoke free workplaces legislation.

Florida Tobacco Control programme

Four articles examined components of the Florida Tobacco Control programme (FTCP), a comprehensive education marketing, prevention and enforcement campaign. Two articles reported on the “truth” media campaign (Niederdeppe et al 2004; Zucker et al 2000), and one article reported on Students Working Against Tobacco (SWAT; see Luke 2004), a statewide anti-tobacco group. The FTCP also incorporated a media advocacy strategy, which was examined in one article (Niederdeppe et al 2007), and a school-based tobacco use prevention programme. Two articles examined the effects of Florida’s “truth” campaign on attitudes and behaviours to smoking among young people exposed to the campaign (Zucker et al 2000; Niederdeppe et al 2004). The campaign achieved a brand awareness level of 92% among young people in Florida (Zucker et al 2000) and was associated with reduced smoking rates among Florida teens compared to a national sample (Niederdeppe et al 2004).

4.4.2 Tobacco prevention

A total of 24 articles were identified that examined advocacy activities, campaigns and interventions that were designed to target smoking behaviours among young people. All articles reported on

research conducted in the USA. Five articles reported on experimental studies designed to examine the effectiveness of intervention programmes, four of which were randomised controlled trials (RCTs) and one of which used a quasi-experimental design. Five articles reported on studies which used surveys to examine the effects of participation in youth group activities on attitudes and behaviours relating to smoking or empowerment, and three articles reported on studies that used a mixed methodological approach. These three studies largely focused on young people's experience of involvement in advocacy activities. Six articles reported on case studies and presented mainly descriptive results, and four articles were conference abstracts. One article reported on a content analysis of media coverage of youth advocacy activities in Florida.

Community-based tobacco prevention programmes

Biglan et al (2000) examined the effectiveness of Project SixTeen, a community programme which included media advocacy, youth anti-tobacco activities, family communications about tobacco use, and reduction of youth access to tobacco. Eight pairs of small Oregon communities were randomly assigned to receive a school based prevention programme or the school based programme plus a community programme. Smoking prevalence among 12-15 year olds was found to be significantly lower in the communities that received the community programme after one year of intervention and one year after the intervention had ended. The authors concluded that the programme appeared to be of value for preventing adolescent smoking.

D'Onofrio et al (2002) examined Project-4-Health, which was developed by health professionals to enable youth to develop personal policies about tobacco use and to participate with others in developing and implementing sound tobacco policies and programmes within the home, the 4-H club, school and the community. A total of 72 4-H clubs participated in the research, 36 received the intervention programme and 36 acted as controls. Activities were conducted over five 4-H club sessions and included small group activities (e.g. role plays) and large group discussions. These sessions were also complemented by 'fun and action-orientated' assignments designed to reinforce concepts and messages introduced in club sessions. The programme was well liked by 4-H members and leaders, and ratings of activities were very positive. Fidelity of programme implementation varied between the clubs. Project 4-Health demonstrated positive effects on three of four knowledge variables, three of six measures of attitudes and beliefs, and one of two measures of behavioural intention. However, there were no significant effects on six social influences measures and six behaviours. Compared with other youths in the programme, those who attended more program sessions were more likely to be negative about trying tobacco and to believe it was hard to quit using it. However, young people with better programme attendance were more likely to report that using tobacco had social benefits.

School- and further education-based tobacco prevention programmes

Winkleby et al (2004) examined the effects of an advocacy intervention developed to address the environmental influences around smoking in continuation high schools¹. Students carried out activities to counter environmental-level smoking influences in their schools and communities. The advocacy curriculum was based on social learning and empowerment theory and helped students to develop community advocacy projects. Ten continuation high schools in northern California were

¹ Continuation high schools serve students who are at risk for either failing or dropping out of mainstream schools, or have been removed because of behavioural problems or illegal activity.

randomly assigned to receive the intervention or to the control group. Regular smoking decreased (by 3.8%) in schools that received the intervention, and increased (1.5%) in control high schools, with a significant net change of 5.3%. The significant net change in regular smoking was maintained at the 6-month follow-up assessment, and the number of non-smokers increased by about 3.5% for both the intervention and control high schools. Among students who received the advocacy intervention, there were also significant net changes in the number of students who perceived incentive value for creating a tobacco-free environment, an increase in perceived self-efficacy to perform advocacy activities, and outcome expectancies that advocacy activities would result in changes in students' environments.

Spark and Simmens (2007) examined the effectiveness of the *Kids Act to Control Tobacco* (Kids ACT!) programme. The study has only been published as conference abstract but further study details were received from the authors and are presented on the Robert Wood Johnson Foundation website. Thirty-one schools in five states (4,621 students) were randomly assigned to receive the Kids ACT! intervention or to the control condition. Kids ACT! taught a four step advocacy process of planning, developing, acting and evaluating one's efforts. Significant differences ($p < 0.001$) were found between students in the intervention and control groups at post-test for attitudes toward a tobacco free society, perceived incentive value of tobacco control, self efficacy to act as an advocate, intent to act, and advocacy action. While effect sizes were modest, the program was effective for training youth to act as advocates for a tobacco free environment. Exposure to the curriculum had no effect on student's experimentation in tobacco over time. The effects of the curriculum declined between post-test and six month follow-up, indicating that students need reinforcement to continue advocacy work.

Gonzales et al (2004) examined *Project EMPACT*, a media literacy skills training approach for tobacco use prevention among high school-aged students. The programme was intended to raise students' awareness and critical consciousness about the contemporary marketing strategies of tobacco companies via the media. Study sites were 10th grade health classes in 4 high schools. Students received media literacy skills training which included media advocacy components, in addition to peer influence and resistance skills. Among students who received the media literacy intervention there were significant increases in post-intervention knowledge and decreases in pro-tobacco attitudes. In addition, the number of cigarettes smoked in the past 30-days was significantly lower among intervention participants compared to the comparison group.

Morrison & Talbott (2005) reported on the implementation of a tobacco prevention programme aimed at further education institutions. The *Student Tobacco Reform Initiative: Knowledge for Eternity* (STRIKE) programme was piloted on nine college campuses in Florida and involved the recruitment of volunteer student advocates to serve on the STRIKE steering committee. The committee developed a four step guiding process called *TRUCE* (Targeting, Resource Identification and Unification for College Education) which aimed to integrate activities with existing campus-based activities. This process provided a structure for mobilising and maximising resources in support of the programme.

Mendenhall et al (2008) described the *Students Against Nicotine and Tobacco Addiction* (S.A.N.T.A.), a community-based participatory project involving members of Job Corps in St. Paul, Minnesota. Job Corps is a federal vocational training programme for young people aged 16-24 years. An action and

planning group was formed from students, teachers and staff, and university faculty members. The project activities were designed to tackle smoking by addressing stress and boredom in Job Corps members through a combination of social and exercise groups, a campus-wide newsletter and other activities which included changing the smoking area on campus to a less desirable location. The programme was considered to have been successful in changing policies on campus, although full evaluation results were pending.

Youth empowerment movements

Statewide Youth Movement Against Tobacco Use

Two articles (Holden et al 2004; Holden et al 2005) examined the relationship between involvement in the *Statewide Youth Movement Against Tobacco Use* (SYMATU) initiative and psychological empowerment of youth. A total of 17 state health departments were funded to participate in SYMATU and develop local initiatives that were 'youth led and youth directed', and maintain a statewide coalition to support the initiative. Analyses based on sample of 3,587 young people representing 297 groups in 17 SYMATU programmes revealed that the extent to which young people were provided or took the opportunity to participate as leaders was associated with whether they reported confidence in working effectively against the tobacco industry or in influencing others not to smoke, the degree to which they reported beliefs associated with perceived socio-political control and participatory competence, and the extent to which they reported being assertive ($p < 0.01$). Further analyses found that young people most likely to become involved in youth empowerment programmes seemed to include those who were performing fairly well in school, had specific plans for college, and were predominately White and/or female. However, data indicated that efforts could be made to reach out to youth who were living with tobacco use in their environment and who wanted to do something to change their exposure to it, or those with family members who had died from a tobacco-related disease.

Hinnant (2001) examined youth's experiences of involvement in SYMATU experiences and their perspectives on empowerment. This research identified that the environment must balance an atmosphere that is both fun and challenging with one that is youth driven to achieve a particular goal. Youth themselves appeared to be the ones that moved programmes forward, striving to meet their goals of educating others of the risks of tobacco use and the practices of the tobacco industry, as well as creating an actual change in their community's policies and practices related to tobacco. The majority of youth said they stayed involved because they believed they could and were having an impact on others, but also because they had a good time, enjoyed the friendships with other members, and could be around peers with the same beliefs about tobacco. Coordinators played a significant role in these programmes, with their role perceived as one of guidance and support, but not one of leadership as youth themselves filled that role. The relationship between youth and adult coordinators was highly valued.

Minnesota Youth Tobacco Prevention initiative

Two articles examined youth-led activities and initiatives conducted in Minnesota as part of the wider Minnesota Youth Tobacco Prevention Initiative. Dunn et al (2004) examined *Target Market™* an anti-industry youth movement. A marketing firm and non-profit organisation worked with youth to create the movement which consisted of a counter advertising media campaign and a youth organizing effort. Events and activities were categorised into three groups: branding/recruiting,

messaging, and fighting back (i.e. against the tobacco industry). The effects of the programme were based on telephone interviews conducted with 852 randomly selected young people. The results indicated that branding activities designed to raise awareness about the programme may have been more successful in reaching a wider youth audience than messaging activities, which were intended to spread key messages about rejecting industry manipulation, and were associated with taking action to get involved in *Target Market™* activities. Both branding and messaging activities were associated with young people spreading anti-industry messages. The authors concluded that the youth organizing effort, in combination with an intensive counter marketing media campaign, was an effective strategy for involving youth in tobacco prevention and generating negative attitudes about the industry. Dunn and Pirie (2005) investigated how common youth group activities related to young people's attitudes of empowerment. A total of 940 youth who had participated in three or more group meetings in the past year completed the survey. The most common group activities were developing materials with antismoking messages and making presentations about tobacco use to younger kids. Two activities, developing materials with antismoking messages and taking action to change school smoking policies, were associated with significantly higher perceived influence scores for the youth involved. These activities did not provide the most opportunity for leadership, but were among the most highly rated for the extent of youth involvement in implementing the activity. Some of the more frequently undertaken activities, such as giving presentations to younger kids and planning smoke-free social events, exhibited no relationship to influence scores. Work on raising the awareness of tobacco-industry tactics was associated with significantly higher influence scores. Personal factors associated with an attitude of empowerment were characteristic of youth at lower risk of smoking.

Youth Tobacco Empowerment Prevention programme

Marr-Lyon et al (2008) examined whether active participation mediated the relationship between empowerment efficacy and self-esteem of young people who participated in *Youth Tobacco Empowerment Prevention* (YTEP) programmes. A total of 117 young people involved in programmes that utilised youth empowerment or advocacy procedures were surveyed. Youth reported involvement in a range of activities including talking at state legislative meetings and/or sessions, writing articles for local newspapers and giving presentations to other teens or adults about tobacco use. Active participation was shown to mediate the relationship of empowerment efficacy and self-esteem. An increase in reported empowerment efficacy was associated with an increase in active participation, which in turn was associated with an increase in the self-esteem of the YTEP participants.

North Carolina Youth Empowerment Study

Tobacco control advocates in North Carolina have taken steps to organise and empower young people to work effectively with adults in tobacco prevention and control activities for several years. Efforts undertaken by the Tobacco Prevention and Control Branch of the North Carolina Department of Health and Human Services to organise and empower young people to work effectively with adults were described by Martin et al (2001). Activities and campaigns in which young people played a central role included promoting 100% TFS policies, reducing youth access to tobacco, promoting smoke-free air and delivering health messages via the media. Advocacy efforts were enhanced by establishing three Tobacco Use Prevention Youth Empowerment Centres (Question Why Youth Empowerment Program) each staffed by a Project Coordinator and 5-10 skilled youth advocates. The authors commented these efforts advanced the notion that solving a complex problem like youth

tobacco use requires many partners and a strong peer-led youth movement. These efforts must be sustained by schools and community groups, and by funders and decision makers who understand the need for culturally competent commitment and support. One article reported on a case study of a Question Why funded peer education curriculum for Girl Scouts. Following training, which covered the health effects of tobacco, components found in a cigarette, media literacy and second hand smoke advocacy, senior girl scouts provided peer education to brownies and junior girl scouts. The activities culminated in the institution of a badge programme. The article highlighted that institutionalising programmes can help to build community and social norm change.

Ribisl et al (2004) described the NCYES, a three year participatory evaluation of programmes addressing tobacco use prevention among young people. The purpose of the project was to empower youth in carrying out youth prevention and control initiatives. Advocacy activities that groups participated in included tobacco-free school policy activity (n=37), writing letters to the editor (n=16), writing an editorial (n=18), issuing press releases (n=33), and holding press conferences (n=3). The results of the study suggested that the number of groups involving youth in tobacco prevention appeared to be growing, and that while many of these groups utilise educational interventions, some are actively involved in policy change. Of these, it has been suggested that resources and training are key, young people require good working knowledge of policies and their development in order to create policies which not only identify new directions, but also viable ones for change.

Students Working Against Tobacco

Using SWAT as an example, Luke (2004) explored the question of whether state sponsored anti-tobacco youth organizations were viable social movement organizations. Young people involved in SWAT participated in a number of activities, which included promoting SWAT (e.g. distribution of materials), anti-industry PR, community health education, elementary/peer education, attempts to influence the voluntary adoption of tobacco control policies and to influence the passage of tobacco control legislation and recruitment. The SWAT programme proved to be dependent on the state leadership, and following a change in Governor the purpose of the organization was found to have substantially repurposed away from its original aims of tobacco control.

Other

Ribisl (2003) examined the potential of the internet as a medium to encourage and discourage smoking by young people. The author only presented one example of online grassroots advocacy, reporting that there were a paucity of other examples. The *Campaign for Tobacco-Free Kids*[®] launched a website campaign to put political pressure on the Bush administration to continue the US Department of Justice Lawsuit against the major tobacco companies. The Campaign established online petition on a 'micro site' (www.DontPardonBigTobacco.org). The website allowed visitors to sign up and send a free postcard to the Bush Administration and to send a message to their friends about the site. In the first six months, this campaign generated over 30,000 faxes to President Bush and the author states that this effort, along with the offline efforts of the Campaign and other groups, may have contributed to the Bush Administration support of the lawsuit against the tobacco companies. Bornemeier (2005) also reported on the wider activities of the *Campaign for Tobacco-free Kids*[®]. The centre was developed with support from the Robert Wood Johnson Foundation to address the need for a national centre that would operate as a central command post for the fragmented anti-smoking forces in the USA. The centre has four main goals: (i) develop a national

strategy for reducing youth tobacco use; (ii) to serve as a media and information centre; (iii) provide technical assistance to state and community antismoking education efforts; and (iv) broaden the base of organisational support to reduce youth tobacco use. The author credits the campaign and the wider activities of the Robert Wood Johnson Foundation as bringing cohesion to the advocacy network.

Niederdeppe et al (2007) assessed whether the media advocacy activities implemented by the FTCP contributed to increased news coverage, policy changes and reductions in youth smoking. Media advocacy activities included sending press releases and working with reporters to promote FTCP programmes, providing media training for local SWAT leaders and promoting media events coordinated with local SWAT activities. SWAT accounted for 61.4% of FTCP coverage from July 1999 through December 2001 (media advocacy activities), compared with 50.8% of coverage before July 1999. A one-unit increase in SWAT news exposure was associated with a 94% increase in the odds of counties enacting policy change, but other FTCP news exposure was not associated with changes in the odds of policy change. The results of the study did not support a policy effect on smoking behaviour.

Four conference abstracts presented limited information on youth advocacy activities. The Mississippi SWAT programme was developed by the Partnership for Health Mississippi for young people in grade 4-7 (Corley et al 2000; Corley & Boyd 2000). As part of the programme, youth advocates were identified and after participation in training became SWAT team members. SWAT team members organised and implemented anti-tobacco activities and community service projects. The *Youth Action Initiative* (Chen 2007) was created as a statewide, youth-led movement around tobacco control and prevention in Massachusetts. The main programme components included a mini-grants program, a youth advisory group, youth leadership awards, an annual youth summit, a film-shorts contest, and a youth website. Naylor et al (2006) described the *Youth Action Alliance*, which was developed to promote social change and youth development through youth advocacy in tobacco control. Thirty-one *Youth Action Alliances* were formed throughout Ontario, Canada and the young people involved in the alliance have developed and shared advocacy materials including commercials, postcard campaigns, community campaigns and awareness events. Schieber (2005) presented details on the *stand campaign*, a youth-led movement in Ohio, USA. Stand teams were developed and trained across the state to lead local tobacco prevention and control efforts.

4.4.3 Alcohol and other substance use

Eight articles were identified that examined advocacy initiatives, interventions and programmes that targeted alcohol and other substance use. Six articles reported on studies conducted in the USA and one each was conducted in New Zealand and Sweden. Four articles reported on strategies to reduce underage drinking, of which three articles focused on media advocacy. One article reported on a study that used a longitudinal quasi-experimental design to examine the effects of state coalitions. One article reported on a case study of an intervention to improve age and one article described a study which used surveys to assess intervention outcomes. In addition, one article was based on a content analysis of media coverage. Four articles reported on programmes designed to reduce substance use including alcohol, tobacco and illegal drug use. Evaluation designs reported on in these articles included a process evaluation, a case study, a qualitative study, and a survey.

Underage drinking

Harwood et al (2005) examined press coverage related to underage drinking in Louisiana, focusing on evidence of media priming and framing of underage drinking and four related legislative policies². Louisiana was the site of a coalition funded by the Robert Wood Johnson Foundation to reduce underage drinking by advocating for changes in state-level alcohol laws. Examples of media advocacy activities conducted by the coalition included solicited media coverage of rallies at the state capital, community information meetings, youth-led community activities, and media interviews with coalition members for feature stories on underage drinking. There were increases in the media coverage of underage drinking as a public health issue during the period of coalition funding (from 1997 through mid-2002), and passage of laws corresponded to heightened news media interest in underage drinking. High press coverage was associated with unsuccessful as well as successful alcohol bills. The possible exception to this was the passage of a zero tolerance law, which was enacted with little or no media attention. The authors therefore commented that press inattention has potential benefits for policy advocacy in at least two ways, to prevent mobilization of opponents and to permit stakeholders the opportunity to compromise during negotiations on bill content and wording. Overall, the study indicated that the press might best be used selectively in media advocacy and that work is needed to understand how media advocacy strategies may hinder policy enactment.

Wagenaar et al (2006) reported details of the Reducing Underage Drinking through coalitions (RUD) project which funded ten US states to form coalitions designed to change the normative and policy environment around underage drinking. The overall aim of the project was to increase media coverage and public awareness to inform policy change about accessibility of alcohol by young people and to mobilise organised action to change the social environment that facilitated underage access and consumption of alcohol. Specific activities undertaken by the coalitions to address these aims were not described. The results of the study indicated that the RUD project had positive effects on a range of outcomes including increased media coverage, the number of in state policies enacted, youth drinking behaviours and health outcomes for entire youth populations. However for most of these findings the differences were not statistically significant at the individual outcome measure level.

The aim of the study by Rehnman et al (2005) was to follow the effects of a community action-based intervention (STAD project) which involved a series of activities involving information/training, media advocacy and monitoring. The media advocacy component involved the presentation of the results of a baseline purchase study at press conferences, in several newspapers, and on local radio and television. There was a significant decrease in sales was observed in both the intervention area (from 73% of all purchase attempts to 44%) and in the comparison area (from 60% to 44%). However, no significant difference was found between the intervention and the comparison areas, in part due to a contamination effect in the comparison area, where similar activities were conducted by the local community. Perceived availability by teenagers did not change and following the intervention, availability of medium strength beer to young people in the intervention area decreased, but remained high.

² Policies were bans on minors in bars, increases in alcohol taxes, beer keg registration, and zero tolerance for teen driving under the influence of alcohol.

Huckle et al (2005) described the evaluation of a regional community action intervention to reduce access to alcohol from off-licenses by young people. Data obtained from the monitoring of alcohol sales made without age identification from off-licenses, was used for the purpose of media advocacy. The media advocacy campaign was used to increase awareness of, and advocacy for, improved age verification practices. The level of media coverage regarding the purchase survey/advocacy for improved age checking practices during the planned media activity period was higher than in pre-intervention months. The intervention reinforced the importance of the roles of local police and licensing staff in monitoring and enforcement; and increase in these practices were observed. The media advocacy initiative placed the easy access to alcohol by young people on the political and community agendas, and it was an important factor in helping to mobilise a key Government minister to become proactive in advocating for effective age checking at off-licenses.

Substance use prevention

The article by Gosin et al (2003) described how components of Participatory Action Research methodology were used to create the *keepin' it REAL* Drug Resistance Strategies curriculum. Teachers and students were involved in the development of the curriculum, for example, students from Grade 7 classrooms (aged 12-13 years) worked to create the logo for the curriculum and high school students took ownership of the development of a video that illustrated the REAL strategies. The authors reported that the programme was both successful and popular in combining the strengths of research and community involvement. Teachers involved in the implementation felt valued as experts and empowered. Middle-school students enjoyed their involvement in creative tasks, and high school students revelled in the chance to contribute to a project targeting younger students.

Collins et al (2007) reported on the results of a meta-analysis of the effects of a set of community coalitions that received funding to implement comprehensive community youth substance use prevention (CYSAP) strategies aimed at reducing the use of alcohol, tobacco, and other drugs among 12- to 17 year-olds. Intervention activities of the community coalitions included coalition development, comprehensive planning, implementation of science-based prevention interventions, and participation in training/technical guidance. Coalition development activities fell into several broad categories: formalizing (e.g. holding regular meetings for each coalition); energizing (e.g. recruitment of new individual and organizational members); and notifying (e.g. development of advocates for prevention, or prevention "champions"). The intervention was found to have had short-term, positive effects on risk and protective factors related to substance use, but there were no significant reductions in the prevalence of substance use.

Two articles (Winkleby et al 2001; Tencati et al 2002) reported on the *Teen Activists for Community Change and Leadership Education* (TACCLE) programme, which was designed to engage high school students from low income communities in advocacy activities that addressed environmental influences related to alcohol, tobacco and other substance use. Young people (n=116 students) were taught how environmental factors contribute to substance use, strategies to create change in schools and communities, and skills to initiate local advocacy projects. Students participated in a weekend advocacy institute six weeks into the intervention programme, during which a substance use issue was chosen and an action plan designed for achieving school and community change. A variety of community actions were planned and conducted. All groups gathered signatures on petitions and wrote letters to leaders. One group developed and presented a play to 300 community

members, and groups arranged meetings and made presentations to inform city and state political leaders about issues and potential solutions. All groups had the opportunity to visit or meet with their city council, school board, or state officials and to speak with key leaders. In all projects, a final key component was to follow up and monitor progress. Winkleby et al (2001) reported that there was no significant change in individual substance use following participation in the TACCLE programme. However, there were significant increases in the number of community advocacy activities for both boys and girls, and there were significant increases in perceived incentive value and perceived self-efficacy for girls, and a significant increase in leadership competences for boys. Activities resulted in policy-level changes in both the school and the community. Participants reported that they gained communication and presentation skills, and confidence in presenting their ideas to people in power (Tencati et al 2002). Young people who participated in the programme also reported that they had learnt the benefit of working in a group, which fostered a positive attitude about their leadership ability. They also reported an increased interest in and knowledge of issues that affected their community, an awareness of how to affect community change, an increased motivation to be involved in community advocacy, and increased confidence to interact with their peer group and with community representatives. Some participants assumed additional leadership roles following participation in the programme.

4.4.4 Community and/or environmental Action

Overview of articles identified

Fifteen articles were identified which examined activities and initiatives focused on community and/or environmental action. Twelve articles reported on studies conducted in the USA, and one article each reported on studies conducted in Canada and Australia. In addition, one article reported on the *Growing Up in Cities* project that was conducted in various countries including the UK, Norway, South Africa, Australia, India and Canada. Seven articles were case studies, six articles reported on qualitative analyses, and one article reported on a study that used a mixed methodology approach.

Community action

Sze et al (2005) reported on the *West Harlem Environmental Action (WE ACT)* youth programmes. WE ACT was founded as a result of local community struggles around air pollution and other environmental threats caused by a sewage plant and bus depot. Youth leadership programmes, were developed to integrate young people with these activities. The Earth Crew programme was designed to develop leadership potential and teach critical thinking. Activities conducted as part of both a summer programme and an after school programme, included public speaking, environmental audits, pollution monitoring and community leadership (the number of participants in the programme ranged from 15-35). DIFFERNTT (*Diverse Individuals Fighting for Environmental and Reproductive Rights Now 'Til Tomorrow*) also developed leadership potential but targeted at young women. It was designed to empower them to become trained, outspoken advocates for the clean and healthy environment necessary for good reproductive and overall health through individual and group activities. Evaluation of the DIFFERNTT programme revealed that all of the participants were able to identify local environmental pollutants and how they impact health; explore their local environments and ways they can make their environments safer and cleaner; connect local and community health issues with global struggles; identify skills needed to run an environmental justice campaign; and develop their organising and advocacy skills through a public

presentation. The programme succeeded in expanding previously narrow definitions of environment and health.

The purpose of the study by Charmatz (2005) was to understand student empowerment and social change. The context of the study was within one 7th and one 8th grade classroom participating in environmental projects. Students participated in activities which included choosing topics, project application and research and project action and reporting. The 14 projects undertaken by students were organised under three general activity structures: local outdoor action, educating individuals on issues and actions, and lobbying government or large groups to take action. The author found that students experienced the projects very differently. There were no significant differences found in the seventh grade scores on the Middle School Environmental Literacy Instrument before and after participation in the environmental action projects, but students in Grade 8 had significant increases on two of six sections: knowledge and issue analysis component. The author highlighted the following research findings: (1) "research" was an important component of action projects; (2) students learned varying types and depth of content knowledge; (3) student's actions varied before and after completing the project, however, after the project all students reported taking some kind of action; (4) most students reported from their perspective that the project was "fun" and allowed them to be "independent".

Pearce and Larson (2006) examined how young people become engaged or motivated by youth development programme activities, using the Youth Action programme as an example. The programme was part of a larger organisation in South West Chicago and was designed to help young people address "injustices in their lives" particularly in schools. Action campaigns were conducted to lobby Chicago School Board and state legislators to improve school funding, problems with school overcrowding, and to re-examine the schools' zero tolerance policy. The authors reported that the results suggested a three stage process of involvement relating to the motivational model: (1) the entry phase; (2) personal connection; and (3) intrinsic motivation in programme work. Progress through the model was facilitated by responses from peers and adult supervisors.

Morsillo and Prilleltensky (2007) described an intervention designed to encourage community action with young people, the *Working Community Programme*. The intervention aimed to link young people with local community agencies to develop organisational skills and a sense of personal and social responsibility in a supportive environment. A total of 24 high school students participated in the programme, which included students designing and implementing a community project. Students chose to organise the following activities: a drug-free underage dance party; battle of the bands contest; a community theatre group; children's activities for a refugee cultural festival; and to design an aboriginal garden. The authors reported that four positive developments had taken place in the students involved in the programme, enhanced socio-political awareness, an enhanced sense of control and social responsibility, hopefulness, and community participation skills. For groups, skills were developed related to motivation and independence, group effectiveness, and cohesion and solidarity. In addition, the community gained enhanced youth involvement in local affairs and four out of five of the projects came to a successful completion.

Kirshner (2008) analysed adult approaches to working with youth and how these approaches related to opportunities for young people to participate in social action. The analyses were based on fieldwork with three youth activism groups, *Youth Engaged in Leadership and Learning* (YELL), *Youth*

Rising, and *Teens Restoring the Urban Environment (TRUE)*. YELL participants (n=20) developed a campaign “Don’t Believe the Hype” to challenge media portrayals that perpetuated stereotypes about violence and academic underachievement among youth of colour in their neighbourhood. They also conducted focus groups with students and teachers about the origins and consequences of stereotypes. The campaign culminated in a community forum where youth presented their work to an audience that included the school board president, journalists, students, and community residents. Youth Rising involved a campaign to reduce the high school dropout rate by promoting greater student voice in school governance. Youth organisers asked their peers to fill out “report cards” that evaluated their schools, ‘membership meetings’, a rally and a press conference. TRUE ran multiple programmes that included park restoration and efforts to improve the availability of healthy food in the neighbourhood. The author characterised the way in which youth empowerment principles and task demands were managed by adult facilitators as (1) facilitation, (2) apprenticeship and (3) joint work. In the facilitation pattern, adults sought to be neutral towards youth’s decisions and be a resource for youth to plan and implement the campaign. In the apprenticeship pattern, adults were more likely to coach youth in campaign strategy and participate in campaign tasks within the context of a youth-centred environment. Joint work was similar to apprenticeship in that adults participated alongside youth, but differed in that adults rarely set aside time for coaching or instruction and did not draw distinctions between adults and youth as a basis for delegating tasks or participating in decisions. The author recommended four principles: (1) start with an authentic civic problem; (2) provide access to mature civic participation practices; (3) be responsive to specific skill levels and interests of youth; and (4) plan in terms of timescales that exceed one or two semesters.

Three articles (Anon 2008; Strack et al 2004; Wang et al 2004) examined youth engagement in community action project through the use of Photovoice. Wang et al (2004) described a project in Flint, Michigan, USA, in which, eight local facilitators and 11 professional photographers conducted workshops for young people, mentoring them in the use of cameras and the aims of the project. Participants were asked to do “free writes” set around the SHOWeD methodology³. The authors reported that the use of Photovoice gave participants an innovative tool through which to exert influence on the programmes they felt required improvement. Participation also encouraged interaction and cooperation between people of various races, ages, professions and experience who had previously felt one another inaccessible. Strack et al (2004) described a youth photovoice project implemented in an after school programme. Participants were 14 self-selected young people, between the ages of 11 and 17. They took part in 20 2-hour sessions over 12 weeks, during which they were introduced to photography skills, ethics, power, consent, and safety. They were also introduced to the SHOWeD method. Further into the program the project coordinator and a facilitator met with participating youth on 11 different days in order to help them select photos and write captions. Four exhibitions were held to display the young people’s work to reach local policymakers and promote the youth centre. The authors concluded that photovoice has potential as a method which can enhance youth empowerment and inform policy development. However, the authors noted photovoice is a one-time intervention and that there is the potential for empowered participants to be disappointed when policy change fails to occur, and anyone undertaking such a project need prepare for this. A web-based vignette was identified that briefly described a photovoice project in Clarkson, VA, USA (Anon 2008). Students identified their main health concerns

³ See here? What is really Happening? How does this relate to Our lives? Why does this problem or strength exist? What can We do about it?

about their community, and then travelled around taking photos of what was important to them. These were later used to create a PowerPoint presentation and report to represent the views of the community from the inside. At the end of the programme, the students felt more empowered with an increased awareness of the community in which they live. They were also more willing to volunteer to make their community a safe and healthy place.

Two articles by Wilson et al (2006; 2007) reported on the Youth Empowerment Strategies (YES!) project. Wilson et al (2006) described the training of students as facilitators for the project, which was designed to promote problem solving, social action and civic participation among 10-11 year olds. The YES! project was run through after school clubs, during which young people worked with co-facilitators to follow the YES! curriculum. The curriculum focused on activities such as team-building, photography sessions, community organising strategies and group identification of social action project topics, and sessions on engaging the group in social action. Students designed a school community social action project using Photovoice, community asset and risk mapping, and other techniques. Social action projects implemented during the evaluation included: awareness campaigns about student misbehaviour, unclean bathrooms, and fighting; playground litter cleanup; removal of graffiti in bathrooms; petition campaign about the loss of sports and teachers because of district finances; writing to request the repair of a dangerous shed on campus; presentation of a short play on gangs and drugs, and fighting; and production of a school yearbook. The authors reported that the project provided an opportunity for young people to actively engage with their social environment, but that groups needed more extensive discussion time than anticipated to decide on a goal for their social action project. The authors noted that groups tended to focus on the symptom rather than the cause of the issues they identified. Facilitators were needed to take responsibility to help the groups through each phase of social action, from framing the project through to implementing it.

City planning

Carlson (2005) described the Youth Planner Initiative in Hampton, Virginia, USA. The city's Director of Planning and others created two positions for teenagers to work as city planners. Hampton Youth Commission set the overall direction for the city's youth agenda on an annual basis. Specific examples of the activities that youth planners were involved in included conducting focus groups to influence proposals for a new city park, developing ordinances and acting as change agents to champion the opening of a 'Teen Center'. The author reported that there were increases in 'civic behaviours' across the city. Young people participating in the youth planner activities showed gains in skills of public deliberation, presentation and activism, and a passion for affecting community change.

The article by Gallagher (2004) described the 'Our Town' project, in which 20 children designed and built an intervention in their neighbourhood. The author found that the children involved in the project demonstrated a clear understanding of the issues of neighbourhood and community, listened to and internalised adult feedback and responded to the perceived need; "their intervention created intergenerational public space that addressed the needs for those who lived in the neighbourhood and who composed the community" (Gallagher 2004, pg 258).

Other

Otis (2006) described the Lexington Youth Leadership Academy of Kentucky, which was designed specifically for high-school students and had a focus on developing leadership skills. Young people participated in training after school, on weekends, and in the summer holidays. The programme involved youth leadership development skills training, helping to facilitate programme activities and youth involvement in community change projects. Preliminary findings of the project suggested a positive effect on the young people who took part in the programme.

The article by McCall et al (1999) reported briefly on a series of case studies of youth involvement in public decision making initiatives using criteria to assess youth involvement. Further details on each of these case studies are available on the internet (www.schoolfile.com/cash/youthinvolvement). The authors concluded that public staff can encourage public institutions to include youth in their decision-making. However, to ensure that youth involvement is effective the authors highlighted that such involvement should: (1) ensure that youth development is tied directly to sponsor goals and priorities; (2) offer a variety of roles and ways for youth to be involved; (3) pay considerable attention to the processes, barriers and enabling factors that support youth involvement; and (4) monitor the impact of youth involvement.

4.4.5 Healthy lifestyles

Eight articles including one conference abstract were identified that examined advocacy initiatives, activities and interventions relating to healthy lifestyles. One article reported on case study of a campaign targeting sex education in schools (Share & Stacks 2006). Three articles, including an RCT, a before and after study, a case study and one conference abstract (Agron et al 2002; Calderon 2002; Neumark-Sztainer et al 2000; Mwatsama et al 2006), reported on initiatives that aimed to encourage healthy eating, and three articles, including a two case studies and one study using a mixed methods approach, reported on intervention and activities around health promotion (Suleiman et al 2006; Brooke-Weiss et al 2008; Flicker et al 2008). Six articles reported on research conducted in the USA and one article each reported on research conducted in the UK and Canada.

Sex education

The article by Share and Stacks (2006) presented a case study of the *My Voice Counts!* campaign developed around sexuality education policy by a national organisation, Advocates for Youth, and its network of youth activists. The campaign was based online and contained advertisements which outlined the need for honest sex education; adverts were also distributed by email. In addition a petition was sent to members of congress, and training was provided through workshops run by staff from Advocates for Youth and youth interns. Fifty advocates also attended an event to support a state wide health bill. The campaign was delivered against a background of strong support for abstinence-only programmes by the US government and some segments of the population. An evaluation of the effects of the campaign was not conducted but the authors noted that there has been an increase in the use of its online methods to access youth in the field of political and community organising.

Healthy eating

Two articles (Agron et al 2002; Calderon 2002) reported on Project LEAN's *Food on the Run* programme, a multicomponent high school-based intervention. The programme was designed to promote healthy eating and physical activity among adolescents. Agron et al (2002) reported on the

student advocate survey, one component of an ongoing evaluation plan for the programme, and Calderon (2002) briefly outlined the programme. High school students (n=220) from 20 high schools were trained as advocates. Training was based upon generating basic nutritional and physical activity awareness as well as teaching students the steps necessary to create environmental and policy changes. After training, student advocates conducted 5-7 school-based and community activities which included working with the foodservice to increase healthy food options, school wide taste tests and lunch time demonstrations. The advocacy activities were evaluated using pre and post activity questionnaires that investigated knowledge and behaviour relating to physical activity and nutrition. Students advocates demonstrated significant increases in knowledge about and positive attitudes towards physical activity and nutritional, as well as a significant changes in healthy eating behaviours. However, there were no significant changes or increases observed in physical activity behaviour.

Neumark-Sztainer et al (2000) evaluated a community-based intervention, *Free to be Me*, aimed at the primary prevention of disordered eating among 10-12 year olds. A total of 226 girl scouts participated in the programme. Activities focused on socio environmental, personal and behavioural factors, for example participants were encouraged to take steps to modify potentially harmful weight-related norms in the media and among their peers, and media literacy training. The programme taught participants about body development, the media effects on body image and self-esteem, and steps they could take to combat these negative images. Among those who participated in the programme, there were statistically significant increases in self-efficacy to impact weight-related social norms among peers and in the media. The programme also led to changes in media-related knowledge and habits, but programme was less successful in modifying body image attitudes and dieting behaviours.

A conference abstract by Mwatsama et al (2006) presented details of advocacy activities undertaken by the Heart of Mersey and the National Heart Forum to raise awareness of UK children's excess saturated fat intakes, and the links with obesity and coronary heart disease. The main elements of the campaign were a saturated fat social marketing campaign, which used mixed media campaign to raise awareness that children are eating too much saturated fat, discussions on the policy options for the UK regarding school milk and dairy subsidies and activities to highlight the issues among parliamentarians at UK and EU level, with the aim of obtaining equal subsidies for all types of dairy products in schools. Outcomes from the campaign included new school food standards which prohibited full-fat milk from September 2006. The authors noted in the abstract that public health nutrition interventions are long-term and it is often difficult to advocate for a policy shift. To be successful they should be supported by scientific evidence and employ a variety of approaches at different levels. This campaign highlighted the benefits of coordinating action at multiple levels to support public health interventions.

Health promotion

Brooke-Weiss et al (2008) described the *Communities that Care* (CTC) coalition developed to help community stakeholders and decision makers understand and apply information about risk and protective factors, and programmes that promote healthy youth development. The main processes of the CTC system included an assessment of community readiness to undertake prevention methods. Community partners involved were encouraged to commit to CTC methods and prevention intervention needs were defined. The authors reported that positive changes have been

shown in youth outcomes following the implementation of the CTC coalition model in their communities. For example, a quasi-experimental study conducted in Pennsylvania examined 47 districts using the CTC model in comparison with 52 with the model. After controlling for levels of poverty, it became apparent that where the model was active, there were lower levels of risk and higher levels of protection and lower rates of adolescent substance use and delinquent behaviours.

The article by Flicker et al (2008) proved an overview of a model (e-PAR) for using technology and Participatory Action Research to engage young people in community health promotion. Using the e-PAR model the authors presented case study descriptions of three projects in community organizations, including an organization supporting gay, lesbian, bisexual, transsexual and transgender (LGBTQQ) youth, an organization for street involved youth and a drop-in centre. The authors identified that context played a significant role in how youth participation was implemented and that, for example, funding, organisation policies, and skills and abilities of the participating youth and facilitators all contributed to the environment within which participation occurred. The authors stated that the key to authentic youth participation is to encourage open and transparent dialogue with the youth.

Suleiman et al (2006) presented a case study of the Youth REP Stepping Stones curriculum and recommendations for engaging youth in social action towards personal and community health. Young people met weekly with a primary adult facilitator and bi-weekly or monthly with Youth In Focus for training in the Stepping Stones project and to identify a topic area for their team to address in their area. Data was collected on these various topics and analyzed in such a way that the groups could make recommendations to benefit their chosen topic and present it either in the form of a product or report, to school-based health centre staff, their school and staff involved in helping them with the project, as well as community members. The authors reported that Youth REP has been shown to help encourage the development of valuable skills for young people, which they may use to "create sustainable social change for healthier communities" (Suleiman et al 2006, pg 142). Young people were able to develop roles as community researchers and progress to acting as agents for social change by devising projects with identifiable goals within their school-based health centres and forming working partnerships with youth and adult stakeholders.

4.4.6 Other

Five studies were identified that examined advocacy initiatives, activities and interventions that across a range of topic areas, or did not fall into one of the category areas described above. One article, a case study, described the author's involvement in advocacy campaigns around children's television (Montgomery 2007). Another case study reported on youth participation in public policy making (Checkoway et al 2005) and three articles, including two case studies and one qualitative study, reported on advocacy initiatives across a range of topic areas (Goodman 2001; Goodhart et al 2006;; Zygmunt-Fillwalk et al 2007). Five articles reported on research conducted in the USA and one article examined activities in various countries.

Children's television

Montgomery (2007) described their involvement as an advocate during 12 years as President of the Center for Media Education (CME). The CME worked with non-profit groups, professional associations, academic institutions and foundations to promote media policies on behalf of children and young people. The author discussed their involvement in three campaigns which addressed

issues around a lack of good quality education programming designed for children, violence on television, and television advertising (particularly in relation to new digital media culture). Reflecting on their experience in these campaigns the author reported that external developments played an important role in the ultimate outcomes of each of the campaigns and that the campaigns were also influenced by political battles and policy decisions that preceded the involvement of the CME. They concluded that gaining media visibility requires careful strategy and relentless effort. In particular the author highlighted need for advocates to remain flexible, as planned strategies and tactics may need to be adjusted or scrapped to take advantage of new opportunities or to respond to crises.

Public policy

Checkoway et al (2005) examined the San Francisco Youth Commission as an example of youth participation. The Commission was conceived when youth advocates approached elected officials with the idea, and mounted a community campaign. Seventeen youth commissioners (aged 12 - 23 years) serve for at least 1 year and react to matters referred to them by the mayor, supervisors, and department heads. The commissioners can also play a proactive role by advising on issues which are not addressed by policymakers. The authors reported that the example presented showed that young commissioners could participate in public policy, and be active participants at the municipal level. However, they highlighted that youth commissioners were not alone in their involvement, but have adults as allies.

Various

The article by Goodman (2001) was comprised of nine issues of a newsletter providing information on current child advocacy initiatives and accomplishments. Three initiatives were relevant and included a campaign to continue a charter clause allocating a portion of San Francisco's property taxes for children's services that was set to expire, discussion and debate on the lack of adequate and appropriate equipment, training, and coordination to treat all paediatric emergencies in emergency rooms and emergency medical services in Westchester County, New York, USA, and a campaign to address the growing problem of tooth decay among children in San Antonio, Texas, USA.

Goodhart et al (2006) reported on Photovoice as a tool for student advocacy. A total of 75 students received training on Photovoice. Students had three weeks to take and develop 27 pictures with disposable cameras and facilitate their own small-group discussions about their experiences of taking the photographs. Students selected specific photographs that they considered most important or liked the best to discuss with the group. Students had three weeks to create titles and captions for the two to four selected photos that best represented their own responses to the research questions. The students then identified policy makers on campus with the power to influence these issues. Students displayed 50 photos at a reception in an academic building lounge, standing near their own photos to engage the 15 attending policy makers. The authors commented that photovoice provided a tool to assist an advocacy project and provided the students with an opportunity to interact individually and in small groups with policy makers.

Zygmunt-Fillwalk et al (2007) described the *Kids Speaking Up for Kids: Advocacy by Children, for Children* project which was intended to understand the potential for children to bring about change to their situations. The authors summarised examples of advocacy work being by children around the world which included a wide range of projects.

5 Discussion

5.1 Summary of study identification and mapping

5.1.1 Identification of articles

In this project, several strategies were used to identify a comprehensive range of articles which examined the impact of advocacy initiatives, activities and interventions undertaken by, or on the behalf of, young people. A wide range of electronic databases were searched in the fields of health, the social sciences, transport, sexual health, best practice and governance in the UK public sector, criminal justice and grey literature. In addition, references were sought from experts in the field, from a search of conference abstracts and from scanning the reference lists of retrieved articles.

In order to capture a broad range of advocacy example (for example articles reporting on youth empowerment and development) a broad search strategy was developed using terms such as 'advocacy', 'youth empowerment', 'lobbying', 'activism' and 'coalition'. This strategy identified 5,008 articles, of which 185 were deemed to be potentially relevant to the review question. In addition, 24 articles were identified from reference screening and searching conference abstracts. No additional articles were identified by the experts contacted. In total 81 articles were included and coded.

5.1.2 Coding and mapping

The majority of the articles reported on research conducted in the USA, and over half of the articles reported on advocacy initiatives, activities and interventions in the field of tobacco control and prevention. The majority of the articles identified were journal articles and reported on case studies. Very few reports of experimental studies were identified. The most common types of advocacy approach reported on in the identified articles were community development and community activism. Almost half of articles reported on initiatives, activities and interventions that were based on more than one type of advocacy approach.

5.2 Impact of advocacy initiatives, activities and interventions

5.2.1 Views and experiences

Seven articles reported on qualitative studies and/or studies using mixed methodological approaches that examined the views and experiences of participants involved in advocacy activities, initiatives and interventions.

Two studies that used mixed methodological approaches and one qualitative study, examined the role of young people in youth empowerment movements for tobacco control. Hinnant (2001) examined young people's involvement in SYMATU programme activities and their perspectives on empowerment. The author identified that the environment must balance an atmosphere that is both fun and challenging with one that is youth driven to achieve a particular goal. The majority of youth stayed involved because they believed they could and were having an impact on others, but also because they had a good time, enjoyed the friendships with other members, and could be around peers with the same beliefs about tobacco. The author also identified that coordinators played a significant role in these programmes, with their role perceived as one of guidance and support, but not one of leadership as youth themselves filled that role. Ribisl et al (2004) specifically examined the role of young people in policy advocacy. Based on the findings of the North Carolina

Youth Empowerment study, they identified that resources and training are key for empowering young people to carry out policy advocacy, and that it is essential for young people to believe that policy is an effective and appropriate tobacco use prevention strategy. The authors also identified that how adults respond to ideas and strategies generated by young people appeared to be critically important. Using SWAT as an example, Luke (2004) explored whether state sponsored anti-tobacco youth organizations were viable social movement organizations. The author found that SWAT proved to be dependent on state leadership, and that the programme experienced backlash when there was a change in administration. The author concluded that the conditions (political, cultural, and material) that make state-sponsored youth mobilization sustainable are complex.

Two qualitative studies examined young people's involvement in activities and initiatives directed at community and environmental action. Pearce and Larson (2006) examined how young people become engaged and motivated by youth development programme activities. The authors suggested the young people experience a three stage process of involvement, which included the entry phase, personal connection and intrinsic motivation in programme work. Progress through these stages was thought to be facilitated by peer and adult supervisors. Kirshner (2008) examined adult approaches to working with youth and how these approaches related to opportunities for young people to participate in social action. The author characterised the way in which youth empowerment principles and task demands were managed by adult facilitators as fitting one of three categories: facilitation, apprenticeship and joint work. Based on their findings, the author recommended four key principles for involving youth in social action, which included starting with an authentic civic problem, providing access to mature civic participation practices, being responsive to specific skill levels and interests of the young people involved and planning for the longer term.

Two qualitative studies presented findings based on observations of youth participation in community and environmental action programmes. Morsillo and Prilleltensky (2007) identified that four positive developments had taken place in the students involved in a programme that aimed to develop organisational skills and a sense of personal and social responsibility in a supportive environment. Students had enhanced socio-political awareness, an enhanced sense of control and social responsibility, hopefulness, and community participation skills. Charmatz (2007) highlighted that "research" was an important component of action projects and that students learned varying types and depth of content knowledge.

5.2.2 Measurable outcomes

Twenty-one articles reported on studies which incorporated or utilised measurable outcomes (for example, changes in pro-tobacco attitudes before and after involvement in advocacy activities). Of these, nine articles were experimental or before and after studies, and provided the best evidence on which to make a judgement of the impact of advocacy initiatives.

Tobacco prevention and control

Four RCTs and one non-randomised controlled trial reported on tobacco prevention initiatives, including two community-based programmes and three school-based programmes. Project Sixteen was a community programme which included media advocacy, youth anti-tobacco activities, family communications about tobacco use, and reduction of youth access to tobacco (Biglan et al 2000). Communities that received the community programme in addition to a school-based intervention were found have lower smoking prevalence among 12-15 year olds. The effects of the Project 4

Health programme, which focused on tobacco prevention with youth enrolled in 4-H clubs, however, were less clear (D'Onofrio et al 2002). The programme had short term effects on knowledge, attitudes and behavioural intentions but not on smoking behaviour, and there were no long term intervention effects. Two school-based programmes for high school students were found to have positive effects on smoking behaviours, and knowledge and attitudes. An advocacy intervention for students attending continuation high schools (Winkleby et al 2004), in which they carried out advocacy activities to counter environmental influences around smoking, resulted in reductions in smoking and outcomes relating to social cognitive theory improved. Project EMPACT was a media literacy skills training curriculum for high school students that included media advocacy components (Gonzales et al 2004). Students who received the programme reported improvements in knowledge and decreases in pro-tobacco attitudes, in addition to decreases in smoking. The Kids Act! programme taught children aged 11-14 years old a four-step process of advocacy action (Sparks & Simmens 2007). Students that received the curriculum were more likely to undertake advocacy activities, have more confidence in their ability to advocate for tobacco control and expressed greater intention to act against tobacco use. However the effects of the programme were found to decline over time and it had no impact on smoking behaviours.

Five studies, based on cross-sectional surveys, examined how involvement in youth-led activities impacted on empowerment and other behavioural and attitudinal outcomes. Analyses of youth involvement in SYMATU programme activities (Holden et al 2004; 2005) revealed that the extent to which young people were provided or took the opportunity to participate as leaders was associated with whether they reported confidence in working effectively against the tobacco industry or in influencing others not to smoke, the degree to which they reported beliefs associated with perceived socio-political control and participatory competence, and the extent to which they reported being assertive. Further analyses found that young people most likely to become involved in youth empowerment programmes seemed to include those who were performing fairly well in school, had specific plans for college, and were predominately White and/or female. Active participation in YTEP programmes was shown to mediate the relationship of empowerment efficacy and self-esteem (Marr-Lyon et al 2008). That is, an increase in reported empowerment efficacy was associated with an increase in active participation, which in turn was associated with an increase in the self-esteem of the YTEP participants. Dunn and colleagues (2004; Dunn & Pirie 2005) examined youth-led activities and initiatives conducted in Minnesota as part of the wider Minnesota Youth Tobacco Prevention Initiative. Target Market, a youth organizing effort combined with an intensive counter marketing media campaign, was found to be an effective strategy for involving youth in tobacco prevention and generating negative attitudes about the industry (Dunn et al 2004). Among young people involved in youth group activities, two activities, developing materials with antismoking messages and taking action to change school smoking policies, were found to be particularly effective at instilling attitudes of empowerment (Dunn & Pirie 2005).

Alcohol and substance use prevention

One before and after study and one study based on a cross-sectional survey examined intervention approaches designed to prevent alcohol and other substance use. The TACCLE programme was designed to engage high school students from low income communities in advocacy activities that addressed environmental influences related to alcohol, tobacco and other substance use (Winkleby et al 2001). Students who participated in the programme reported an increase in advocacy activities, as well as an increased motivation to be involved in community advocacy, and increased confidence

to interact with their peer group and with community representatives. However, there was no change in substance use. Collins et al (2007) found that funding coalition development had short-term, positive effects on risk and protective factors related to substance use, but no significant effects on the prevalence of substance use among 12- to 17 year-olds.

One quasi-experimental longitudinal study and one study based on a cross-sectional survey examined the effects of coalition development on underage drinking. The RUD project (Wagenaar et al 2006), which aimed to increase public awareness about accessibility of alcohol by young people and mobilise organised social action, led to improvements in youth drinking behaviours and health outcomes at a community level. However, these but changes were not found to be significant when examined at the individual level. The STAD project, which included a media advocacy component, had no effects on underage sales or on the perceived ability to purchase alcohol among teenagers (Rehman et al 2005).

Healthy lifestyles

One RCT and one before and after study examined the effects of intervention promoting healthy lifestyles behaviours. Free to be Me was aimed at the primary prevention of disordered eating among 10-12 year olds (Neumark-Stzainer et al 2000). The programme was shown to have significant effects on knowledge and cognitive behavioural measures (e.g. confidence to change weight-related social norms), but no impact on body image attitudes or dieting behaviours. The Food on the Run programme (Agron et al 2002), a multicomponent high school-based intervention, was found to have increased knowledge about and positive attitudes towards nutrition and physical activity and changes were observed in healthy eating behaviours. However, the programme had no effects on physical activity.

5.2.3 Summary

Views and experiences

- Young people valued environments that balanced an atmosphere that was both fun and challenging;
- Adult coordinators played a significant role in guiding and supporting youth-directed activities;
- For young people engaging in policy advocacy, resources and training were identified as key to the success of these activities;
- Young people involved in social action may progress through different levels of motivation and engagement before they develop an intrinsic motivation in programme work; this progress may be facilitated by peers and adults.

Measurable outcomes

- Combining a community-based programme (which included media advocacy, youth anti-tobacco activities, family communications about tobacco use, and reduction of youth access to tobacco) with a school-based prevention programme was more effective at reducing smoking than a school-based prevention programme alone.
- School-based advocacy interventions for high school students that address environmental influences around substance use, including tobacco and alcohol use, have been shown to increase engagement in advocacy activities and reduce substance use.

- Students aged 11-14 years old who received a curriculum about advocacy action, in the short term, were more likely to undertake advocacy activities, have more confidence in their ability to advocate for tobacco control and expressed greater intention to act against tobacco use. However, this study highlighted the need for reinforcement if students are to continue advocacy work.
- Participating in leadership activities and active participation in youth group activities may be associated with feelings of empowerment among young people involved in advocacy for tobacco prevention and control.

5.3 Recommendations

5.3.1 Practice

The systematic map and summary of evidence provide a number of examples of advocacy initiatives that have been conducted across a range of topic areas including tobacco control and prevention, healthy lifestyles and community/environmental action. The following are recommendations for key principles or drivers for the development of effective advocacy programmes:

- Programmes should be youth-led and youth-directed, and provide an environment that is both fun and challenging;
- Programmes should be adequately resourced and incorporate training that is appropriate to the type of activities planned and the age group targeted (for example, young people undertaking policy advocacy may need training in specific skills such as strategy development, team building, negotiation and media advocacy [Ribisl et al 2004]);
- Adult coordinators play an important role in the facilitation of these programmes and should be responsive to the specific skill levels and interests of the young people involved;
- Programmes should be implemented with a long term strategy and not just focus on one off events and activities;
- An evaluation plan should be developed during the early stages of programme development in order to build on the evidence base.

5.3.2 Research

The systematic map and summary of evidence indicates that research on advocacy initiatives undertaken by, or on the behalf of, young people is still at an early stage, particularly outside of the USA. A previous project identified that a number of youth advocacy groups are in various stages of development in the North West as well as nationally (Jones et al 2009). The most well established advocacy initiatives in the North West are DMYST (Direct Movement by the Youth Smokefree Team) and the Roy Castle Foundation Anti-Tobacco Youth Campaign (ATYC), and more recently groups have been established in Cumbria, Bolton, Bury, Rochdale, Salford and Western Cheshire. Nationally, groups have or are being developed in South Wales and in Glasgow. However, evaluation to determine the impact of these initiatives has not been undertaken.

The following are recommendations for further research:

- Further research is needed to determine the impact of advocacy initiatives across a wider range of populations and settings;

- The evidence identified contains some good examples of evaluation approaches, in particular, examples of evaluating the impact of programmed approaches (e.g. those that train young people to become advocates) on individual behaviours;
- Advocacy initiatives that seek to change behaviours at a community or policy level may pose particular evaluation challenges; Stead et al (2002) suggest that the case study approach, based on quantitative or qualitative approaches or a combination of both may offer a useful solution.

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Appendix 1. Example search strategy for Medline

	Search terms
1	Exp Child/
2	Exp Adolescent/
3	(young adj (person* or people)).ti,ab.
4	(child* or adolescen* or kid or kids or youth* or youngster* or minor or minors or teen* or juvenile* or student* or pupil* or boy* or girl*).ti,ab.
5	or/1-4
6	Youth adj (group* or empowerment or leadership or coalition* or organisation* or organization* or pressure or advocate*).ti,ab.
7	lobby*.ti,ab.
8	counter adj marketing.ti,ab.
9	advocacy.ti,ab.
10	Lobbying/
11	Health Care Coalitions/
12	or/6-11
13	5 and 12

Appendix 2. Coding summary tables

Tobacco control

Programme	Country	Evaluation design	Topic focus	Type of advocacy	Population focus	Setting	Funding
Breaking the Alliance (Andersen 2003)	USA	Mixed methodology	Youth access to tobacco	Community activism Social policy reform	Young people Government Tobacco industry	Community	Massachusetts Department of Public Health
Question Why (Anon 2008a)	USA	Case study	Second hand smoke	Community activism Media advocacy	Young people, families, adult leaders	Community	Question Why
Tobacco-free schools (Anon 2008b)	USA	Case study	Tobacco-free policies in schools	Community activism Social policy reform	Young people, families, school staff	School	Question Why
(Anon 2008c)	USA	Case study	Tobacco-free policies in schools	Community activism Social policy reform	Young people, families, school staff	School	Question Why
Question Why (Anon 2008e)	USA	Case study	Second hand smoke	Community activism	Young people, staff, customers	Community	Question Why
Tobacco free school programme (Anon 2008f)	USA	Case study	Tobacco-free policies in schools	Community development Community activism	Young people, families, school staff	School	Question Why
Scene Smoking (Dang et al 2003)	USA	Conference abstract	Smoking in films	Media advocacy	Entertainment industry	Community	Not reported
National truth tour (Eisenburg et al 2004)	USA	Qualitative	Anti-industry	Community activism	Young people	Community	American Legacy Foundation
National truth Campaign (Farrelly et al 2002)	USA	Survey	Anti-industry	Media campaign	Young people	Community	American Legacy Foundation
(Freeman et al 2008)	Australia	Content analysis of media coverage	Exposure to secondhand smoke (cars)	Social policy reform	Young people Parents	Other (transport)	National Health and Medical Research Council
North Carolina Youth Empowerment Study (Goldstein 2003)	USA	Case study	Tobacco-free policies in schools	Community activism Social policy reform	Young people Adults	Community	Not reported
National truth Campaign (Hersey et al 2005)	USA	Survey	Anti-industry	Media campaign	Young people	Community	American Legacy Foundation
Florida's "truth" Campaign	USA	Survey	Anti-industry	Media campaign	Young people	Community	American Legacy Foundation

(Niederdeppe et al 2004)							
Delaware's 2003 Clean Indoor Air Act (Pasricha 2005)	USA	Qualitative (Conference abstract)	Second hand smoke	Community activism Social policy reform	Young people	Community	Not reported
Tobacco-free parks (Pearman et al 2005)	USA	Conference abstract	Second hand smoke	Community activism Social policy reform	Young people	Community	Not reported
El Paso Campaign (Reynolds et al 2005)	USA	Case study survey	Exposure to second hand smoke	Community development Community activism Social policy reform Media advocacy Multicomponent programme	Government General public (Mexican American community)	Community	Paso del Norte Health Foundation
The REAL Experience summit (Sutton et al 2007)	USA	Before and after study (abstract)	Anti-industry	Community activism	Young people	Community	Not reported
Duluth Clean Indoor Air Ordinance (Tsoukalas & Glantz 2003)	USA	Case study	Exposure to secondhand smoke	Social policy reform	Tobacco industry	Community	American Lung Association of Minnesota, Minnesota Partnership for Action Against Tobacco, Twin Ports Youth and Tobacco Coalition
Larimer County Tobacco and Youth Project (Watson & Grove 1999)	USA	Mixed methodology	Youth access to tobacco	Community activism Social policy reform	Young people Retailers	Community	Not reported
(White et al 2006)	Various	Conference abstract	Anti-industry	Community activism	Young people, tobacco industry	Community	Not reported
Florida's "truth" Campaign (Zucker et al 2000)	USA	Survey	Anti-industry	Media campaign	Young people	Community	Not reported

Reference	Andersen BS, Begay ME, Lawson CB (2003) Breaking the Alliance: Defeating the Tobacco Industry's Allies and Enacting Youth Access Restrictions in Massachusetts. American Journal of Public Health 93(11):1922-1928.
Location	Breaking the Alliance; Massachusetts, USA
Problem	Tobacco industry sought to prevent the passage of youth access regulations
Impetus	An "aggressive" tobacco control programme had led many local boards of health to adopt stringent regulations designed to prevent youth access to tobacco products
Methods	Study based on examination of tobacco industry documents and records of local boards of health; and interviews with participants in local regulatory debates. In response to heightened 'anti smoking' activism, the tobacco industry focused its attention on identifying and defeating local regulatory proposals and used the New England Convenience Store Association (NESCA) as an ally. NESCA mobilised a grassroots network of retailers to oppose the adoption of these regulations. Local health boards engaged in the following tasks: hired youth to conduct compliance checks; telephone and residential surveys to assess community support for youth access; met with school and community-based groups to raise the profile of the problem of youth smoking; and conducted education sessions with local merchants. A second set of advocates, community coalition coordinators promoted tobacco control to grassroots organisations within their community and collaborated with board members to counter anticipated local opposition. These efforts were used at local hearings.
Partners/opponents	Opposed by NECSA with assistance from the tobacco industry.
Context	Massachusetts history of strict regulation of youth access to tobacco is opposed by an association of convenience stores, as well as the tobacco industry. Aggressive campaigns have been required to tackle the strength of this opposition; however, success rates are good and have increased in recent years.
Impact	The success of tobacco control campaigns in Massachusetts was attributed to the ongoing funding from the state for local tobacco control initiatives, sharing goals across coalitions for tobacco control, and encouraging health boards to create and uphold their own tobacco control regulations.

Reference	Anon (2008a) Asheville Youth Hangouts Adopt Stronger Tobacco Policies, in Question Why Change Chronicles. Question Why Youth Center, North Carolina.
Location	Youth Hangouts; Asheville, NC, USA
Problem	Not identified.
Impetus	Recognition that more could be done to protect youth from exposure to second hand smoke resulted in Question Why organising training for Question Why youth as well as other youth groups and adult leaders.
Methods	The training included information on the extent of harm caused by second hand smoke, as well as "how to" workshops on media advocacy and strategies for advocacy and activism campaigns. A 7-month campaign began to improve smoking policies at popular youth hangouts, which included Question Why members visiting hangouts to conduct assessment surveys. The team members created information packs for each business owner that included a letter announcing the campaign, information on the dangers of second hand smoke, and an assessment of each establishment's rating.
Partners/opponents	Not identified.
Context	Not identified
Impact	Question Why members followed up with each of the businesses: establishments requested assistance with improving their environment by adding non-smoking signage; Question Why collaborated with businesses to conduct smoke free teen events. The following learning points were reported: (1) draw on youth knowledge and skills to create a campaign; (2) contacting the media does not guarantee coverage; (3) an important adult role is to keep the campaign running; (4) more difficult targets may require more advanced youth skills or a more focused campaign.

Reference	Anon (2008b) Durham School District Adopts 100% Tobacco Free Policy, in Question Why Change Chronicles. Question Why Youth Center, North Carolina.
Location	Durham School District 100% Tobacco Free Policy; NC, USA
Problem	Only 15 schools had adopted a 100% policy against tobacco use.
Impetus	Question Why youth and adult leaders from the Central region began a campaign to create a 100% Tobacco Free School (TFS) in Durham.
Methods	Adult leaders shared information with Question Why members on the TFS movement in North Carolina. Members learnt about the importance of social norms and policy change for preventing the initiation of tobacco use, and subsequent tobacco addiction, among youth. They reviewed the current policy that existed at Durham County and went into their schools and community, collecting signatures for a Durham TFS and assessing the support within the community for such a measure. Question Why sponsored over 10 school-wide promotional activities, including a special school edition (8,000 copies) of the Durham Herald Sun daily newspaper. The Question Why team build advocacy skills, for example they attended a school board meeting to observe how it worked. Two Question Why members presented speeches to the school board. The Tobacco Prevention and Control Branch hosted a workshop designed to build the skills of school and community based teams, where Question Why members had the opportunity to share their leadership skills as keynote speakers. Question Why members worked as 'insiders' at their schools to increase support for the policy.
Partners/opponents	Durham County Health Department, the Durham County health educator became a key partner in the campaign and the Durham Center (Durham County Mental Health) Prevention Director was also a key supporter. A member of the Durham County school board shared information on strategies for creating support for policy on the school board and reviewed the history of support for the current policy.
Context	Not identified
Impact	Board members voted unanimously to change to a 100% TFS policy to go into effect the next school year. The following learning points were highlighted: (1) Build critical awareness while you develop a strategy that fits your setting; (2) find an "inside champion"; (3) empower students with skills & opportunities to analyze their strengths, develop strategies and advocate, especially within their spheres of influence; (4) cultivate support from key allies; and (5) follow-up on the campaign.

Reference	Anon (2008c) Mitchell County Pilots a Tobacco Free Schools Program, in Question Why Change Chronicles. Question Why Youth Center, North Carolina.
Location	Tobacco Free School programme; Mitchell County, NC, USA
Problem	Not identified
Impetus	Recommendation by the State Board of Education that all counties adopt a 100% Tobacco Free Schools (TFS) policy provided an opportunity for the lead county health educator in Mitchell County to create momentum for a tobacco free school campaign.
Methods	A group including a health educator, school nurse, principal, and a superintendent planned to conduct a the pilot of the 100% TFS policy in spring 2003, then approach the School Board for full adoption the following fall. Question Why and the health educator recognized that peer education through school wide promotions was needed to develop critical awareness among youth and a mini-grant funded training for 23 high school students to build their skills to conduct peer education for elementary students. The overall plan was to build “readiness” by offering several TFS components, including school wide promotions (including a poster competition), school policy (e.g. signs informing visitors, staff, and parents of the new TFS policy) and cessation programmes for adults.
Partners/opponents	Not identified
Context	In the summer of 2002, the State Board of Education officially recommended that all counties adopt a 100% Tobacco Free Schools (TFS) policy.
Impact	Following learning points were identified: (1) institutionalize the project; (2) partner and coordinate activities with relevant local groups; (3) use school insiders as champions; and (4) draw on resources in the region, such as training, mini-grant funding, and health organizations.

Reference	Anon (2008e) Popular Family Recreational Complex Goes Smoke-Free, in Question Why Change Chronicles. Question Why Youth Center, North Carolina.
Location	Smoke-Free advocacy campaign; Wilmington, NC, USA
Problem	Not identified
Impetus	The Eastern Region Question Why Youth Empowerment Center conducted an advocacy campaign led by youth and guided by adults to convince a popular family-oriented establishment to go 100% smoke-free.
Methods	The initial phase of the campaign involved a training event to build the advocacy skills of youth in the team and also in the surrounding communities. The training included media and smoke-free advocacy basics, followed by a special evening at the establishment that was to target of the campaign, which provided opportunities for youth to become advocates for smoke-free environments. The event was followed up by a meeting with the establishment's owner, led by youth along with an adult coordinator. Question Why members conducted surveys.
Partners/opponents	Community leaders including local officials, business owners and state representatives
Context	Not identified
Impact	The owner met decided to go smoke-free after conducting his own informal "survey" of patrons waiting in line for the smoke-free section on busy evenings. Following learning points reported: (1) create reasons for business owners to participate in the campaign by holding an event that will support the business while getting out your advocacy message; (2) get support from key allies; (3) work with the media early on to get them involved and ready to cover the event; and (4) follow-up and include young people.

Reference	Anon (2008f) Youth Leader Catalyzes Tobacco Free Schools Policy in Pender County, in Question Why Change Chronicles. Question Why Youth Center, North Carolina.
Location	Tobacco Free Schools; Pender County, NC, USA
Problem	Not identified
Impetus	Question Why Youth leader with support from Question Why Adult Coordinator started the movement to pass a 100% school policy in Pender County.
Methods	Action plan included: (1) Developing a youth group by raising critical awareness of Pender County students through a media literacy assembly programme which was initiated through a meeting with the school principal; (2) recruiting members for the youth group from key groups such as the school band; (3) meeting with School Board of Education members on a one-on-one basis to request that a gold standard 100% policy be drafted.
Partners/opponents	Not identified
Context	Not identified
Impact	School Board members passed the policy. Following learning points reported: (1) develop a strong ally within the school system (in this case the Safe and Drug Free Schools Coordinator); (2) be flexible and take opportunities that arise; (3) strong well supported youth voices impress adults in charge; and (4) school principal support is critical.

Reference	Dang J, Glik DC, Myerson A, Shaivitz A, Imershien D, Mekemson C, Titus K (2003) Scene Smoking: a media advocacy intervention to decrease smoking depictions in Hollywood films, presented at the 131st Meeting of the American Public Health Association, 15-19 Novemeber, San Francisco, CA.
Location	"Scene Smoking"; Los Angeles, USA
Problem	Smoking in films has increased in the last decade
Impetus	A documentary, "Scene Smoking", was produced
Methods	The film was presented to people within the entertainment industry. The documentary presents arguments by well-known actors, actresses, writers, and directors, in support of an in opposition to depictions of tobacco in motion pictures.
Partners/ opponents	Not reported
Context	Not reported
Impact	There were significant shifts in opinion by many of the participants. Members of the entertainment industry were particularly apt to confirm anti-tobacco attitudes immediately following the documentary

Reference	Eisenberg M, Ringwalt C, Driscoll D, Vallee M, Gullette G (2004) Learning from truth(sm) : Youth participation in field marketing techniques to counter tobacco advertising. Journal of Health Communication 9(3):223-231.
Location	truth tour, USA (46 states)
Problem	Strong influence of industry advertising and promotion on tobacco use among young people
Impetus	The truth tour was conceived as a mechanism for grassroots marketing of the truth brand, creating visibility for the brand at the local level
Methods	Three groups of 6 -12 selected and trained youth (referred to as “riders”) toured the country, visiting 27 cities to deliver the truth message. The tour distributed a variety of promotional items and clothing, each marked with the truth logo. The truth tour was built around high visibility trucks emblazoned with the truth logo. These trucks were equipped with electronic music systems, DVDs, and computer games. The vehicles played a central role in creating visibility for the truth tour and in attracting local youth to tour events. They were set up in venues such as professional sport events, malls, record shops, teen clubs, parks, or beaches. The truth tour began with a festive kickoff which occurred in Seattle in conjunction with a Legacy sponsored national youth summit that was attended by 1,000 youth from every state and five territories of the USA. The final stop for all three tours was the World Conference on Tobacco or Health that was held in Chicago on August 6–11, 2000. The evaluation was ethnographic and conducted by trained ethnographers. The ethnographic record provided a detailed understanding of (1) lessons learned about implementing various aspects of the campaign, such as different types of events, gear giveaways, and utilization of the truth trucks, (2) the social dynamics of the tour, including descriptions of conflict and how conflict was resolved, and (3) what participation on the tour meant to the riders who were selected to embody the image of the truth, and (4) what the riders learned.
Partners/opponents	None described
Context	None described
Impact	Findings related to issues in delivering the tour and engaging youth rather than outcomes for participants. Key findings described issues that arose regarding using underage and edgy youth as full-time tour staff, the need for sensitivity training for the entire tour staff, and the way in which tours articulate with local advocates for a shared cause. Conclusions suggest the need for a marketing analogy to include a local distribution system for the product or message. Commercial field marketing efforts create linkages with local venues to sustain brand visibility and product availability in the community. Social marketing campaigns should also create linkages at the local level to ensure that the brand and message are sustained in the community after the tour leaves town. In the case of the truths campaign, authors suggest that closer ties with local level tobacco control allies would facilitate this, but partners should be carefully chosen to ensure that they embody the image of the campaign.

Reference	Farrelly MC, Healton CG, Davis KC, Messeri P, Hersey JC, Haviland ML (2002) Getting to the truth: Evaluating national tobacco countermarketing campaigns. American Journal of Public Health 92(6):901-907.
Location	American Legacy Foundation's 'Truth' campaign and Phillip Morris's 'Think. Don't Smoke' campaign, USA
Problem	Attitudes, beliefs and intentions towards tobacco.
Impetus	American Legacy Foundation
Methods	<p>Truth: 'truth' countermarketing campaign which used a range of 'truth' message tools to highlight the tobacco industry's attempts to market tobacco to teenagers. The Truth campaign also sought to empower teenagers by joining an ant tobacco group (Students Working Against Tobacco) and helping to disseminate the truth messages amongst their peers. Methods included TV and print commercials, promotional items (T-shirts, stickers); street marketing and a Website. Special components were used to target African Americans, Hispanics and Asians (not described).</p> <p>Phillip Morris Company's "Think. Don't Smoke" Campaign began in 1998 and sent directive messages to youths such as "Just Say No". No further description provided.</p> <p>Legacy Media Tracking Survey sample = LMTS-I, n=6897; LMTS=11, n= 10692 (pre and post campaigns)</p>
Partners/opponents	Arnold Communications (Truth)
Context	None described
Impact	Exposure to 'truth' advertisements was consistently associated with an increase in anti-tobacco attitudes and beliefs, whereas exposure to Phillip Morris advertisements generally was not. Those exposed to Phillip Morris advertisements were more likely to be exposed to the idea of smoking and therefore had a counterproductive influence.

Reference	Freeman B, Chapman S, Storey P (2008) Banning smoking in cars carrying children: an analytical history of a public health advocacy campaign. Australian & New Zealand Journal of Public Health 32(1):60-65.
Location	Banning smoking in cars carrying children; Australia
Problem	Second-hand smoke exposure among children from families who permit smoking in their cars.
Impetus	Lead author, whilst serving as a member of a working party on passive smoking, initiated a survey to gauge support for banning smoking in cars carrying children which revealed a high level of support for the ban.
Methods	Draft recommendations published on banning smoking in cars carrying children (excluded from final report after successful court action by the Tobacco Institute of Australia); NSW state politician called for a ban (bill defeated); two major health groups (Australian Medical Association Victorian branch and Quit Victoria) voiced support for the ban and the Anti-Cancer Council supported a voluntary ban; the Australian Medical Association resurrected and continued their campaign; Australian Democrats voiced support; Action on Smoking and Health released a public opinion survey (90% supported the ban).
Partners/opponents	Tobacco industry interest groups; politicians; British American Tobacco was openly supportive of the legislation.
Context	Growing body of research on the effects of second-hand smoke exposure and how the internal environment of a car is a site for significant potential second-hand smoke exposure
Impact	In Mar 07, the Tasmanian Government announced that legislation banning smoking in cars carrying children under 18 would be implemented and in August 2006, the South Australian Government announced plans to ban smoking in cars in which children under the age of 16 were passengers, with fines of up to \$200 applying. Strong community support when advocating for policies that protect children. The majority of media themes (79%) were in support of the ban and the primary reason stated for not being in support of the ban was that enforcement would be too difficult (19%) or that education programmes were preferable (12%).

Reference	Goldstein AO, Peterson AB, Ribisl KM, Steckler A, Linnan L, McGloin T, Patterson C (2003) Passage of 100% tobacco-free school policies in 14 North Carolina school districts. <i>Journal of School Health</i> 73(8):293-299.
Location	North Carolina Youth Empowerment Study; North Carolina, USA
Problem	100% Tobacco-Free School (TFS) policies are associated with lower smoking rates among youth but not all school districts adopt these policies.
Impetus	The North Carolina Youth Empowerment Study (NC-YES), from which a school-tobacco policy interview guide was devised.
Methods	Based on 40 telephone interviews were conducted with "key informants" in districts where tobacco-free schools policies were in place. Respondents included retired and active superintendents, school health nurses, principals and teachers, school board members, youths, and coalition (e.g. ASSIST) members. Local adults and youth acted as "champions" to catalyse policy change; their role included leading the effort, recruiting new advocates and knowing the correct political process to follow. Student champions encouraged enthusiasm for policy change and involved classmates in advocacy activities; role included advocating with school boards, testifying at school board meetings, attending a Governor's youth tobacco summit, petitioning other youth, surveying other students, educating other students, collaborating with agencies (e.g. Project ASSIST) and giving positive recognition and awards. Students attending the Governor's youth tobacco summit organised a statewide petition asking the Governor to send a letter urging all districts to go smoke free.
Partners/opponents	North Carolina Governor held a policy summit, in conjunction with the Tobacco Prevention and Control Branch in the state health department. No opponents identified.
Context	Not identified,
Impact	Adoption of school policies occurred through one of three mechanisms: an administrator or other adult initiated change with little or no evidence of youth involvement (9 school districts); an administrator or other adult initiated change, but the process involved youth participation at some level (2 school districts); and youth were very involved and identified as major players in passage of the policy, with adult facilitation as key (3 school districts). Of seven districts that adopted 100% TFS policies, five showed evidence of youth initiation and involvement. The Governor's actions were reported to both have stimulated policy change and supported policy change already initiated. Successes were indicated in all 14 of the school districts, out of 117 in North Carolina. Each adopted 100% TFS policies. Efforts to extend the policies are felt to be dependent upon how effectively advocates and health officials can use advocacy, resources, and peer recommendations.

Reference	Hersey JC, Niederdeppe J, Evans WD, Nonnemaker J, Blahut S, Holden D, Messeri P, Haviland ML (2005) The theory of "truth": How counterindustry media campaigns affect smoking behavior among teens. <i>Health Psychology</i> 24(1):22-31.
Location	Truth counter marketing campaign, USA (national dataset analysis)
Problem	Smoking prevalence and attitudes towards tobacco marketing campaigns. Influence of campaign upon teen cognition and behaviour.
Impetus	American Legacy Foundation
Methods	Truth Campaign methods including television advertisements that feature youth involved in efforts to confront the tobacco industry. Sample n= 3,439 before the launch, n=6,233 + 8 months and 6,792 + 15 months using the Legacy Media Tracking Surveys (LMTS) national random digit dial telephone survey.
Partners/opponents	None specified
Context	None described
Impact	Youths in markets with higher levels of campaign exposure had more negative beliefs about tobacco industry practices and more negative attitudes towards the tobacco industry. Models also provided support for a social inoculation effect, because negative industry attitudes were associated with lower receptivity to pro tobacco advertising and with less progression along a continuum of smoking intentions and behaviour.

Reference	Niederdeppe J, Farrelly MC, Haviland ML (2004) Confirming "truth": More evidence of a successful tobacco countermarketing campaign in Florida. American Journal of Public Health 94(2):255-257.
Location	Truth counter marketing campaign; Florida, USA
Problem	Smoking prevalence and attitudes towards tobacco marketing campaigns
Impetus	The Florida Tobacco Control Program
Methods	Provides additional evidence (two years post campaign inception) of The Florida Tobacco Control Program 'truth' counter marketing campaign which used a range of 'truth' message tools (not described here) to highlight the tobacco industry's attempts to market tobacco to teenagers. The Truth campaign also sought to empower teenagers by joining an anti tobacco group (Students Working Against Tobacco) and helping to disseminate the truth messages amongst their peers. National survey (Legacy Media Tracking Survey) sample n= 7478 (intervention group, n=1097; comparison group n=6381)
Partners/opponents	None described
Context	None described
Impact	Reduced smoking rates amongst teenagers in Florida. Participants held higher levels of campaign awareness and more likely to agree with campaign targeted beliefs, two of these beliefs were the only items associated with current smoking.

Reference	Pasricha M (2005) Harnessing Youth Power: Lessons From Delaware's 2003 Clean Indoor Air Act, presented at the 2005 National Conference on Tobacco or Health, 4-6 May, Chicago, IL
Location	Delaware's 2003 Clean Indoor Air Act; Delaware, USA
Problem	Not identified
Impetus	Community sought to generate and mobilize youth support to provide urgency, strength, and energy for passage of their Clean Indoor legislation
Methods	Delaware's Kick Butts Generation (KBG) utilized several effective strategies to recruit a large number of youth and train youth leaders who played a critical role in urging legislators to pass Delaware's comprehensive Clean Indoor Air Act in 2003. The KBG organization actively sought member input for creating a comprehensive plan for conducting entertaining and educational leadership development programs. While serving as interns, youth leaders were encouraged to take initiative to organize events, work with media, and communicate with legislators.
Partners/ opponents	Not identified
Context	Not identified
Impact	Combining school-based activities with off-campus events successfully recruited large numbers of youth. Using technology and print media, the KBG created effective communication channels and successfully energized their youth tobacco control initiatives.

Reference	Pearman SM, Zarate M, Roden J (2005) A Case Study: Youth Kick Butts Out of City Parks, presented at the 2005 National Conference on Tobacco or Health, 4-6 May, Chicago, IL.
Location	Tobacco-free parks; San Joaquin Valley, USA
Problem	Cigarette smoking was commonplace in city parks
Impetus	A comprehensive approach was used to support the city adoption and implementation of a policy banning tobacco use in all public parks
Methods	Comprehensive approach included youth coalition building, collaboration, advocacy, public opinion surveys, media, health education, and policy adoption and implementation. Young people initiated a local park cleanup on a Saturday for 2 hours and 500 kids collected bags of garbage and 4500+ cigarette butts. The cleanup was covered by three TV stations. The young people took their 4500+ butts to the city council, testified about their findings, and advocated for a tobacco-free parks ordinance.
Partners/ opponents	A council member who attended the cleanup agreed to champion the youth-led initiative to ban tobacco use from all city parks. Park personnel and law enforcement also identified as allies.
Context	Not identified
Impact	Council members voted 6 to 1 in favour of a ban and directed the city attorney to draft a tobacco-free parks ordinance based on the sample ordinance the youth submitted.

Reference	Reynolds JH, Hobart RL, Ayala P, Eischen MH (2005) Clean indoor air in El Paso, Texas: a case study. Preventing Chronic Disease 2(1):A22.
Location	El Paso Campaign, El Paso Texas, USA
Problem	Health effects of second hand smoke
Impetus	The Smoke-Free Paso del Norte Coalition was founded with the primary objective of winning approval for a second hand smoke ordinance.
Methods	Campaign activities included a letter-writing campaign to the El Paso Times, petition gathering, community outreach education, meetings with city council members, print and television advertising, a proactive media advocacy campaign, and a youth rally.
Partners/opponents	Key supporters included Community Voices Tobacco Control programme, state and local health departments, local law enforcement, local hospitals and community clinics, Planned Parenthood, the Independent School District and the Region 19 Education Center, a coalition of 18 churches, faculty from the University Health Sciences centre, a waiter/bartender, and a supportive local restaurant. Voluntary health agencies (ANR and CDC) and other local coalitions (Tobacco-Free Las Cruces Coalition) provided technical assistance.
Context	El Paso is the fifth largest city in Texas and the largest border city in the United States. It is the 10th poorest city in the United States; 37% of its residents do not have health insurance. Seventy-eight percent of El Paso's residents are Hispanic/Latino. A large percentage of El Paso's restaurant and bar workers are recent immigrants from Mexico.
Impact	One month after the clean indoor air ordinance (smoking ban) an opinion poll found that the public supported the Smoke Free ordinance. An economic impact analysis by the mayor found that total sales in eating and drinking establishments grew at a steady rate after the ordinance went into effect. 93% of those surveyed stated that they would go out to restaurants and bars as often (49%) or more often (44%) as a result of the ordinance (13). The Paso del Norte Health Foundation survey also found a 22% decline in adult smoking, from 22.1% in 1996 to 17.3% at the time of the survey in 2002. Authors described how youth participation had been vital to the outcomes achieved and their testimony at the public hearing was reported to be extremely persuasive to city council members.

Reference	Sutton NM, Haro-Arvizu P, Albright C, O'Riordan D (2007) REAL Experience: Innovative Training For Youth Advocacy Development, presented at the 2007 National Conference on Tobacco and Health, 24-26 October, Minneapolis, MN.
Location	The REAL Experience anti-tobacco summit; Hawaii, USA
Problem	Not identified
Impetus	The summit was designed to provide young people from across Hawaii with innovate tools to advocate against the tobacco industry
Methods	Training include 'Advocacy 101' and interactive Expression Sessions, that provided development in Video Production, Communication/Drama, DJing, Hip Hop Dance, Media/Public Relations, and Street Art. The summit culminated with a rally in support of statewide smoke free workplaces legislation.
Partners/ opponents	Not identified
Context	Not identified
Impact	Significant pre/post increases were achieved in knowledge of advocacy skills ($p < .01$) and youth beliefs that the industry targets specific ethnic groups ($p < .001$). Nonsignificant increases were found in the teens' confidence to work effectively against the industry, comfort in speaking out against the industry, knowing how to talk to friends about tobacco issues, and negative attitudes about glamorization of tobacco in Hollywood movies including using music, fashion, dance, and art to target youth. Most youth agreed to make efforts to speak up against the industry (84%) and use the skills they learned to work against the industry (84%). Youth rallying at the capitol provided motivation for the Governor to sign smoke free workplaces legislation.

Reference	Tsoukalas T, Glantz SA (2003) The Duluth clean indoor air ordinance: problems and success in fighting the tobacco industry at the local level in the 21st century. American Journal of Public Health 93(8):1214-1221.
Location	Duluth Clean Indoor Air Ordinance; Minnesota, USA
Problem	Tobacco industry opposition against a clean indoor air ordinance
Impetus	Twin Ports Youth and Tobacco Coalition was founded to pursue a variety of local tobacco control initiatives. Members included the American Lung Association, the American Cancer Society, the American Heart Association, hospital and medical groups, Duluth public schools, and other groups.
Methods	Case study methodology was used to examine the methods of the tobacco industry to oppose the clean indoor air laws. The coalition worked with local restaurants to develop the ordinance and began to educate Duluth City Council members about the health dangers of second hand smoke exposure. The ordinance was framed as a children's health issue. In response to opposition the coalition pursued an ambiguous strategy to promote the ordinance, sought to counter claims that ventilation was the proper solution to second hand smoke exposure, exposed the link between the Minnesota Licensed Beverage Association and Philip Morris, recruited medical specialists to provide expert testimony on the health effects of second hand smoke and ventilation, and mobilized witnesses to testify against creating the proposed task force. Following the passage of the first ordinance, the Coalition challenged exemptions filed by businesses and proposed changes to the ordinance to remove the exemption provision. In response to the city council's inaction in regard to the defiance of the ordinance, coalition members picketed the restaurant at the centre of the argument.
Partners/opponents	Opponents: The tobacco industry recruited third-party groups to organize opposition against the ordinance (including the National Smokers Alliance, Minnesota Licensed Beverage Association, and the Duluth Hospitality Association). Opposition included lobbying, framing the debate as an economic issue, proposing ventilation solutions to the problem of second hand smoke, endorsing the creation of a task force that could become involved in watering down or delaying the ordinance, and sponsoring a signature petition drive urging that business owners be allowed to decide how to accommodate their smoking and non-smoking patrons, mounted a petition campaign urging members of the city council to allow businesses to make their own decisions about accommodating smoking, and using two signature campaigns to organize local smokers against the ordinance. The opposition group also organised a referendum repeal campaign.
Context	The first community-wide campaign to develop a smoke-free ordinance in Minnesota, thereby setting a precedence.
Impact	In June 2000, the Duluth City Council voted to enact an ordinance that represented a victory on the part of the tobacco industry. Due to errors in the framing of the ordinance by the health advocates, the tobacco industry were able to oppose the ordinance. The Coalition's failure to engage industry claims of adverse economic impacts weakened its position. The Coalition members' silence cost them the opportunity to establish themselves as credible critics of the tobacco industry's economic arguments. Following further activities opposing defiance of the ordinance the city council signed a new ordinance into law.

Reference	Watson A, Grove N (1999) Larimer County Tobacco and Youth Project. American Journal of Public Health 89(4):597-8.
Location	Larimer County Tobacco and Youth project; Colorado, USA
Problem	The state law regulating the sale of tobacco to minors was ineffective as shown through compliance checks
Impetus	A strategy to address the problem was developed and the Larimer County Tobacco and Youth Project established (collaboration of public health officials, citizen activists, voluntary organisations, and a community coalition).
Methods	The strategy included (1) identifying the city's power structure and methods for policy change, and to organise advocates to address these; (2) contact and interaction with the law enforcement community; (3) documenting the need for policy change to prevent tobacco sales to minors; (4) designing new policy to address the needs of the community; (5) organising support for new policy from community, HCPs, etc. Spreading awareness through video of youths showing ease of buying tobacco. Distributing information resources such as telephone calls, factsheets and letters; (6) preparing for opposition from the tobacco industry. Discuss suggested changes and reasons behind (with information resources) to Loveland city manager, attorney and others involved in policy change; (7) present case to city council; and (8) conducting compliance checks on tobacco sales to minors to measure effects.
Partners/opponents	Head officer of the crime prevention programme at the city police became an advocate.
Context	An advocacy group was already established through the Larimer County Chapter of the Coalition for a Tobacco- Free Colorado staffed by the American Stop Smoking Intervention Study (ASSIST) field coordinator.
Impact	Compliance checks indicated that sales to minors dropped to 14% shortly after the policy was passed, and to 5.8% after 1 year. Tobacco retailers removed self-service facilities after 6 months. The strategy was made generalisable to other communities at the request of Loveland, and was re-run in other communities following its positive impact.

Reference	White A, Fischer D, Malone RE, Sandford AJ, Tenna AOB, Dahlgren K, Sutton NM, Cue A, Martuscello E, Gupta I (2006) Inside the Belly of the Beast: Advocacy at Tobacco Company Shareholder Meetings, presented at the 13th World Conference on Tobacco Or Health, 12-15 July, Washington, DC.
Location	Advocacy at tobacco company shareholder meetings; USA, UK, Sri Lanka
Problem	"Tobacco companies' aggressive promotion of death and disease and efforts to thwart effective tobacco control regulations around the world"
Impetus	Annual shareholder meetings of the world's two largest multinational tobacco companies and their subsidiaries offered an opportunity to draw attention to tobacco industry practices
Methods	In the USA, hundreds of youth from around the USA and the world converged at the Altria/Philip Morris shareholders meeting and nurses also attended. In the UK, an annual alternative social report has been issued and publicized via media events held outside BAT's annual meetings. In Sri Lanka, hundreds of youth have rallied outside the Ceylon Tobacco Company annual meeting, with a coffin and wreaths to symbolize the 26,000 Sri Lankans killed by tobacco annually.
Partners/ opponents	Not identified
Context	Not identified
Impact	"These actions have garnered significant local, national, and international media coverage and helped maintain controversy over the vector of the world's largest preventable public health epidemic."

Reference	Zucker D, Hopkins RS, Sly DF, Urich J, Kershaw JM, Solari S (2000) Florida's "truth" campaign: a counter-marketing, anti-tobacco media campaign. <i>Journal of Public Health Management & Practice</i> 6(3):1-6.
Location	Truth Campaign, USA
Problem	High smoking prevalence among teenagers
Impetus	Previous efforts, including the Florida Tobacco Pilot Program (FTPP) indicated that the health risks of tobacco were not a deterrent to tobacco use among teenagers and the campaign was developed to expose the truth about industry marketing to youth
Methods	The campaign comprised of 33 television commercials, seven outdoor billboards, eight print ads, and four posters. An advocacy group was developed called Students Working Against Tobacco (SWAT), a youth anti-tobacco advocacy group, emerged. The goal of Reel "truth" was to show how the manipulative tactics used by tobacco companies have permeated popular culture and entertainment and to empower teens to combat that manipulation by participating in SWAT activities. Reel "truth" was launched with the August 1998 "truth" tour, which featured a 13-city train ride and concert series. The marketing team trained a core group of 20 teens in media relations and advocacy, and they, in turn, educated their peers about these activities in sessions held aboard the train with a different group of teens each day. The performance of the "truth" campaign was monitored by two independent evaluation surveys of the campaign's target audience. Sample size (n=23,000) additional surveys conducted (no sample size reported).
Partners/opponents	FTPP contracted with a team of advertising and public relations agencies to develop and implement the marketing component of the program, including the "truth" campaign. This team is led by the advertising agency Crispin, Porter & Bogusky and public relations firm Porter Novelli. Two minority advertising agencies, four minority public relations firms, and a grassroots agency also formed part of the team. (details not provided)
Context	None described
Impact	Confirmed awareness of the campaign, defined as a youth's self-report verified through follow-up questions of having knowledge of the "truth" campaign and its paid media advertisements, was the key measure captured by the FAME telephone surveys. The campaign achieved a brand awareness of 92 percent among Florida's teens. The percentage of teens agreeing with attitudinal statements such as "smoking has nothing to do with whether or not a person is cool" rose as much as 15 percent in some cases. Survey results indicate that the "truth" ad campaign and its television component in particular, played a major role in preventing youth from starting to smoke cigarettes. Non-smoking youth who remained non-smokers through the follow-up interview were 2.3 times more likely to say they were influenced a lot by the campaign's primary message that tobacco companies were just trying to use them. The "truth" campaign's tobacco industry manipulation message appeared to have a cessation as well as a prevention effect. Less than a year after the campaign began, significantly fewer Florida teens were smoking. The "truth" campaign's high media profile has helped attract more than 10,000 middle and high school youth to join the pilot program's anti-tobacco advocacy organization, Students Working Against Tobacco.

Tobacco prevention

Programme	Country	Evaluation design	Topic focus	Type of advocacy	Population focus	Setting	Funding
Pines of Carolina Girl Scouts (Anon 2008c)	USA	Case study	Youth prevention	Community development	Young people	Community	Question Why
Project SixTeen (Biglan et al 2009)	USA	Experimental study	Youth prevention	Community development Media advocacy Multicomponent programme	Young people, parents, wider community	Community	National Cancer Institute
Tobacco-Free Kids® (Bornemeier 2005)	USA	Case study	Youth prevention	Community activism Social policy reform Media advocacy	Young people parents	Community	American Cancer Society, American Heart Association
Youth Action Initiative (Chen 2007)	USA	Conference abstract	Youth prevention	Community development	Young people	Community	Massachusetts Department of Health
Students Working Against Tobacco (Mississippi) (Corley et al 2000)	USA	Conference abstract	Youth prevention	Community development Community activism	Young people	School, Community	Not reported
Project 4-Health (D'Onofrio et al 2002)	USA	Experimental study	Youth prevention	Community development	Young people	Mixed (home, school, community)	National Cancer Institute
Target Market™ (Dunn et al 2004)	USA	Survey	Youth prevention/ Anti-industry	Community activism Media advocacy	Young people	Community	Minnesota Department of Health
Minnesota Youth Tobacco Prevention Initiative (Dunn & Pirie 2005)	USA	Survey	Youth prevention	Community activism	Young people	Community	Minnesota American Lung Association, Minnesota Department of Health
Project EMPACT (Gonzales et al 2004)	USA	Experimental study	Youth prevention	Media advocacy Multicomponent programme	Young people	School	UCLA Johnson Cancer and Research Center
SYMATU (Hinnant 2001)	USA	Mixed methodology	Youth prevention	Community development Community activism	Young people	Community	American Legacy Foundation
Statewide Youth Movement Against Tobacco Use (Holden et al 2004; Holden et al 2005)	USA	Survey	Youth prevention	Community development Community activism	Young people	Community	American Legacy Foundation
Students Working Against Tobacco (Luke 2004)	USA	Mixed methodology	Youth prevention	Community development Community activism	Young people	Community	American Legacy Foundation

(Marr-Lyon et al 2008)	USA	Survey	Youth prevention	Community development	Young people	Community	American Legacy Foundation
North Carolina Tobacco Prevention and Control Branch (Martin et al 2001)	USA	Case study	Youth prevention	Community development Community activism Media advocacy	Young people	School	Robert Wood Johnson Foundation, American Legacy Foundation
Students Against Nicotine and Tobacco Addiction (Mendenhall et al 2008)	USA	Case study	Youth prevention	Community development	Young people	Community	Not reported
Student Tobacco Reform Initiative: Knowledge for Eternity (Morrison & Talbott 2005)	USA	Case study	Youth prevention	Community development	Young people	Other (college campus)	Florida Department of Health
Youth Action Alliance (Naylor et al 2006)	Canada	Conference abstract	Youth prevention	Community development	Young people	Community	Not reported
Florida Tobacco Control Programme (Niederdeppe et al 2007)	USA	Content analysis of newspaper coverage (Apr 98-Dec 01)	Youth prevention	Media advocacy	Young people	Community	Robert Wood Johnson Foundation, Florida Department of Health
www.DontPardonBigTobacco.org (Ribisl 2003)	USA	Case study	Youth prevention	Community activism	Young people	Internet	American Legacy Foundation
North Carolina Youth Empowerment Study (Ribisl et al 2004)	USA	Mixed methodology	Youth prevention	Community development Community activism Social policy reform	Young people	Mixed (school community)	Robert Wood Johnson Foundation, American Legacy Foundation
stand Team (Schieber 2005)	USA	Conference abstract	Youth prevention	Community development	Young people	Community	Not reported
Kids ACT! (Sparks & Simmens 2007)	USA	Conference abstract	Youth prevention	Community development	Young people	Community	Robert Wood Johnson Foundation
(Winkleby et al 2004)	USA	Experimental study	Youth prevention	Community development	Young people	School (continuation high schools)	National Institute on Drug Abuse, National Institutes of Health
SYMATU – Statewide Youth Movement Against Tobacco Use							

Reference	Anon (2008d) Pines of Carolina Girl Scouts Create Badge on Tobacco Education and Advocacy, in Question Why Change Chronicles. Question Why Youth Center, North Carolina.
Location	Pines of Carolina Girl Scouts; NC, USA
Problem	Not identified
Impetus	The Pines of Carolina Girl Scout Council recognised the need to tailor the national Girls Scouts Against Smoking Initiative to meet the needs of North Carolina guides.
Methods	Question Why coordinator provided technical assistance and planned training for cadettes and senior girl scouts to become programme aides. The aides provided peer education to brownies and junior girl scouts. The training covered the health effects of tobacco, components found in a cigarette, media literacy and second hand smoke advocacy, along with basic facilitation techniques. An opportunity was created for future Girl Scouts to earn a badge to become leaders in educating their peers by naming and developing a Girl Scout signature No Butts About It Badge. An activity guide was developed as an opportunity for troops to get involved in tobacco prevention activities.
Partners/opponents	Girl Scout Council
Context	The Pines Girl Scouts reaches lower-income girls in an area covering 25% of North Carolina's population.
Impact	The Program Aides developed a smoke-free dining guide, and the badge was finalized when 50 Brownie and Junior Girl Scouts developed critical awareness by attending a Kick Butts Day event in Holly Springs, NC. The entire event was planned, coordinated and implemented by the Senior Scout Program Aides. Following learning points were highlighted: (1) Providing mini-grants can catalyze community action; (2) Draw on youth knowledge and skills to create a campaign; and (3) institutionalize programmes.

Reference	Biglan A, Ary DV, Smolkowski K, Duncan T, Black C (2000) A randomised controlled trial of a community intervention to prevent adolescent tobacco use, in Tobacco Control, pp 24-32.
Location	Project Six Teen. Eight pairs of small Oregon communities (population 17,000 to 13,000)
Problem	None specifically identified; intervention developed to prevent adolescent tobacco use and in response to the limited efficacy of school-based programmes.
Impetus	Staff at the Center for Community Interventions on Childrearing, Oregon Research Institute conducted the research.
Methods	Eight pairs of small Oregon communities were randomly assigned to receive a school based prevention programme or the school based programme plus a community programme. Effects were assessed through five annual surveys (time 1–5) of seventh and ninth grade (ages 12–15 years) students. The community programme included: (a) media advocacy, (b) youth anti-tobacco activities, (c) family communications about tobacco use, and (d) reduction of youth access to tobacco. The prevalence of self reported smoking and smokeless tobacco use in the week before assessment.
Partners/opponents	Community coordinators.
Context	None reported
Impact	The community programme had significant effects on the prevalence of weekly cigarette use after one year of intervention and one year after the intervention had ended. The effect on smoking prevalence approached significance after 3 years of intervention. An effect on the slope of prevalence across time points was evident only when time 2 data points were eliminated from the analysis. The intervention affected the prevalence of smokeless tobacco among grade 9 boys at time 2. There were also significant effects on the slope of alcohol use among ninth graders and the quadratic slope of marijuana for all students. The results suggest that comprehensive community wide interventions can improve on the preventive effect of school based tobacco prevention programmes and that effective tobacco prevention may prevent other substance use.

Reference	Bornemeier J (2006) Taking on Tobacco: The Robert Wood Johnson Foundation's Assault on Smoking in <i>The Robert Wood Johnson Foundation Anthology: To Improve Health and Health Care, Volume 8</i> (Isaacs SL, Knickman JR eds). Princeton, NJ: The Robert Wood Johnson Foundation.
Location	National Centre for Tobacco-free Kids, USA
Problem	USA was behind other countries in developing coherent tobacco-control policies.
Impetus	A group of tobacco control advocates discussed the need for a national centre that would operate as a central command post for the fragmented anti-smoking forces in the USA. The centre was developed with support from the Robert Wood Johnson Foundation.
Methods	Centre had four goals: develop a national strategy for reducing youth tobacco use; to serve as a media and information centre; provide technical assistance to state and community antismoking education efforts; and broaden the base of organisational support to reduce youth tobacco use. The Centre launched the Campaign for Tobacco-Free Kids®, developed a National Action Network (>300,000 grassroots members), sponsors two nationally recognised events (Kick Butt Day and Youth Advocates of the Year Award), developed a website about tobacco control www.tobaccofreekids.org (for the public, policymakers, and the media), the Centre also works to broaden public and institutional support for state-level policy change.
Partners/opponents	Financial support from American Cancer Society and the American Heart Association. Allied with more than 142 health, civic, educational, youth and religious groups.
Context	Master Settlement Agreement was announced in November 1998.
Impact	Comment that RJWF can claim credit "for decreases in youth smoking and arresting the last '90s upward trend among young smokers". "They brought cohesion to the advocacy network".

Reference	Chen BH (2007) Fostering youth advocacy: Youth Action Initiative of Massachusetts, presented at the 135th Meeting of the American Public Health Association, 3-7 November, Washington, DC.
Location	Youth Action Initiative; Massachusetts, USA
Problem	Not identified
Impetus	Aim was to create a statewide, youth-led movement around tobacco control and prevention
Methods	Main programme components include: a mini-grants program, a youth advisory group, youth leadership awards, an annual youth summit, a film-shorts contest, and a youth website. . As part of the mini-grants programme, grants are available to youth groups to encourage education and advocacy work in schools and communities. The statewide youth advisory group brings youth advocates together to work on projects while gaining leadership and advocacy skills.
Partners/opponents	Not identified.
Context	Not identified.
Impact	Past projects led to victories such as passing local ordinances to ban smoking in parks and playing fields and increasing student-body awareness of the presence of tobacco on school grounds. Programme provides multiple entry points for youth to participate.

Reference	Corley MK, Boyd NA, Howard J (2000) Nontraditional advocacy methods: empowering adolescents to influence cultural change, presented at the 128th Annual Meeting of American Public Health Association, 12-16 November, Boston, MA.
Location	Students Working Against Tobacco (S.W.A.T); Mississippi, USA
Problem	Not identified.
Impetus	Programme developed by the Partnership for Health Mississippi specifically for young people in grades 4-7.
Methods	The S.W.A.T. program utilizes schools, youth groups, churches, and law enforcement agencies to identify youth advocates in every community. Using in-class learning activities, school speakers, and advocacy teams, the S.W.A.T. programme educated youth on the dangers of tobacco use while encouraging decision-making and leadership skills. Youth who participated in the advocacy program attended a S.W.A.T. "boot camp", where they learnt key life resiliency skills. After camp completion, youth became members of a S.W.A.T. Team. S.W.A.T. Teams organized and implemented anti-tobacco activities and community service projects at a grassroots level. These projects ranged from having teams conduct local awareness programs to participating in lobbying for changes in state and local tobacco laws.
Partners/opponents	Not identified.
Context	Not identified.
Impact	The programme has reached over 30,000 Mississippi youth and the authors state the programme is responsible for assisting in the passage of over 80 local ordinances.

Reference	D'Onofrio CN, Moskowitz JM, Braverman MT (2002) Curtailing tobacco use among youth: evaluation of project 4-health, in Health education & behavior 6:656-82.
Location	Project 4-Health; California, USA
Problem	Concern among health professionals about increasing use of smokeless tobacco by youth.
Impetus	Health professionals developed the programme to enable youth to develop personal policies about tobacco use and to participate with others in developing and implementing sound tobacco policies and programmes within the home, the 4-H club, school and the community.
Methods	72 4-H clubs participated; 36 received the intervention programme and 36 acted as controls. Members aged 10-14 yrs. Activities conducted over five club sessions and included small group activities (e.g. role plays) and large group discussions. These sessions were complemented by "fun and action-orientated" assignments designed to reinforce concepts and messages introduced in club sessions. Each member also received an illustrated, self-guided booklet.
Partners/opponents	None identified.
Context	Tobacco industry developed and aggressively marketed new forms of chewing tobacco and snuff.
Impact	Programme was well liked by 4-H members and volunteer program leaders. Ratings of activities by program leaders were very positive with few problems reported and few suggestions for improvement. Fidelity of program implementation varied by club, and few members reported doing the going further activities. Four clubs reported that some members formed a Project 4-Health Action Team to conduct special projects in their community (e.g. one group gave presentations in local schools where they also distributed posters they had made and pamphlets from the American Cancer Society). Another group solicited anti tobacco statements from celebrities. Fifteen local newspapers in 10 counties published articles describing the program, and one local television station provided coverage. Project 4-Health demonstrated positive effects on three of four knowledge variables, three of six measures of attitudes and beliefs, and one of two measures of behavioural intention. However, there were no significant effects on six social influences measures and six behaviours. Compared with other youths in the programme, those who attended more program sessions were more likely to be negative about trying tobacco and to believe it was hard to quit using it. However, young people with better programme attendance were more likely to report that using tobacco had social benefits.

Reference	Dunn CL, Pirie PL, Oakes JM (2004) Outcomes of a statewide anti-tobacco industry youth organizing movement. American Journal of Health Promotion 19(1):3-11.
Location	Minnesota Youth Tobacco Prevention Initiative, Target Market (TM); Minnesota, USA
Problem	Attitudes towards tobacco industry; smoking prevalence
Impetus	The Minnesota Youth Tobacco Prevention Initiative (MYTPI); a marketing firm and non-profit organisation worked with youth to create the movement.
Methods	<p>TM consisted of a counter advertising media campaign and a youth organizing effort. Events and activities could be conceptualized into three groups: branding/recruiting, messaging, and fighting back (against the tobacco industry). Common branding activities include community fair booths, a mobile vehicle (the TM Cruiser), promotional gear, concerts, and sports competitions. Messaging activities were designed to reach a wide audience of youth with key messages about rejecting industry manipulation. Messages were delivered through a Web site, presentations, and other forms of youth-to youth communication. Fighting back activities were designed to involve a smaller subset of youth who were willing to commit to direct action in support of the movement. Actions included policy advocacy and delivering presentations about industry manipulation.</p> <p>Six areas were selected for the study based on the level of TM activity (high and low saturation areas) the six study areas were primarily rural and comprised 13 counties. 852 youth participated in telephone interviews administered by college-age interviewers. Areas of investigation included: general awareness of TM/org; exposure to TM/org; attitudinal outcomes; behavioural outcomes and descriptive and Risk-related Variables</p>
Partners/opponents	Marketing firm and non profit organization worked with youth to create the movement (details not provided)
Context	None described
Impact	Branding index scores were significantly correlated with taking action to get involved and spreading an anti-industry message. Messaging index scores were significantly correlated with all five attitudinal constructs (all associations, taking action to get involved, and spreading an anti-industry message). The hypothesized association between messaging scores and susceptibility was not significant. Overall findings suggested that youth organizing effort, in combination with an intensive countermarketing media campaign, can be an effective strategy for involving youth in tobacco prevention and generating negative attitudes about the industry.

Reference	Dunn CL, Pirie PL (2005) Empowering youth for tobacco control. American Journal of Health Promotion 20(1):7-10.
Location	Minnesota Youth Tobacco Prevention Initiative; Minnesota, USA
Problem	Youth smoking.
Impetus	The Minnesota Youth Tobacco Prevention Initiative was developed as a state effort to reduce youth smoking.
Methods	A cross-sectional study entailing postal questionnaires to youth involved in various tobacco-control activist empowerment activities, examining the approaches used by the groups, and young people's perception of their influence on smoking. The most common group activities were developing materials with antismoking messages and making presentations about tobacco use to younger kids. Other activities were: planned a smoke-free social event; worked on media materials; took action to change school policy; worked on youth access; went to school, city, or tribal meeting; and worked to encourage smoke-free restaurants. The majority of youth (83%) indicated that at least one activity focused on raising awareness about tobacco-industry manipulation.
Partners/opponents	Not identified.
Context	Not documented.
Impact	Two activities, developing materials with antismoking messages and taking action to change school smoking policies, were associated with significantly higher perceived influence scores for the youth involved. These activities did not provide the most opportunity for leadership, but were among the most highly rated for the extent of youth involvement in implementing the activity. Some of the more frequently undertaken activities, such as giving presentations to younger kids and planning smoke-free social events, exhibited no relationship to influence scores. Work on raising the awareness of tobacco-industry tactics was associated with significantly higher influence scores. Personal factors associated with an attitude of empowerment were characteristic of youth at lower risk of smoking.

Reference	Gonzales R, Glik D, Davoudi M, Ang A (2004) Media literacy and public health: integrating theory, research and practice for tobacco control. American Behavioral Scientist 48(2):189-201.
Location	Project EMPACT (Empowerment, Media, Prevention and Advocacy for Controlling Tobacco); Los Angeles, CA, USA
Problem	Overexposure to media advertising and media depictions of tobacco among young people
Impetus	A media literacy skills training approach for tobacco use prevention among high school-aged youth was developed which was intended to raise students' awareness and critical consciousness about the contemporary marketing strategies of tobacco companies via the media.
Methods	Study sites were 10th grade health classes in 4 high schools. Lessons were presented once a week for 8 consecutive weeks in 45 minute sessions. The curriculum focused on: (1) epidemiology and consequences of tobacco use, tobacco use social norms, and parental tobacco use and involvement; (2) media literacy skills training including media advocacy components (students learned how to create their own educational media materials and conduct media advocacy via petition writing, poster creation and surveillance analysis for tobacco-related adverts within the community); (3) peer influence and resistance skills.
Partners/opponents	None identified
Context	Study sites were located in an area with a majority Latino population, which was relatively economically disadvantaged.
Impact	Post-intervention knowledge increased and pro-tobacco attitudes decreased significantly among participants who received the media literacy intervention. At post-intervention, the number of cigarettes smoked in the past 30-days was significantly lower among intervention participants compared to the comparison group.

Reference	Hinnant LW (2002) Developing a definition of youth empowerment: Youth's experiences of empowerment and the role of collective involvement. Thesis (D. Phil): North Carolina State University, Graduate Faculty.
Location	Legacy-funded youth empowerment programmes; USA
Problem	Teen tobacco use
Impetus	Purpose of funding programmes was aimed at empowering youth to speak out against tobacco use.
Methods	Activities not described. The Legacy Youth Empowerment Work Group developed a framework for youth empowerment.
Partners/opponents	American Legacy Foundation (Youth Empowerment Work Group)
Context	Not stated.
Impact	Environment must balance an atmosphere that is both fun and challenging with one that is youth driven to achieve a particular goal. Youth themselves appeared to be the ones that moved programmes forward, striving to meet their goals of educating others of the risks of tobacco use and the practices of the tobacco industry, as well as creating an actual change in their community's policies and practices related to tobacco. Majority of youth said they stayed involved because they believed they could and were having an impact on others, but also they have a good time, enjoy the friendships with other members, and can be around peers with the same beliefs about tobacco. Coordinators played a significant role; perceived as one of guidance and support, but not one of leadership (youth themselves filled that role). Relationship between youth and adult coordinators was highly valued. "Appears that a central part of creating an empowering environment is having adult support people who can relate to the youth and with whom the youth can relate to, as well as individuals who are willing to hand over ownership of the programme to the youth themselves". While further research is strongly encouraged, involvement is emphasized as key to empowerment in youths involved in tobacco-resistance interventions. It is suggested that young people pick up knowledge which develop into action over time, such as via public speaking.

Reference	Holden DJ, Crankshaw E, Nimsch C, Hinnant LW, Hund L (2004) Quantifying the impact of participation in local tobacco control groups on the psychological empowerment of involved youth. <i>Health Education & Behavior</i> 31(5):615-28; Holden DJ, Evans WD, Hinnant LW, Messeri P (2005) Modeling psychological empowerment among youth involved in local tobacco control efforts. <i>Health Education & Behavior</i> 32(2):264-78.
Location	Statewide Youth Movement Against Tobacco Use (SYMATU), across 17 state health departments; USA
Problem	Not identified.
Impetus	Youth empowerment programmes were initiated through SYMATU in state health departments across the USA. States had to develop local initiatives that were "youth led and youth directed" and maintain a statewide coalition to support this initiative.
Methods	A total of 2,059 youth representing 206 groups through 13 SYMATU programmes. Activities not specifically reported.
Partners/opponents	Funded by the American Legacy Foundation.
Context	Not specified.
Impact	<p>Analysis based on sample of 3,587 young people representing 297 groups in 17 SYMATU programmes. The extent to which youths were provided or took the opportunity to participate as leaders was associated with whether they reported confidence in working effectively against the tobacco industry or in influencing others not to smoke, the degree to which they reported beliefs associated with perceived socio-political control and participatory competence, and the extent to which they reported being assertive ($p < 0.01$). This variable was also significantly associated with advocacy skills ($p < 0.05$). All of the variables for role* were associated with the overall PE model defined by the authors.</p> <p>Youth most likely to become involved in youth empowerment programmes seemed to include those who are performing fairly well in school, have specific plans for college, and are predominately White and/or female. Data indicated that efforts can be made to reach out to youth who are living with tobacco use in their environment and want to do something to change their exposure to it, or those with family members who have died from a tobacco-related disease.</p> <p>Results seem to suggest that empowerment is a measurable construct and therefore may be used as a tool in evaluation of local initiatives such as these. A framework is emerging for evaluating youth-based tobacco control initiatives—a step which means that not only can existing research be understood in more depth, but that future research may use the framework to ensure methodology is optimally effective.</p> <p>*extent to which youths had taken on leadership roles within the group; frequency that they took part in group discussions; made an effort to encourage others to attend the group; and took responsibility for things that the group needs to have done</p>

Reference	Luke GW (2005) State-Sponsored Advocacy? The Case of Florida's Students Working against Tobacco. Thesis (D. Phil): The Florida State University, Department of Sociology.
Location	Student's Working Against Tobacco (SWAT); Florida, USA
Problem	Not specifically identified, but related to the "fight against big tobacco".
Impetus	In 1997 the State of Florida intentionally set out to create and support an organized anti-tobacco "youth movement". SWAT was created after a statewide summit of youth convened by the Florida Governor. According to the Department of Health, SWAT functioned "to empower youth to resist tobacco use".
Methods	The author organised activities into three basic types: 'social action', 'health education', and 'organizational maintenance' based on the focus or message of the activity. Under these heading youth participated in the following activities: promoting SWAT (e.g. distribution of materials); anti-industry PR; community health education; elementary/peer education; attempts to influence the voluntary adoption of tobacco control policies; attempts to influence the passage of tobacco control legislation; recruitment; and other activities that did not have a clear tobacco control element.
Partners/opponents	The SWAT program proved to be dependent on the state leadership. State officials used a variety of tactics to suppress, redirect, and manage youth after the administration changed from Democrat to Republican. Based on group interviews, young people involved in SWAT revealed an organization substantially re-purposed away from social action on tobacco and partly reoriented away from tobacco issues altogether.
Context	Several states, including Florida, used portions of their tobacco settlement proceeds to fund new tobacco control programs in line with the aggressive anti-industry tone of the Medicaid-recovery lawsuits.
Impact	(1) The SWAT program proved to be dependent on the state leadership, especially the governor, having been founded under one governor who lent his name and time to the fight against big tobacco and undermined (as in de-funded) by the succeeding governor; (2) Youth comments in the group interviews (conducted two years following regime change) revealed an organization substantially re-purposed away from social action on tobacco and partly reoriented away from tobacco issues altogether; (3) Analysis of structural relations in SWAT, presented in terms of the youth's state of empowerment within the organization, generally contradicted SWAT's official claims to be "youth run" and further 'problematize' the notion of a viable state-supported movement organization. From the conclusions: Results showed that teenagers can have a political identity, develop a collective consciousness, and become emotionally invested and proactive in producing real social change. However, state-sponsored youth mobilization is fragile and that the conditions - political, cultural, and material - that make it sustainable are complex.

Reference	Marr-Lyon L, Young K, Quintero G (2008) An evaluation of youth empowerment tobacco prevention programs in the Southwest. Journal of Drug Education 38(1):39-53.
Location	Youth Empowerment Tobacco Prevention programmes; New Mexico, USA
Problem	Not identified; empowerment programmes developed in response to modest success of traditional youth prevention programmes (e.g. school-based)
Impetus	Not identified
Methods	A total of 117 participants in programmes that utilised youth empowerment or advocacy procedures in their scope of work. Youth reported involvement in a range of activities including: attending a youth conference, talking at state legislative meetings and/or sessions; distributing flyers/posters to local organisations and schools; wrote an article for a local newspaper; went to stores and tried to buy cigarettes in order to make sure clerks were not selling to minors; wrote to or visited a government official; gave a presentation to other teens or adults about tobacco use and ETS; helped organise and carry out a smoke-free family event; helped write a survey and distribute it to restaurants; helped develop and distribute a guide of smoke-free restaurants; participated in YEAH! Activities; and helped recruitment.
Partners/opponents	None identified.
Context	Not identified.
Impact	Active participation mediated the relationship of empowerment efficacy and self-esteem.

Reference	Martin JD, Ribisl KM, Jefferson D, Houston A (2001) Teen empowerment movement to prevent tobacco use by North Carolina's youth. North Carolina Medical Journal 62(5):260-265.
Location	Teen Empowerment Movement; North Carolina, USA
Problem	Tobacco use by teenagers had increased in North Carolina and high rates of tobacco use reported among middle and high school students
Impetus	The Tobacco Prevention and Control Branch (TPCB) of the North Carolina Department of Health and Human Services in collaboration with public and private organizations in the state (not named), sought to help organise and empower young people to work effectively with adults.
Methods	The TPCB and its partners built upon successful youth leadership initiatives of the local ASSIST coalitions, the Health Action Council of the American Lung Association and American Cancer Society, and the African-American Action Team. In January 200, more than 800 students, teachers and school and public health officials convened at the state's first Governor's Summit to Prevent Teen Tobacco Use. Specific teen empowerment activities included: <i>promoting 100% tobacco free schools</i> (a petition was developed and resulted in the Governor supporting these efforts) ; <i>reducing youth access to tobacco products</i> (merchant education and training conducted by youth organisations); <i>promoting smoke free air</i> (community coalitions have worked with teen leaders to promote voluntary clean air indoor policies); <i>pro-health media messages</i> (focused radio campaign launched that engaged teen members of the Governor's youth advisory team to tell their stories of successful advocacy). Funding was secured to enhance advocacy efforts by establishing three Tobacco Use Prevention Youth Empowerment Centres (Question Why Youth Empowerment Program); each staffed by a Project Coordinator and 5-10 skilled youth advocates. The centres will use media advocacy and counter-marketing to strengthen involvement and leadership in tobacco use prevention among diverse youth.
Partners/opponents	Advisory Committee for Cancer Coordination and Control & The Robert Wood Johnson Foundation)
Context	N/A
Impact	Early teen empowerment efforts in North Carolina advanced the notion that solving a complex problem like youth tobacco use requires many partners and a strong peer-led youth movement. Efforts must be sustained by schools and community groups, and by funders and decision makers who understand the need for culturally competent commitment and support. "Strong youth and adult leadership and exemplary policy and program interventions put a unique synergy to work in North Carolina".

Reference	Mendenhall T, Whipple H, Harper P, Haas S (2008) Students Against Nicotine and Tobacco Addiction (S.A.N.T.A.): Community-based participatory research in a high-risk young adult population. <i>Families, Systems, & Health</i> 26(2):225-231.
Location	Students Against Nicotine and Tobacco Addiction (SANTA); Job Corps Centre, Minnesota, USA.
Problem	Large proportion of students attending Jobs Corps smoked.
Impetus	Students, Job Corps personnel and researchers met and agreed that smoking was an issue. Subsequently an action and planning group was formed (16 students, 4 teachers/staff, 1 administrator, and 2 university faculty members).
Methods	Addressing stress and boredom through a combination of social and exercise groups (e.g. yoga, dancing, arts & crafts); campus-wide newsletter sharing survey findings about smoking on-campus, suggestions for stress reduction, information about key smoking and cessation FAQs, and adverts for social and exercise groups; posters and advertisements for activities; changed the designated smoking area on campus to a less desirable location; changed the colour of underage students' identification cards so that they are easily recognized as being younger than 18 years old; advocating for permission for students to design and wear SANTA t-shirts; challenged the example set by staff who smoke on site and in view of Job Corps students; and developing standardized and interdisciplinary smoking support groups and cessation classes.
Partners/opponents	None identified.
Context	Not identified.
Impact	Students achieved success in changing policies e.g. changing the designated smoking area on campus to a less desirable location and changing the colour of underage students' identification cards. Following the challenge on the example set by staff who smoked on site, the administration instituted new rules that prohibited staff from smoking in designated smoking areas with students.(Full evaluation results pending)

Reference	Morrison SD, Talbott LL (2005) TRUCE for advocacy and peer education in tobacco prevention. Journal of American College Health 54(3):193-195.
Location	Student Tobacco Reform Initiative (Strike); Florida, USA
Problem	Tobacco industry launched a campaign targeting 18-24 year college students.
Impetus	A portion of Master Settlement Agreement money was used to establish STRIKE. Created for and by college students.
Methods	Peer educators recruited volunteer student advocates to serve on the STRIKE steering committee. Developed a 4-step guiding process known as TRUCE (Targeting, Resource Identification and Unification for College Education) to integrate activities with existing campus-based activities. Student Health Centre assigned STRIKE its own Tobacco Awareness section at a Wellness Expo, the programme became a title sponsor for a 5k run, and dissemination of smoking cessation and prevention materials to those attending "Body Smart" week. In addition, campus wellness peer educators hosted tobacco education sessions and discussions at club meetings, in dorms, with student organisations and during health-related courses.
Partners/opponents	None reported
Context	Not clear
Impact	Approx 13,500 students received information during the STRIKE programme, and students reported that they liked the campaign. Of 343 students who filled out STRIKE surveys at the Wellness Expo, 72% had heard of STRIKE before this event, 33% heard about the program through a flyer, 52% indicated a desire for additional information about tobacco prevention and control, and 49% indicated interest in becoming STRIKE student advocates. 152 of a targeted 300 students attended the 5K run/walk (n= 45 [29.6%] STRIKE student advocates) and 12 of the anticipated 15 peer-education presentations on tobacco occurred during the spring semester. The Steering Committee recommended a closer collaboration with the Academic and Student Affairs Divisions to gain insights on efficient programming within the university calendar. TRUCE created a structure for mobilizing and maximizing resources in support of this health programming.

Reference	Naylor AM, Kosmack D, Baker-Barill C (2006) Ontario youth take action, presented at the 13th World Conference on Tobacco OR Health, 12-15 July, Washington, DC.
Location	Youth Action Alliance; Ontario, Canada
Problem	Over 90 percent of smokers in Ontario started smoking before the age of 18, and 22 percent of those smokers tried their first cigarette before the age of 13. Approximately 30 to 50 percent of youth who experiment with smoking will become daily smokers.
Impetus	Provincially-funded programme developed to promote social change and youth development through youth advocacy in tobacco control.
Methods	Thirty-one Youth Action Alliances (YAA) were formed throughout Ontario. Each YAA comprises one adult Youth Advisor and seven to ten paid Peer Leaders (ages 14 to 18). Regionally, YAAs are supported by Youth Development Specialists. Peer Leaders determine priorities in their community and influence programs at the provincial level. Training through the Ontario Lung Association's Youth Advocacy Training Institute (YATI), mentorship by Youth Advisors and the provision of meaningful opportunities, allows for capacity building in tobacco control as youth become trained advocates for social change.
Partners/opponents	Not identified
Context	Not identified
Impact	Collectively, the YAAs have earned 27 media spots in the last 4 months in local and national newspapers, radio and television. The young people involved in the alliance have developed and shared advocacy materials including commercials, postcard campaigns, community campaigns and awareness events.

Reference	Niederdeppe J, Farrelly MC, Wenter D (2007) Media advocacy, tobacco control policy change and teen smoking in Florida. Tobacco Control 16(1):47-52.
Location	Florida Tobacco Control Program (FTCP)/Students Working Against Tobacco (SWAT); Florida, USA
Problem	Not identified but the aim of the wider FTCP was to reduce smoking among young people in Florida.
Impetus	Not discussed.
Methods	Sending press releases and working with reporters to promote FTCP programmes, media training for local SWAT leaders and promoting media events coordinated with local SWAT activities. Following budget cuts the FTCP initiated local mobilisation and media advocacy efforts to promote Tobacco Product Placement Ordinances (TPPOs; designed to reduce youth smoking by removing the visual and physical availability of cigarettes)
Partners/opponents	None identified. Florida Department of Health, and the Robert Wood Johnson Foundation's Health and Society Scholars Program gave financial support to the study
Context	Not identified
Impact	SWAT accounted for 61.4% of FTCP coverage from July 1999 through December 2001 (media advocacy activities), compared with 50.8% of coverage before July 1999. A one-unit increase in SWAT news exposure was associated with a 94% increase in the odds of counties enacting policy change, but other FTCP news exposure was not associated with changes in the odds of policy change. Results do not support a policy effect on smoking behaviour.

Reference	Ribisl KM (2003) The potential of the internet as a medium to encourage and discourage youth tobacco use. Tobacco Control 12(Suppl 1):i48-59.
Location	www.DontPardonBigTobacco.org
Problem	Not identified.
Impetus	The Campaign for Tobacco Free Kids launched the website campaign to put political pressure on the Bush Administration to continue the US Department of Justice Lawsuit against the major tobacco companies.
Methods	The Campaign established online petition on a "micro site" (www.DontPardonBigTobacco.org). The website allowed visitors to sign up and send a free postcard to the Bush Administration and to send a message to their friends about the site.
Partners/opponents	None identified.
Context	Not identified.
Impact	In the first six months, this campaign generated over 30,000 faxes to President Bush. The authors state that this effort, along with the offline efforts of the Campaign and other groups, may have contributed to the Bush Administration support of the lawsuit against the tobacco companies. The Campaign was also able to build a large database of e-activists

Reference	Ribisl KM, Steckler A, Linnan L, Patterson CC, Pevzner ES, Markatos E, Goldstein AO, McGloin T, Peterson AB, North Carolina Youth Empowerment S (2004) The North Carolina Youth Empowerment Study (NCYES): a participatory research study examining the impact of youth empowerment for tobacco use prevention. Health Education & Behavior 31(5):597-614.
Location	North Carolina Youth groups focusing on tobacco use (n=65 groups); North Carolina, US
Problem	Not identified; programme addressed youth tobacco use prevention
Impetus	Tobacco control advocates in North Carolina had involved youths in tobacco use prevention and control activities for several years. The purpose of the project was to empower youth in carrying out youth prevention and control initiatives.
Methods	Advocacy activities that the groups participated in included tobacco-free school policy activity (n=37), writing letters to the editor (n=16), writing an editorial (n=18), issuing press releases (n=33), and holding press conferences (n=3).
Partners/opponents	Funded by the American Legacy Foundation, with collaboration and technical assistance from the Centres for Disease Control (CDC) and Prevention Foundation.
Context	North Carolina is the nation's leading tobacco-growing and -manufacturing state and the state has some of the weakest tobacco control policies in the USA (e.g. currently has the country's third lowest cigarette excise tax). Also, North Carolina has a statewide preemption regulation that blocks any local governments from passing clean indoor air laws that are stricter than the already-weak state laws.
Impact	Results suggested that the number of groups involving youth in tobacco prevention appear to be growing, and that while many of these utilise educational interventions, some are actively involved in policy change. Of these, it has been suggested that resources and training are key, young people require good working knowledge of policies and their development in order to create policies which identify new directions, but viable ones for change.

Reference	Schieber B (2005) Changing the STANDards: Ohio's Youth-Led Campaign Reduces Tobacco Use, 2005 National Conference on Tobacco or Health, 4-6 May, Chicago, IL.
Location	STAND; Ohio, USA
Problem	Research also revealed a cultural acceptance of tobacco use among Ohio youth
Impetus	The objective was to seed a youth-led movement that would dissect that cultural acceptance and bear a generation of tobacco abhorrence
Methods	The following activities were undertaken: (1) a communications model for cultural change among Ohio teens was created; (2) Ohio youth were saturated with anti-tobacco messages; (3) "edgy" activism initiatives were created with localized ways for youth to get involved; (4) the programme was built as an emblem of youth empowerment through multiple communication channels, ensuring blanket and consistent messaging; (5) STAND teams were developed and trained across the state to lead local efforts; and (6) community support was secured via networking, media relations and leader outreach.
Partners/opponents	Not identified
Context	Not identified
Impact	The authors report the following results: (1) 45% decrease in youth tobacco use; (2) drop from fourth to eighth in national tobacco use; (3) 247% growth of grassroots movements; (4) 28,050 new youth registered for STAND teams; and (5) an increase in STAND teams from nine to 64.

Reference	Sparks CH, Simmens SJ (2007) Results of a randomized group trial to evaluate the Kids ACT to control tobacco (Kids ACT!) program, presented at the 28th Society of Behavioral Medicine Annual Meeting and Scientific Sessions, 21-24 March, Washington, DC.
Location	Kids Act to Control Tobacco (Kids ACT!); Delaware, Maryland, New York and Virginia, USA
Problem	Not identified.
Impetus	Not identified.
Methods	Thirty-one schools in five states (4,621 students) were randomly assigned to control or intervention conditions. Kids ACT! taught a four step advocacy process of planning, developing, acting and evaluating one's efforts.
Partners/opponents	Not identified.
Context	Not identified.
Impact	Significant differences ($p < .001$) were found between students in the intervention and control groups at post-test for 1) attitudes toward a tobacco free society, 2) perceived incentive value of tobacco control, 3) self efficacy to act as an advocate, 4) intent to act, and 5) advocacy action. While effect sizes were modest, the program was effective for training youth to act as advocates for a tobacco free environment. Exposure to the curriculum had no effect on student's experimentation in tobacco over time. The effects of the curriculum declined between post-test and six month follow-up, indicating that students need reinforcement to continue advocacy work.

Reference	Winkleby MA, Feighery E, Dunn M, Kole S, Ahn D, Killen JD (2004) Effects of an advocacy intervention to reduce smoking among teenagers. Archives of Pediatrics & Adolescent Medicine 158(3):269-275.
Location	Advocacy intervention; California, USA
Problem	High cigarette smoking rates among students in continuation high schools.
Impetus	Programme developed to address the environmental influences around smoking.
Methods	Students carried out activities to counter environmental-level smoking influences in their schools and communities. Advocacy was defined as individual and group actions to affect change by writing and/or speaking in support of an issue outside of one's immediate group. The advocacy curriculum was based on social learning and empowerment theory and was provided in three phases. Phase 1 dispelled misconceptions about cigarette smoking and raised students' awareness about environmental influences on smoking in their schools and communities. Classroom and community-based sessions engaged students in activities to assess advertising, availability, and access to tobacco in their community. Phase 2 involved a daylong youth advocacy institute. The day was designed to foster team building and to provide students with the opportunity to develop advocacy skills, practice persuasive communication, present the results of their community assessments of tobacco, and choose an advocacy project that would be carried out during the remainder of the semester. Phase 3 assisted the students in developing, implementing, and evaluating their community advocacy projects, which involved researching a tobacco-related issue, developing educational materials, talking with people in power and evaluating progress. Students in the control group received an existing substance abuse prevention intervention that was not specific to tobacco.
Partners/opponents	None identified.
Context	Not identified.
Impact	Regular smoking decreased (3.8%) in treatment high schools and increased (1.5%) in control high schools, with a significant net change of 5.3%. The significant net change in regular smoking for the treatment vs. control high schools was maintained at the 6-month follow-up assessment. Rates of non smoking increased about 3.5% for both treatment and control high schools. There were also significant net changes in students who received the advocacy intervention perceived incentive value for creating a tobacco-free environment, perceived self-efficacy to perform advocacy activities, and outcome expectancies that advocacy activities would result in changes in students' environments. There was also a significant net change in involvement in community advocacy activities.

Alcohol and/or substance use prevention

Programme	Country	Evaluation design	Topic focus	Type of advocacy	Population focus	Setting	Funding
Kentucky Incentives for Prevention (Collins et al 2007)	USA	Survey	Substance use prevention	Community development Media advocacy Multicomponent programme	Young people	Community	Center for Substance Abuse Prevention
Keepin' It REAL (Gosin et al 2003)	USA	Qualitative	Substance use prevention	Community development	Young people	School community	National Institute on Drug Abuse
(Harwood et al 2005)	USA	Content analysis of newspaper coverage	Underage drinking	Media advocacy	Government General public	Community	Robert Wood Johnson Foundation
Auckland Regional Community Action Project (Huckle et al 2005)	New Zealand	Case study survey	Underage drinking	Community activism Media advocacy Multicomponent programme	Young people Alcohol retailers	Community	Auckland Ministry of Health
STAD Project (Rehman et al 2005)	Sweden	Survey	Underage sales	Media advocacy Multicomponent programme	Young people Shopkeepers	Community	Swedish Council for Social Research
TACCLE (Tencati et al 2002)	USA	Process evaluation	Substance use prevention	Community development	Young people	Community	Not reported
Reducing Underage Drinking (Wagenaar 2006)	USA	Mixed methodology survey	Underage drinking	Social policy reform Media advocacy Multicomponent programme	Young people	Community	Robert Wood Johnson Foundation, American Medical Association
TACCLE (Winkleby et al 2001)	USA	Before and after study	Substance use prevention	Community development Community activism Multicomponent programme	Young people	Community	The California Wellness Foundation

Reference	Collins D, Johnson K, Becker BJ (2007) A Meta-Analysis of Direct and Mediating Effects of Community Coalitions That Implemented Science-Based Substance Abuse Prevention Interventions. Substance Use & Misuse 42(6):985-1007.
Location	Kentucky Incentives for Prevention (KIP) Project; Kentucky, USA
Problem	Not specifically identified; programme addressed youth substance use.
Impetus	Twenty coalitions received KIP Project funding to implement comprehensive community youth substance use prevention (CYSAP) strategies aimed at reducing the use of alcohol, tobacco, and other drugs among 12- to 17 year-olds.
Methods	Evaluation of interventions in schools using proximal outcomes (risk and protective factors), distal outcomes (prevalence) and intervention (whether or not the school was in a KIP district and therefore received a CYSAP- community youth substance use prevention- strategy), from self-reports by the students. Intervention activities of community coalitions receiving KIP funding included coalition development, comprehensive planning, implementation of science-based prevention interventions, and participation in training/technical guidance. Coalition development activities fell into several broad categories: formalizing (e.g. holding regular meetings for each coalition); energizing (e.g. recruitment of new individual and organizational members); and notifying (e.g. development of advocates for prevention, or prevention “champions”). Implementation of science-based youth substance use prevention (YSAP) programs and strategies was another key element of the community coalition strategy.
Partners/opponents	None identified.
Context	Growing use of substance use prevention programmes in the area and across the states requires continuing evaluation to ascertain whether the most effective methodologies are being used.
Impact	Positive effects of the intervention on proximal outcomes (posited risk and preventative factors) in the short term in students who had received the intervention, and into the longer term with the older students who had received it more recently. Also, with these positive effects, evidence that distal outcomes (prevalence and use) were also moving in the desired direction.

Reference	Gosin MN, Dustman PA, Drapeau AE, Harthun ML (2003) Participatory Action Research: Creating an effective prevention curriculum for adolescents in the Southwestern US. Health Education Research 18(3):363-379.
Location	Keepin' It REAL Drug Resistance Strategies curriculum; Southwestern USA.
Problem	Drug use among high school students
Impetus	High school students indicated that prevention efforts were needed at earlier ages and a Drug Resistance Strategies (DRS) community advisory board was formed.
Methods	The methodology came from the original DRS which began in 1986 and is twofold. The first element was a needs assessment, compiled using statistical data from entries "such as the Arizona Department of Education". The second element came from the collection of interview data from students questioned about "behaviours attitudes and strategies they use to resist drugs". Students from several Grade 7 classrooms worked to create the logo for the curriculum, and also took ownership of the development of a video.
Partners/opponents	The National Institute of Drug Abuse provided funding for the study.
Context	Diverse communities in the South West of the USA.
Impact	Students viewed the effects of alcohol and drugs less positively and there was a decrease in the perception that 'everybody is doing drugs'. The program was shown to be both successful and popular in combining the strengths of research and community involvement. Teachers involved in the implementation felt valued as experts and empowered. Middle-school children enjoyed their involvement in creative tasks, and high school young people revelled in the chance to contribute to a project targeting younger students.

Reference	Harwood EM, Witson JC, Fan DP, Wagenaar AC (2005) Media advocacy and underage drinking policies: a study of Louisiana news media from 1994 through 2003. Health Promotion Practice 6(3):246-57.
Location	Robert Wood Johnson Foundation funded coalition; Louisiana, USA
Problem	Underage drinking
Impetus	Coalition funded to address underage drinking using a systems/environmental approach.
Methods	Advocating for changes in state-level alcohol laws; coalitions mobilised volunteer members for policy advocacy. Examples of activities included solicited media coverage of rallies at the state capital, community information meetings, youth-led community activities, and media interviews with coalition members for feature stories on underage drinking. Focus on four policies: bans on minors in bars, increases in alcohol taxes, beer keg registration, and zero tolerance for teen driving under the influence of alcohol.
Partners/opponents	None identified.
Context	Laws restricting youth drinking, including the 21-year minimum legal drinking age, zero tolerance for minors who drink and drive, and restrictions on minors in gambling establishments, have all faced court challenges in the state.
Impact	Increases in the media coverage of underage drinking as a public health issue from 1997 through mid-2002 in Louisiana, and passage of laws corresponded to heightened news media interest in underage drinking. High press coverage was associated with unsuccessful alcohol bills; all successful bills under study, with the possible exception of a zero tolerance law, were enacted with little or no media attention. Therefore, press inattention has potential benefits for policy advocacy in at least two ways, i) to prevent mobilization of opponents and ii) to permit stakeholders the opportunity to compromise during negotiations on bill content and wording. Overall, the study indicated that the press might best be used selectively in media advocacy and that work is needed to understand how media advocacy strategies may hinder policy enactment.

Reference	Huckle T, Conway K, Casswell S, Pledger M (2005) Evaluation of a regional community action intervention in New Zealand to improve age checks for young people purchasing alcohol. Health Promotion International 20(2):147-55.
Location	Auckland Regional Community Action Project; Auckland, New Zealand
Problem	Young people were able to easily buy alcohol from some off-license premises.
Impetus	Ministry of Health convened a series of meetings, from which the objectives of the project were identified.
Methods	Monitoring alcohol sales made without age identification from off-licenses, utilising data on alcohol sales for media advocacy and direct contact with alcohol retailers, and working with key enforcement staff to encourage increased monitoring and enforcement of minimum purchase age legislation for off-licences. The media advocacy campaign was used to increase awareness of, and advocacy for, improved age verification practices. Activities included: media training for interested key stakeholders to prepare them for media activities, media targeting improved age checking practices for off-licenses, a meeting with key stakeholders to discuss follow-up media and enforcement activities and a high profile media launch.
Partners/opponents	None identified. Funding from the Ministry of Health, Auckland.
Context	Change in legislation lowered the minimum purchase age from 20 to 18 years.
Impact	The level of media coverage regarding the purchase survey/advocacy for improved age checking practices during the planned media activity period was higher than in pre-intervention months. The intervention reinforced the importance of the roles of local police and licensing staff in monitoring and enforcement; and increase in these practices were observed. Media advocacy initiative placed the easy access to alcohol by young people on the political and community agendas. It was also an important factor in helping mobilise a key Government minister to become proactive in advocating for effective age checking at off-licenses.

Reference	Rehman C, Larsson Jr, Andreasson S (2005) The beer campaign in Stockholm: attempting to restrict the availability of alcohol to young people. Alcohol 37(2):65-71.
Location	STAD project; Stockholm, Sweden
Problem	In response to underage drinking by young people; enforcement of the age limit was known to be weak in grocery shops.
Impetus	STAD project team organised activities on behalf of young people. There was no direct involvement of young people in the activities.
Methods	Series of activities involving information/training, media advocacy and monitoring. The media advocacy component involved the presentation of the results of a baseline purchase study at press conferences, and in several newspapers, on local radio and television.
Partners/opponents	None reported.
Context	Not identified.
Impact	A significant decrease in sales was observed in both the intervention area (from 73% of all purchase attempts to 44%) and in the comparison area (from 60% to 44%). No significant difference was found between the intervention and the comparison areas, in part due to a contamination effect in the comparison area, where similar activities were conducted by the local community. Perceived availability by teenagers did not change. Following the intervention, availability of medium strength beer to young people in the intervention area decreased, but remained high.

Reference	Tencati E, Kole SL, Feighery E, Winkleby M, Altman DG (2002) Teens as advocates for substance use prevention: strategies for implementation. Health Promotion Practice 3(1):18-29.
Location	Teen Activists for Community Change and Leadership Education (TACCLE); San Jose, California
Problem	Environmental influences of alcohol, tobacco and other drug use in communities.
Impetus	The programme was developed by a research team and Stanford University partnered with community-based organisations.
Methods	Conducted during one school year at six sites. Intervention consisted of approx. 30 weekly meetings per site, held after school. Youth at each site chose an environmental issue, created an action plan with strategies to address the issue, and met weekly to implement and evaluate the plan. A variety of community actions were planned and conducted. All groups gathered signatures on petitions and wrote letters to leaders. One group developed and presented a play to 300 community members, and groups arranged meetings and made presentations to inform city and state political leaders about issues and potential solutions. All groups had the opportunity to visit or meet with their city council, school board, or state officials and to speak with key leaders. In all projects, a final key component was to follow up and monitor progress.
Partners/opponents	None identified
Context	Ethnically diverse students from low income backgrounds participated in the intervention.
Impact	Majority of participants reported that they gained communication and presentation skills, confidence in presenting their ideas to people in power, and an understanding of advocacy techniques. They also learnt the benefit of working in a group, which fostered a positive attitude about their leadership ability. Increased interest in and knowledge of issues that affect their community, an awareness of how to affect community change, an increased motivation to be involved in community advocacy, and increased confidence to interact with their peer group and with community representatives. Some participants assumed additional leadership roles following the programme.

Reference	Wagenaar AC, Erickson DJ, Harwood EM, O'Malley PM (2006) Effects of State Coalitions to Reduce Underage Drinking: A National Evaluation. American Journal of Preventive Medicine 31(4):307-315.
Location	Reducing Under-age Drinking (RUD) through Coalitions Project; District of Colombia and Puerto Rico, USA.
Problem	High levels of underage drinking, and easy access to alcohol by young people.
Impetus	The Robert Wood Johnson Foundation (RWJF) funded 12 coalitions to reduce underage drinking.
Methods	Ten coalitions to reduce underage drinking through changing the normative and policy environment around teen alcohol consumption were compared to 40 states that were not part of the initiative. The aim was to increase media coverage and public awareness to inform policy change about accessibility of alcohol in youths and mobilise organised action to change the social environment that facilitates underage access and consumption of alcohol. Specific activities not described.
Partners/opponents	None described
Context	None described
Impact	Results indicated that the RUD had positive effects upon a range of outcomes including increased media coverage, in state policies enacted, youth drinking behaviours and health outcomes for entire youth populations. However for most findings the differences were not statistically significant at the individual outcome measure level.

Reference	Winkleby MA, Feighery EC, Altman DA, Kole S, Tencati E (2001) Engaging ethnically diverse teens in a substance use prevention advocacy program. American Journal of Health Promotion 15(6):433-6.
Location	Teen Activists for Community Change and Leadership Education (TACCLE); San Jose, California
Problem	Not clearly defined, but developed in response to the environment and individual choices that influence tobacco, alcohol and other drug use among adolescents.
Impetus	Intervention was developed to engage high school students living in low-income neighbourhoods in community advocacy related to the advertising, availability, and use of tobacco, alcohol and other drugs in their schools and communities.
Methods	Young people were taught how environmental factors contribute to substance use, strategies to create change in schools and communities, and skills to initiate local advocacy projects. Participation in a weekend advocacy institute (6 weeks into intervention), during which a substance abuse issue was chosen and an action plan designed for achieving school and community change. (N=116 students)
Partners/opponents	None identified.
Context	Not identified.
Impact	Change in individual substance use was not significant between pre- and post-test. Significant increases occurred in the number of community advocacy activities for both boys and girls, and there were significant increases in perceived incentive value and perceived self-efficacy for girls, and a significant increase in leadership competences for boys. Activities resulted in policy-level changes in both the school and the community (e.g. reductions in alcohol and tobacco advertisements in 101 shops, ten stores posted student-designed anti-alcohol and tobacco posters)

Community and/or environmental action

Programme	Country	Evaluation design	Topic focus	Type of advocacy	Population focus	Setting	Funding
Clarkson, GA Vignette (Anon 2009)	USA	Case study	Range of community issues	Community development	Young people	Community	Not reported
Youth Planner Initiative (Carlson 2005)	USA	Case study	City planning	Community development Community activism	Young people	Community	Hampton City Council
Environmental Action Project (Charmatz 2007)	USA	Mixed methods	Environmental action	Community development	Young people	School	Not reported
Growing Up in Cities Project (Chawla et al 2005)	Various ^a	Qualitative	Urban policy	Community development Community activism Multicomponent programme	Young people	Community	UNESCO
Our Town (Gallagher 2004)	USA	Case study	City planning	Community development	Young people	Community	Not reported
(Kirshner 2008)	USA	Qualitative other (review)	Social action	Community development	Young people practitioners	Community	
(McCall et al 1999)	Canada	Case study	Range of environmental issues	Community activism Community development	Young people	Community	Not reported
(Morsillo & Prilleltensky 2007)	Australia	Qualitative	Social action	Community development	Young people	School Community	Australian Research Council
Lexington Youth Leadership Academy (Otis 2006)	USA	Case study	Social injustice, education reform	Community activism	Young people	Community	John S and James L Knight Foundation, United Way of the Bluegrass
Youth Action (Pearce & Larson 2006)	USA	Qualitative	Civic activism	Community activism	Young people	School	William T Grant Foundation
West Harlem Environmental Action (Sze et al 2005)	USA	Case study	Reproductive, environmental and community health	Community development Community activism Multicomponent programme	Young people	Community	Not reported
Engaging Youth Through Photovoice (Strack et al 2004)	USA	Qualitative study	Range of community issues	Community development	Young people	Community	John Hopkins University Center for Adolescent Health, Centers for Disease Control and Prevention
Flint Photovoice (Wang et al 2004)	USA	Qualitative study	Range of community issues	Community development	Young people Adults Policy makers	Community	The Charles Stewart Mott Foundation, Centers for Disease Control and Prevention

YES! Project (Wilson et al 2006)	USA	Process evaluation	Alcohol, tobacco and substance use prevention Civic engagement	Community development	Young people	School	Centers for Disease Control and Prevention
YES! Project (Wilson et al 2007)	USA	Case study	Alcohol, tobacco and substance use prevention Civic engagement	Community development	Young people	School	Centers for Disease Control and Prevention
^a UK, Norway, South Africa, Australia, India and Canada							

Reference	Anon (2009) Community Themes and Strengths Assessment: Clarkston, GA Vignette. National Association of County and City Health Officials.
Location	Community themes and strengths assessment: Photovoice, Clarkston, Michigan
Problem	Identified that the community lacked information on adolescent needs and perceptions
Impetus	The DeKalb County Board of Health (BoH) implemented the Photovoice concept on behalf of the Clarkston Health Collaborative (CHC), lead by
Methods	Students identified their main health concerns about their community, and then travelled around taking photos of what was important to them. These were later used to create a PowerPoint presentation and report to represent the views of the community from the inside. Five main concerns were identified: violence; inadequate health facilities; smoking among youth; unequal distribution of community services among ethnic groups; environment.
Partners/opponents	The BoH and CHC. No opponents identified.
Context	A culturally diverse city (in terms of racial, faith, housing stock and age group) in DeKalb County.
Impact	At the end of the programme, the students felt more empowered with an increased awareness of the community in which they live. They were also more willing to volunteer to make their community a safe and healthy place.

Reference	Carlson C (2005) Youth with Influence: The Story of the Youth Planner Initiative in Hampton, Virginia. Children, Youth and Environments 15(2): 211-226.
Location	Youth Planner Initiative, Hampton, Virginia, USA.
Problem	Community leaders, the Coalition for Youth, were commissioned to create recommendations that would improve outcomes for children and families in the city, in order to build a competitive workforce for Hampton's economic development in the 21st century.
Impetus	Conjoint; by the city's Director of Planning and others to create two positions for teenagers to work as city planners. Hampton Youth Commission sets the overall direction for the city's youth agenda on an annual basis.
Methods	Focus groups held to influence proposals for a new city park; supporting civic organisation; student advisors; developing ordinances; advocating for funding; youth-friendly civic forum; and acting as change agents to champion the opening of a 'Teen Center'.
Partners/opponents	Planning Department, Coalition for Youth, local youth development agency
Context	City Council wanted to improve outcomes for children and families in the city.
Impact	Increase in 'civic behaviours' across the city, young people participating in the activities showed gains in skills of public deliberation, presentation, and activism, as well as a passion for affecting community change.

Reference	Charmatz K (2008) A case study of the development of environmental action projects from the framework of participatory action research within two middle school classrooms. Thesis (D. Phil): University of Maryland, Faculty of the Graduate School.
Location	Environmental action project; Sienna County, USA
Problem	Not identified
Impetus	The purpose of the research was to understand student empowerment and social change through a socially critical environmental education perspective.
Methods	Students completed activities to guide them in developing their project. Activities included: topic choice and planning (e.g. completing an environmental action survey, poster presentations on initial project ideas); project application and research (e.g. background research at the library); and project action and reporting. Fourteen projects could be organized under three general activity structures—local outdoor action, educating individuals on issues and actions, and lobbying government or large groups to take action. Projects completed by students in Grade 7 included a website to educate others on endangered animals and recycling, a petition against cow hormone treatment, CD and music compilations to educate others about trees and wildlife habitat, fundraising and a letter to the senator on the global warming impact on living things, and a petition on dolphin captivity. Grade 8 projects focused on educating others on a range of topics including recycling, local environment issues, and environmental choices using the web, video and bumper stickers.
Partners/opponents	None identified
Context	Not identified
Impact	Students from both classes, and individually experienced the projects very differently. There were no significant differences found in the seventh grade scores on the Middle School Environmental Literacy Instrument before and after participation in the environmental action projects. Students in Grade 8 had significant increases on two of six sections: knowledge and Issue Analysis Component. Research findings included that: (1) "research" was an important component of action projects; (2) students learned varying types and depth of content knowledge; (3) student's actions varied before and after completing the project, however, after the project all students reported taking some kind of action; (4) most students reported from their perspective that the project was "fun" and allowed them to be "independent"; students explained the influence of media and culture on their ideas.

Reference	Chawla L, Blanchet-Cohen N, Cosco N, Driskell D, Kruger J, Malone K, Moore R, Percy-Smith B (2005) Don't Just Listen- Do Something! Lessons Learned about Governance from the Growing Up in Cities Project. <i>Children, Youth and Environments</i> 15(2):53-88.
Location	Growing Up in Cities (GUIC) project
Problem	Project facilitators identify communities with children in difficult conditions, such as children of low-income working-class families, indigenous groups, refugees, immigrants, squatters or street children.
Impetus	The project was initiated in the 1970s in order to understand dynamic images of the city by giving young adolescents the means to document their experiences.
Methods	The mission of GUIC is first to enable young people to document their community environment and propose feasible priorities for change and to then bring people together to act on at least some of the recommendations. Most project sites involve young adolescents from ages ten through 14, but a few sites have worked with participants as young as eight or as old as 19. Example of GUIC initiatives presented included: the development of a play area in Northampton, UK; construction of a children's centre and playground in South Africa; and a book based on the experiences of 9-yr-old South African boy whose mother is HIV positive.
Partners/opponents	Schools, churches, parent groups, art associations, the media, universities, an embassy, NGOs and INGOs (international nongovernmental organizations like UNESCO), as well as a mayor, a community safety officer, a local office of community development and social work, provincial and national departments of education, local councils and youth councils.
Context	Various issues across the countries discussed.
Impact	"Efforts have helped (to a degree) to lessen prejudice toward (young people's) ideas and recommendations". "On the ground, the success of the project at my sites has been largely due to my building it into all areas of my academic work (teaching, research, community service) and to my developing alliances and partnerships with individuals in NGOs, government departments and local councils."

Reference	Gallagher CB (2004) 'Our Town.' Children as Advocates for Change in the City. <i>Childhood A Global Journal of Child Research</i> 11(2):251-262.
Location	"Our Town"; Pittsburgh, USA
Problem	Children are very seldom used as a resource for handling neighbourhood issues.
Impetus	A collaboration working out of the Department of Architecture of Carnegie Mellon University in Pittsburgh, Pennsylvania. Provided an opportunity to explore the potential of children as designers and advocates for change in their neighbourhood.
Methods	Twenty 8-9 year olds designed a fictitious city, assessed their own built environment (in drawings, writings and maps), and identified needs in their neighbourhood to which they responded with an intervention. Chose to design a park that would address the needs of others.
Partners/opponents	Community members assisted the children in clearing the space and building/planting the park. No opponents identified.
Context	Not described.
Impact	Children demonstrated a clear understanding of the issues of neighbourhood and community, listened to and internalised adult feedback and responded to the perceived need. "Their intervention created intergenerational public space that addressed the needs for those who lived in the neighbourhood and who composed the community".

Reference	Kirshner B (2008) Guided participation in three youth activism organizations: Facilitation, apprenticeship, and joint work. <i>Journal of the Learning Sciences</i> 17(1):60-101.
Location	Youth Engaged in Leadership and Learning; Youth Rising and Teens Restoring the Urban Environment (TRUE); Colorado, USA
Problem	High rates of unemployment and violence, and low levels academic achievement compared to state and national averages.
Impetus	YELL was funded and staffed by a University based research centre. Assisted high school students in gathering evidence about conditions in their school or neighbourhood and to advocate for change based on their findings. Youth Rising was housed in a grassroots advocacy organization run by young people (youth organisers) and co-ordinated by adult staff. TRUE was an adult led organisation which aimed to foster an understanding of the principles of environmental justice and urban sustainability in young people in order to promote the long-term health of their communities. The
Methods	<p>YELL participants developed a campaign called Don't Believe the Hype to challenge media portrayals that perpetuated stereotypes about violence and academic underachievement among youth of colour in their neighbourhood. Participants created media such as a Web site, video documentary, and magazine, to communicate a richer picture of their lives. They also conducted focus groups with students and teachers about the origins and consequences of stereotypes. The campaign culminated in a community forum where youth presented their work to an audience that included the school board president, journalists, students, and community residents. Also, youth met with editors from a local newspaper to discuss ways to improve media coverage and presented their work to younger children in the neighbourhood. (n=20)</p> <p>Youth Rising involved a campaign to reduce the high school dropout rate by promoting greater student voice in school governance. Youth organizers asked their peers to fill out "report cards" that evaluated their schools, 'membership meetings', a rally and a press conference. (n=16)</p> <p>TRUE ran multiple programs that included park restoration and efforts to improve the availability of healthy food in the neighbourhood. The activities reported in this involved a youth conference planning group (an offshoot from TRUE) (n= 11)</p>
Partners/opponents	None described
Context	Colorado, where these forms of grassroots interventions are increasingly popular.
Impact	The author characterised the way in which youth empowerment principles and task demands were managed by adult facilitators as facilitation, apprenticeship and joint work, thus providing a structure and support and enabling them to work through challenging social activities whilst developing empowerment skills. In the facilitation pattern, adults sought to be neutral towards youth's decisions and be a resource for youth to plan and implement the campaign. In the apprenticeship pattern, adults were more likely to coach youth in campaign strategy and participated in campaign tasks within the context of a youth-centred environment. Joint work was similar to apprenticeship in that adults participated alongside youth, but differed in that adults rarely set aside time for coaching or instruction and did not draw distinctions between adults and youth as a basis for delegating tasks or participating in decisions. The author recommended four principles: (1) start with an authentic civic problem; (2) provide access to mature civic participation practices; (3) be responsive to specific skill levels and interests of youth; and (4) plan in terms of timescales that exceed one or two semesters.

Reference	McCall D, Hill B, Johnston M (1999) Assessing the effect of and support for youth involvement in public decision-making: a report on nine case studies. Canadian Journal of Public Health Revue Canadienne de Sante Publique. 90(3):180A	
Location	Environment Canada Youth Round Table; Ottawa, Canada	Nepean Youth Advisory Committee
Problem	Not identified, programme established to improve engagement with young people.	Not identified
Impetus	Established under Ministerial approval in Environment Canada.	Committee was established by the city council.
Methods	Twelve youth representatives were chosen from several established national and provincial organisations. Focus on mobilizing youth leaders or activists (aged 16-25 yrs). Intended to include youth in the decision making structure of Environment Canada and to provide linkages to other environmental youth action groups.	Six youth representatives selected from organisations that attract high achievers. No formal outcomes stipulated, the youth have initiated issues but the City Council has not sought the advice of the committee in a structured way. No formal orientation or training on the process of municipal decision-making.
Partners/opponents	None identified.	None identified.
Context	Not identified.	The specific needs, processes and supports that are required to support youth participation are not being fully used.
Impact	Acquiring competencies related to lobbying and being active at the national level. Youth leaders have acquired new skills in technology, some are now more aware of the departments and federal activities. Young people are playing a visible role in the activities of the department.	One example presented, Committee members were concerned about the literacy levels among young people in a particular neighbourhood within the city, at their suggestion library services were improved in the area.

Reference	Morsillo J, Prilleltensky I (2007) Social action with youth: Interventions, evaluation, and psychopolitical validity. <i>Journal of Community Psychology</i> 35(6):725-740.
Location	Working Community Programme; Melbourne, Australia
Problem	Community had one of the lowest socio-economic status levels in the state, high unemployment and low school retention rates.
Impetus	Unclear; the class was an elective course.
Methods	24 students; participated in activities including games, group posters, guided discussions, and a session with a guest speakers from local agencies. Students formed small groups (2-8 students) and designed and implemented a community project which had to be completed in 3 months and involve a community agency or local business. Students chose to organise the following activities: a drug-free underage dance party; battle of the bands contest; a community theatre group; children's activities for a refugee cultural festival; and to design an aboriginal garden.
Partners/opponents	A network of collaborators with community workers, local advocates and media outlets was established by the lead author of the research.
Context	Not identified.
Impact	Students felt rewarded by the recognition they obtained from the community at large. Students, researcher, teacher and community workers reported positive outcomes for youth and the neighbourhood as a whole. Four positive developments too place in the students: enhanced socio-political awareness; an enhanced sense of control and social responsibility; hopefulness; and community participation skills. For groups, skills were developed related to motivation and independence, group effectiveness, and cohesion and solidarity. In addition, the community gained enhanced youth involvement in local affairs and four out of five of the projects came to a successful completion.

Reference	Otis MD (2006) Youth as Engaged Citizens and Community Change advocates through the Lexington Youth Leadership Academy. Journal of Community Practice 14:1-2.
Location	Lexington Youth Leadership Academy; Kentucky, USA
Problem	Youth violence and disengagement from civil life.
Impetus	The Lexington Youth Leadership Academy of Kentucky was designed specifically for high school-aged youth with a focus on "developing inclusive leaders with the capacity to effect social change in a diverse world."
Methods	<p>Training taking place after school and on weekends, and in summer holidays, entailing one or more of the core program objectives. These include the development of leadership skills, reduction of prejudice increasing self-concept and civic responsibility. Trainings feature workshops, presentations by guest speakers and field trips.</p> <p>Two projects completed during 2003-2004.</p> <p>Race Dialogues and Diversity Forums: LYLA Ambassadors participated in the youth sector of the Leadership Initiative on Erasing Racism. Their Community Change Agent project, entitled Race Dialogues, involved a series of LYLA Ambassador-led town meetings focusing on understanding the pervasiveness and impact of racism in the Lexington- Fayette County community. LYLA Ambassadors participated in race dialogue sessions and also led two public forum discussions.</p> <p>Youth News Team: Consisted of a group of seven LYLA Ambassadors who chose to address the issue of the achievement gap among minority and majority students.</p> <p>(Youths were asked to commit to two to three years and to complete a pretest, midpoint test and posttest evaluation during the program. Data was also collected from focus groups during the program.)</p>
Partners/opponents	Collaboration between the National Conference for Community and Justice-Bluegrass region, Partners for Youth (sponsored by the Mayor's office) and the YMCA of central Kentucky.
Context	Not documented
Impact	Preliminary findings suggest a positive effect on youth taking part, and that the program was welcomed by the community, schools, and local organisations.

Reference	Pearce NJ, Larson RW (2006) How Teens Become Engaged in Youth Development Programs: The Process of Motivational Change in a Civic Activism Organization. <i>Applied Developmental Science</i> 10(3):121-131.
Location	Youth Action, Chicago, Illinois
Problem	Not identified; purpose of programme was to help youth address 'injustices in their lives' particularly in schools
Impetus	The Youth Action programme was a part of a larger organisation in the southwest of Chicago
Methods	Action campaigns were conducted to lobby the Chicago School Board and state legislators to improve school funding, address problems with school overcrowding, and re-examine the city schools' zero-tolerance policy. Program members also organized a city-wide youth summit, worked to get a new college preparation program into the city schools, and organized a rally to protest a new school exam that was being introduced by the school board.
Partners/opponents	None described
Context	Core members of the group came from surrounding working-class communities (Latino and African American)
Impact	The impact of the programme was examined in terms of understanding the change process through which youth became engaged in the programme and also how the programme setting supported the engagement process. The authors suggested a three-stage process of involvement relating to the motivational model. At each level it is suggested that progress can be facilitated by responses from peers and adult supervisors.

Reference	Strack RW, Magill C, McDonagh K (2004) Engaging Youth through Photovoice. Health Promotion Practice 5(1):49-58.
Location	Engaging Youth Through Photovoice, Baltimore, USA.
Problem	None identified.
Impetus	Faculty members and students from John Hopkin's University and staff members at an after-school teen centre collaborated in both the design and implementation of the project.
Methods	The participants were 14 self-selected young people, between the ages of 11 and 17 from 6 different schools, of non-Hispanic white, non-Hispanic-black, Hispanic white or mixed race ethnic origins. They took part in 20 2-hour sessions over 12 weeks, during which they were introduced to photography skills, ethics, power, consent, and safety. They were also introduced to the SHOWeD method (See here? What is really Happening? How does this relate to Our lives? Why does this problem or strength exist? What can We do about it?). Further into the program the project coordinator and a facilitator met with participating youth on 11 different days in order to help them select photos and write captions. A total of 4 exhibitions of their work were held to display the young people's work to reach local policymakers and promote the youth centre.
Partners/opponents	Funding from the John Hopkins University Centre for Adolescent Health and the Centre for Disease Control (CDC) and Prevention.
Context	The young people involved were from a diverse range of backgrounds, however, the demographic statistics provide less insight than the statement "During the course of the project, virtually all of the participants personally experienced at least one of the following: drug use and trafficking by immediate family members, an eviction, the recent death of a parent, parental abuse, the hospitalisation of a parent for mental illness, teen pregnancy, or injury from violence at school or in the community".
Impact	This study has shown photovoice to have potential as a method which can enhance youth empowerment and inform policy development. The authors note that it is essential to tailor projects to the developmental level of participants in devising youth-only activities. As with this instance, the first stage should be providing the tools for young people to work with, such as basic photography skills. While Photovoice can lead to empowerment and policy-change, it is a one-time intervention and not a cure-all. There is the potential for empowered participants to be disappointed when policy change fails to occur, and anyone undertaking such a project need prepare for this.

Reference	Sze J, Prakash S, McIntosh A (2005) Empowering Youth and Creating Healthy Environments in Northern Manhattan: WE ACT's Youth Programs. <i>Children, Youth and Environments</i> 15(1):265-277.
Location	West Harlem Environmental Action (WE ACT); Earth Crew Youth Leadership programme and DIFFERNTT (Diverse Individuals Fighting for Environmental and Reproductive Rights Now 'Til Tomorrow); New York City, USA
Problem	Minority groups were perceived to suffer disproportionately from urban environmental health problems e.g. Northern Manhattan hospitalisation rates for asthma are twice the national average.
Impetus	WE ACT founded as a result of local community struggles around air pollution and other environmental threats caused by a sewage treatment plant and a bus depot. Youth leadership programmes developed to integrate young people.
Methods	Earth Crew programme developed leadership potential, teaching critical thinking, public speaking, environmental audits, pollution monitoring and community leadership in both a summer programme and an after school programme (the number of participants in the programme ranged from 15-35). Programme examples presented include a research project to measure air pollution, reclaiming abandoned city lots for community use, building a 'green oasis' and programming it with activities for rappers, spoken word artists, and senior citizens, and participation in a Youth Summit. DIFFERNTT also developed leadership potential but targeted at young women; empowered them to become trained, outspoken advocates for the clean and healthy environment necessary for good reproductive and overall health through individual and group activities. Examples of activities presented included participation in a campaign against a new, 12-story diesel bus depot and facilitation of a workshop at WE ACT's conference.
Partners/opponents	Earth Crew summer programme funded by the New York Summer Youth Employment Program; no others identified.
Context	High rates of respiratory illness in the community. Minority (African American, Latino) communities.
Impact	Evaluation of the DIFFERNTT programme revealed that 100 percent of the participants were able to identify local environmental pollutants and how they impact health; explore their local environments and ways they can make their environments safer and cleaner; connect local and community health issues with global struggles; identify skills needed to run an environmental justice campaign; and develop their organizing and advocacy skills through a public presentation. The programme succeeded in expanding previously narrow definitions of environment and health.

Reference	Wang CC, Morrel-Samuels S, Hutchinson PM, Bell L, Pestronk RM (2004) Flint Photovoice: community building among youths, adults, and policymakers. American Journal of Public Health 94(6):911-913.
Location	Flint Photovoice, Michigan, USA.
Problem	Flint and Genesee County communities have been forced to cope with the transition from one-industry town to the reallocation of resources in the economy, culture, race relations and well-being, challenges which may be similar to those experienced in other communities.
Impetus	Came from the leadership of the Neighbourhood Violence Prevention Collaborative, a coalition of 265 neighbourhood groups and block clubs in Flint, Michigan.
Methods	<p>8 local facilitators and 11 professional photographers conducted workshops for young people, mentoring them in the use of cameras and the aims of the project. These participants had already been trained themselves for their role. Photographs and narratives were compiled by 4 groups: 10 youth participants in the National Institute for Drug Abuse; 10 youths active in community leadership roles; 11 adult neighbourhood activists and 10 local policymakers and community leaders. Participants were asked to do "free writes" set around the SHOWeD methodology.</p> <p>The students were encouraged to do "free-writes" of the first pictures which appealed to them. Questions evolved from these, and were set into a mnemonic SHOWeD: See here? What is really Happening? How does this relate to Our lives? Why does this problem or strength exist? What can We do about it?</p> <p>The mnemonic was used to inform group discussion, which were used for consensus building at monthly meetings.</p>
Partners/opponents	Funded The Charles Stewart Mott Foundation, the Prevention Research Center of Michigan (funded by Center for Disease and Prevention) also provided support.
Context	With a shift in the local economy, residents have had to adjust to new cultures, race relations, and well-being. Issues have arisen relating to the redefined community needs.
Impact	The use of Photovoice gave participants an innovative tool through which to exert influence on the programmes they felt required improvement. Participation also encouraged interaction and cooperation between people of various races, ages, professions and experience who had previously felt one another inaccessible.

Reference	Wilson N, Minkler M, DASHO S, Carrillo R, Wallerstein N, Garcia D (2006) Training Students as Facilitators in the Youth Empowerment Strategies (YES!) Project. Journal of Community Practice 14:1-2.
Location	Youth Empowerment Strategies (YES!) project; West Contra Costa County, California, USA
Problem	High rates of alcohol, tobacco and other substance use in young people
Impetus	YES! Program staff directed the project and operated out of a bridging organization, the Oakland-based Public Health Institute (PHI). Through sub-contracts with PHI, YES! created an academic partnership involving faculty and graduate students at the University of California, Berkeley, the University of New Mexico, Albuquerque, and the local health department (HNP) with a community partnership including high school students and local public schools.
Methods	The YES! Programme included involvement in the following activities: (1) after school clubs for 160 5th grade children to identify and encourage their strengths in order to prepare them for empowerment work; (2) young people designed a school community social action project using Photovoice, community asset and risk mapping and other techniques; (3) the school community project was expanded, and may facilitate the change of focus for the young people to their own local neighbourhoods; (4) identification of a local community leader or elder with whom to undertake a social action project.
Partners/opponents	Community partners, high school and the University of California
Context	None specified
Impact	Various strategies were employed to keep in the minds of the young people their roles and responsibilities, such as being taken aside by a co-facilitator to problem-solve situations they found themselves in. To an extent these were effective, however the question of "disinviting" students who became disruptive to the program. The importance of slow progression to enhance understanding, whilst continuing to allow students to take breaks if the material becomes stale or too difficult is emphasized, along with the need to alter practice to best fit the dynamics of the individual groups.

Reference	Wilson N, Dasho S, Martin AC, Wallerstein N, Wang CC, Minkler M (2007) Engaging young adolescents in social action through Photovoice - The Youth Empowerment Strategies (YES!) project. Journal of Early Adolescence 27(2):241-261.
Location	Youth Empowerment Strategies (YES!) Project; California, USA
Problem	Not identified; the project was intended to increase youth civic engagement among children at risk.
Impetus	Community-based programme funded to enhance community capacity for prevention. The YES! Project provided underserved early adolescents with opportunities for civic engagement.
Methods	YES! Group sessions working with co facilitators to follow the YES! curriculum which focused on activities such as team-building, photography sessions (Photovoice assignment), community organising strategies and group identification of social action project topics, and sessions on engaging the group in social action. Twelve of 13 groups (10-12 year olds) designed and implemented a social action project. Projects included: awareness campaigns about student misbehaviour, unclean bathrooms, and fighting; playground litter cleanup; removal of graffiti in bathrooms; petition campaign about the loss of sports and teachers because of district finances; writing to request the repair of a dangerous shed on campus; skits on gangs and drugs, and fighting; and production of a school yearbook.
Partners/opponents	School principal.
Context	Not identified
Impact	The project provided an opportunity for young people to actively engage with their social environment. However, groups needed more extensive discussion time than anticipated to decide on a goal for their social action project; and tended to focus on the symptom rather than the cause of the issues they identified. Facilitators were needed to take responsibility to help the groups through each phase of social action, from framing the project through to implementing it.

Healthy lifestyles

Author	Country	Evaluation design	Topic focus	Type of advocacy	Population focus	Setting	Funding
California Project LEAN's Food on the Run (Agron et al 2002)	USA	Before and after study	Healthy eating and physical activity	Community development activism	Young people	School	The California Endowment, Centers for Disease Control and Prevention
Communities That Care (Brooke-Weiss et al 2008)	USA	Descriptive article	Youth prevention	Community development	Young people	Community	National Institute on Drug Abuse, National Cancer Institute, National Institute of Child Health and Human Development, National Institute of Mental Health, Center for Substance Abuse Prevention
California Project LEAN's Food on the Run (Calderon 2002)	USA	Case study	Healthy eating and physical activity	Community development Community activism	Young people	Other (universities)	California Department of Health Services
TeenNet Research Programme (Flicker et al 2008)	Canada	Mixed methodology	Health promotion	Community development	Young people Community partners	Community	Government of Ontario, Wellesley Institute, Health Canada
(Mwatsama et al 2006)	UK	Abstract	Healthy eating	Social policy reform	Government	NA	Heart of Mersey, National Heart Forum
Free to Be Me (Neumark-Sztainer et al 2000)	USA	Experimental study	Prevention of disordered eating	Community development Multicomponent programme	Young people	Community	Not reported
My Voice Counts! Campaign (Share & Stacks 2006)	USA	Case study	Sex education	Community development Community activism Media advocacy Multicomponent programme	Young people Government	School Community Online	Not reported
Youth REP Stepping Stone Curriculum (Suleiman et al 2006)	USA	Case study	Health promotion	Community development	Young people	School	Centers for Disease Control and Prevention

Reference	Agron P, Takada E, Purcell A (2002) California Project LEAN's Food on the Run program: an evaluation of a high school-based student advocacy nutrition and physical activity program. Journal of the American Dietetic Association 102(Suppl 3):S103-5.
Location	California Project LEAN's (Leaders Encouraging Activity and Nutrition) Food on the Run campaign; California, USA
Problem	Prevalence of overweight children in California was higher than the national average
Impetus	California Department of Health Services and the Public Health Institute. Sire administrators (high school coordinators)
Methods	High school students (n=220) from 20 high schools were trained as advocates. Training was based upon generating basic nutritional and physical activity awareness as well as the steps necessary to create environmental and policy changes. After training student advocates conducted 5-7 school-based and community activities which included working with foodservice to increase healthy food options, school wide taste tests and lunch time demonstrations. The advocacy activities were evaluated using pre and post activity questionnaires that investigated knowledge and behaviour relating to physical activity and nutrition. A survey was also administered to administrators to investigate implementation of the programme (including information on the number of lessons taught and number of weeks spent on training)
Partners/opponents	None identified
Context	None reported
Impact	Significant increase in knowledge about and positive attitudes towards physical activity and nutritional among advocates as well as a significant change in healthful eating behaviour. There were no significant changes or increases in physical activity behaviour.

Reference	Brooke-Weiss B, Haggerty KP, Fagan AA, Hawkins JD, Cady R (2008) Creating Community Change to Improve Youth Development: The Communities That Care System. <i>Prevention Researcher</i> 15(2):21-24.
Location	Communities That Care; Washington and Pennsylvania, USA
Problem	Young people at risk of a wide range of youth health and behaviour problems.
Impetus	Communities that Care (CTC) coalition developed to help community stakeholders and decision makers understand and apply information about risk and protective factors, and programmes that promote healthy youth development.
Methods	Process includes: (1) Assessment of community readiness to undertake prevention methods; (2) Encouraging commitment to CTC methods from community partners involved; (3) Define prevention intervention needs. Using CTC tested policies, practices and programmes to create a plan to address these; (4) Implement and assess efficacy.
Partners/opponents	Funding provided by National Institute on Drug Abuse, National Cancer Institute, National Institute of Child Health and Human Development, National Institute of Mental Health, and the Center for Substance Abuse Prevention
Context	Not identified.
Impact	Positive changes have been shown in youth outcomes following the implementation of CTC in their communities. A quasi-experimental study in Pennsylvania examined 47 districts using the CTC model in comparison with 52 with the model. After controlling for levels of poverty, it became apparent that where the model was active, there were lower levels of risk and higher levels of protection and lower rates of adolescent substance use and delinquent behaviours.

Reference	Calderon L (2002) Promoting a healthful lifestyle and encouraging advocacy among university and high school students. Journal of the American Dietetic Association 102(Suppl 3):S71-2.
Location	California Project LEAN's (Leaders Encouraging Activity and Nutrition) Food on the Run campaign. Bravo High School, Los Angeles, USA
Problem	Fast food marketing on high school campuses
Impetus	California Department of Health Services; organised on behalf of young people but led by them. Dietetics students at California State University served as mentors.
Methods	Students from grades 10-12 were recruited and trained in general nutrition, physical activity and advocacy principles. An official high school club was formed and met weekly (planned intervention activities, wrote articles for quarterly club newsletter, posed FAQs on the internet, carried out surveys, met with cafeteria manager to discuss menu changes, and planned community outreach activities). High school Health fair; swing dance demonstration, judo demonstration, after-school aerobics class, low-fat shake demonstration, and educational materials for distribution at PTAs.
Partners/opponents	Students at California State University; others not specified
Context	None reported
Impact	Main changes have been to vending machines offering more healthy choices; gaining agreement from the cafeteria manager to offer fresh fruit.

Reference	Flicker S, Maley O, Ridgley A, Biscope S, Lombardo C (2008) Using Technology and Participatory Action Research to Engage Youth in Health Promotion. <i>Action Research</i> 6(3):285-303.
Location	TeenNet Research Programme, the University of Toronto
Problem	Not specifically identified; project focused on the engagement of young people in community health promotion activities via electronic media.
Impetus	Financially supported by the Government of Ontario, the Wellesley Institute and Health Canada. Led by University of Toronto (TeenNet Research Program), in collaboration with 57 youth and five community partners led through seven community projects.
Methods	Using the e-PAR model the authors present case study descriptions of three projects. (1) <i>Rock the Boat</i> : through the use of Photovoice, the group of gay, lesbian, bisexual, transsexual and transgender (LGBTQQ) youth identified issues related to their experience of migration. From the issues arising the youth created a website to educate other LGBTQQ youth and provide resources to legal and social services. Intended as an activist tool to support and mobilise young people. (2) <i>Smoke Free World</i> : Youth from a variety of social service organisations engaged in a Photovoice project, developed a website, PSAs that aired on television and online, and an interactive youth-focused workshop. (3) <i>Peace Power</i> : A group of young people at a local literacy programme used music production software to create songs and music about topics of importance to them.
Partners/opponents	The Government of Ontario, the Wellesley Institute and Health Canada funded the project.
Context	The changing climate of youth health promotion when an increasing emphasis is placed on increasing self-esteem and self-efficacy of youth, and on their civic involvement.
Impact	The authors identified that context plays a significant role in how youth participation is implemented, e.g. funding, organisation polices and skills and abilities of the participating youth and facilitators all contribute to the environment within which participation occurs. They state that the key to authentic youth participation is to encourage open and transparent dialogue with the youth. The e-PAR model is progressing but needs further development, however, at this stage a link has been formed between participatory action research and youth media and positive youth experiences in community action have been observed.

Reference	Mwatsama M, Lincoln P, Birt C, Ireland R, Capewell C (2006) Advocacy on children's food in the UK, presented at the 14th European Conference on Public Health, 16-18 November, Montreux, Switzerland.
Location	Advocacy on children's food; UK
Problem	Coronary heart disease (CHD) is the UK's biggest killer and saturated fat is the biggest single risk factor for the disease, accounting for up to 50% of CHD deaths
Impetus	A joint campaign by charities Heart of Mersey and National Heart Forum aims to raise awareness of UK children's excess saturated fat intakes and the links with obesity and CHD
Methods	The main elements are: (1) saturated fat social marketing campaign - mixed media campaign to raise awareness that children are eating too much saturated fat, and switching to lower fat dairy products can reduce the process; (2) policy - discussions on the policy options for the UK regarding school milk and dairy subsidies and advice; and (3) parliamentary - activities to highlight the issues among parliamentarians at UK and EU level, with the aim of obtaining equal subsidies for all types of dairy products in schools
Partners/opponents	None identified
Context	Not identified
Impact	Outcomes include new school food standards which will prohibit full-fat milk from September 2006. Public health nutrition interventions are long-term and it is often difficult to advocate for a policy shift. To be successful they should be supported by scientific evidence and employ a variety of approaches at different levels. This campaign highlighted the benefits of coordinating action at multiple levels to support public health interventions.

Reference	Neumark-Sztainer D, Sherwood NE, Collier T, Hannan PJ (2000) Primary prevention of disordered eating among preadolescent girls: feasibility and short-term effect of a community-based intervention. <i>Journal of the American Dietetic Association</i> 100(12):1466-73.
Location	Free to be Me; Girl Scout Council, Minnesota and Wisconsin, USA
Problem	For some girls dissatisfaction with their body and dieting may begin at a young age.
Impetus	Programme was developed to address lack of research evaluating eating disorder prevention programmes.
Methods	226 girls; six 90-min sessions. Activities focused on socio environmental, personal and behavioural factors (e.g. girls were encouraged to take steps to modify potentially harmful weight-related norms in the media and among their peers), and media literacy training. Activities taught them about body development, the media effects on body image and self-esteem, and steps they can take to combat these negative images (e.g. girls critically analysed messages seen on TV and in magazines and wrote letters to corporations to advocate for healthful products and images).
Partners/opponents	Girl Scout Council; others not identified
Context	Not identified
Impact	Statistically significant increase in the girls' self-efficacy to impact weight-related social norms among peers and in the media. The intervention also led to changes in media-related knowledge and habits. The programme was less successful in modifying body image attitudes and dieting behaviours, but did not have any adverse consequences in terms of 'unhealthful' dieting or binge-eating practices.

Reference	Share RA, Stacks JS (2007) Youth-Adult Partnership in Community Organizing: A Case Study of the My Voice Counts! Campaign. <i>Journal of Community Practice</i> 14(4):113-127.
Location	My Voice Counts! Campaign, USA
Problem	Young people rarely heard or heeded in national and local policy debates about sex education
Impetus	Campaign organised by Advocates for Youth (AFY) and its network of youth advocates following a campaign launch on MTV (<i>Fight for Your Rights: Protect Yourself</i>). Youth Activism Network (YAN)
Methods	Online activism campaign containing advertisements which outlined the need for honest sex education. Adverts were also distributed by email. Petition to members of congress, publication of letters, coverage press. Training through workshops run by AFY staff and youth interns. Fifty advocates attended an event to support a state wide health bill. Advocates and or adults associated with the campaign interviewed the media, met with legislative staff, made presentations to local community groups, emailed legislators, engaged with local organizing groups.
Partners/opponents	Music Television (MTV).
Context	Strong support for abstinence-only programmes by the US government and some segments of the population, whilst evidence-based comprehensive programs remain under-funded.
Impact	Evaluation not conducted but authors note that there has been an increase in the use of its online methods to access youth in the field of political and community organising.

Reference	Suleiman AB, Soleimanpour S, London J (2006) Youth Action for Health through Youth-Led Research. Journal of Community Practice 14:1-2.
Location	Youth REP Stepping Stones Curriculum, Alameda County, USA
Problem	None identified; but in response to the "long list of health challenges that youth encounter".
Impetus	Youth in Focus initiated the project with the San Francisco Institute for Health Policy Studies (UCSF) at 7 school-based health centres (SBHCs) in Alameda County
Methods	Young people met weekly with a primary adult facilitator and bi-weekly or monthly with Youth In Focus for training in the Stepping Stones project (sessions on topic selection, research methods, data collection, tool development, data analysis and data presentation) and to identify a topic area for their team to address in their area. Data was collected on these various topics (depression, suicide, condom accessibility, birth control etc) and analyzed in such a way that the groups could make recommendations to benefit their chosen topic and present it either in the form of a product or report, to SBHC staff, their school and staff involved in helping them with the project, as well as community members.
Partners/opponents	The 7 school-based health centres acted as hosts for the primary adult facilitators implementing the Stepping Stones Curriculum. Funding was received from the Centres for Disease Control and Prevention (CDC).
Context	Not stated
Impact	Youth REP has been shown to help encourage the development of valuable skills for young people, which they may use to "create sustainable social change for healthier communities". Young people were able to develop roles as community researchers and progress to acting as agents for social change by devising projects with identifiable goals within their SBHCs and forming working partnerships with youth and adult stakeholders.

Other

Author	Country	Evaluation design	Topic focus	Type of advocacy	Population focus	Setting	Funding
San Francisco Youth Commission (Checkoway et al 2005)	USA	Case study	Range of issues relating to children and youth	Community activism	Young people	Community	WK Kellogg Foundation
(Goodhart et al 2006)	USA	Qualitative	Range of on-campus issues	Community development Community activism Social policy reform	Young people Researchers	University campus	Not reported
Child Advocates, Making a Difference (Goodman 2001)	USA	Case studies	Range of issues relating to children and youth	Representation Social policy reform Multicomponent programme	Young people Government	Community	Not reported
(Montgomery 2007)	USA	Case studies	Children's television	Social policy reform	Television industry, policymakers	Television industry	Not reported
(Zygmunt-Fillwalk et al 2007)	Various	Case studies	Range of issues relating to children and youth	Community development	Young people	Community	Not reported

Reference	Checkoway B, Allison T, Montoya C (2005) Youth participation in public policy at the municipal level. <i>Children and Youth Services Review</i> 27(10):1149-1162.
Location	San Francisco Youth Commission; San Francisco, USA
Problem	None specifically identified. Advocacy in response to a broad range of issues.
Impetus	The San Francisco Youth Commission was conceived when youth advocates approached elected officials with the idea, and mounted a community campaign.
Methods	Examination of the San Francisco Youth Commissions activities and involvements in politics and local issues as an example of existing activism. Seventeen youth commissioners (aged 12 - 23 years) serve for at least 1 year and react to matters referred to them by the mayor, supervisors, and department heads. It can also play a proactive role by advising on issues which are not addressed by policymakers (e.g. requested that traffic officials add crosswalk lights in front of a local high school). In addition, they have: identified issues through youth-led public forums and town hall meetings (e.g. city's first youth-led forum on youth homelessness); collaborated with the mayor to co-sponsor conferences for discussions of drugs, alcohol abuse, HIV/AIDS, juvenile justice, and other issues; formed task forces that address issues and propose recommendations; advocate policy positions through face-to-face meetings with elected officials and agency administrators, and also through large gatherings and public demonstrations; and encourage young people to vote in elections, and conduct elections of their own as a way to influence policy.
Partners/opponents	None identified.
Context	San Francisco has a strong tradition of community activism and youth advocacy.
Impact	Young commissioners can participate in public policy, and be active participants at the municipal level. The youth commission works partly because young people step forward and play leadership roles. Youth commissioners are not alone in their involvement, but have adults as allies. Contribution to the political development of youth involved as commissioners.

Reference	Goodhart FW, Hsu J, Baek JH, Coleman AL, Maresca FM, Miller MB (2006) A View through a Different Lens: Photovoice as a Tool for Student Advocacy. Journal of American College Health 55(1):53-56.
Location	Photovoice; Rutgers University Health Services Department, New Jersey, USA
Problem	Not specifically identified; the purpose of the project was to engage policy makers to inform policy change.
Impetus	The project was led by Rutgers University Health Services Department
Methods	75 students received training on Photovoice. Students had three weeks to take and develop 27 pictures with disposable cameras and facilitated their own small-group discussions about their experiences taking the photographs. Students selected specific photographs that they considered most important or liked the best to discuss with the group. Students had three weeks to create titles and captions for the two to four selected photos that best represented their own responses to the research questions. The students then identified policy makers on campus with the power to influence these issues. Students displayed 50 photos at a reception in an academic building lounge, standing near their own photos to engage the 15 attending policy makers.
Partners/opponents	None described
Context	None described
Impact	Provided a tool to assist an advocacy project and also provided the students with an opportunity to interact individually and in small groups with policy makers.

Reference	Goodman BE (2001) Child Advocates Making a Difference, 2001. Washington, DC: National Association of Child Advocates.		
Location	Coleman Advocates for Children and Youth; San Francisco, USA	Westchester Children's Association (WCA); Westchester County, New York state, USA	Vision for Children Centre, San Antonio, USA
Problem	The Children's Fund, a charter clause allocating a portion of San Francisco's property taxes for children's services, was set to expire.	Emergency rooms and emergency medical services lacked adequate and appropriate equipment, training, and coordination to treat all paediatric emergencies.	Growing problem of tooth decay among children in San Antonio, especially those from poorer families.
Impetus	Organised on behalf of young people by child advocates, Coleman Advocates.	Issue brought to the attention of WCA, and a member of the county legislature's Special Committee on Families.	Vision identified water fluoridation as a crucial issue at its annual congress, and a Water Fluoridation Task Force created. Decided that the issue needed to be put on a ballot.
Methods	Meeting with city officials, representatives of consumer groups, child service providers and other groups to determine the best way to develop legislation. Appeals to city officials to demonstrate public support. Conducted an evaluation to determine the impact of the Children's Fund. Volunteers, particularly youth volunteers, were sent to public hearings and meetings to speak of the accomplishments of the Children's Fund. Youth volunteers spoke to organisations with which they were familiar. Calls made to 80,000 households to promote the Fund and distribution of youth designed campaign materials.	Special Committee on Families sought to bring together representatives from each of the county's hospitals to discuss and debate the issue.	Approached members of the city council and launched an education campaign to meet with community leaders, neighbourhood groups, parent-teacher associations and students at local universities to present the facts and gain support. Child advocates attended a city council meeting. After getting the issue onto a ballot a community education group and political action committee were created to gather support among local business leaders and to continue a campaign to educate the public about fluoride. An intense 6-week campaign followed to gather support from local community groups and an ad campaign was launched.
Partners/opponents	Voter apathy.	Hospitals were collectively unwilling to adopt voluntary standards.	Strong anti-fluoridation movement. Opposition groups used scare tactics and publicised misleading information. Three hundred child advocates were mobilised

			in support, the group received a \$250,000 grant from a charitable foundation, and the Archbishop of San Antonio, as well as other public figures, expressed his support for the campaign.
Context	A large part of the population was indifferent to the Children's Fund.	The county government does not have jurisdiction to control behaviour of its 18 hospitals, while they conform to basic standards set by the Joint Commission of Accreditation. Simple legislation from the Committee on Families could not remedy the lack of specific training for children, Westchester Children's Assoc. (WCA) understood the county government resources could be used to attract attention to the problem and push for change.	Previous fluoridation ballot initiatives had tried and failed on three previous occasions.
Impact	Support for renewal of the fund was broad, and city voters approved funding for 15 more years. Increasing the amount from 2.5% to 3% of the city's general fund. In addition, improvements were made in how the city dealt with funding children's programmes.	Following committee discussions a report was released which resulted in endorsement of the committee's recommendations.	City council members voted unanimously to put the fluoridation issue on a ballot and in elections, San Antonio voted to fluoridate its water supply.

Reference	Montgomery KC (2007) <i>Advocating Children's Television</i> , in <i>The children's television community</i> (Bryant A ed). Mahwah, NJ, US: Lawrence Erlbaum Associates Publishers.
Location	Center for Media Education, USA
Problem	Three cases presented with regard to issues around a lack of good quality education programming designed for children, violence on television, and television advertising (particularly new digital media culture).
Impetus	The CME worked with non-profit groups, professional associations, academic institutions and foundations to promote media policies on behalf of children and young people.
Methods	<p>Educational programming: Partnered with the Institute for Public Representation (Georgetown University) to produce a report which examined license renewal applications required to comply with the Children's Television Act. This report was "designed to frame the problem in the press and publicly shame both the broadcasting industry and the FCC for their failure to carry out the mandate of the Children's Television Act". Led a coalition of >70 education, health and child advocacy organisations in a national campaign to strengthen the rules on the Children's Television Act. Efforts included: (1) continued monitoring of broadcast industry practices; (2) public education and outreach to the non-profit community, educators, and parents; (3) grassroots efforts in several strategic broadcast markets; (4) an ongoing press and media campaign; (5) formal comments and testimony before the FCC and Congressional oversight committees; and (6) numerous meetings with staff and policymakers at the FCC, in Congress and in the White House.</p> <p>Television violence: Organised a "counter press conference" to counter plans to introduce a new age-based ratings system. Responded to industry tactics with a "rapid response" strategy. Participation in V-chip negotiations.</p> <p>Children's advertising: Undertook analysis of children's websites, and investigated trends in the online marketing industry to highlight the strategies and tactics of online marketers. Proposed a set of principles to guide the development of regulations for online advertising and marketing to children. Again partnered with the Institute for Public Representation to prepare a legal case (example presented includes filing a formal complaint against a children's website). Formed an alliance with the Consumer Federation of America. Participated in numerous hearings and public events at the FTC, Department of Commerce and the White House. Sought out other consumer and child advocacy groups to join our cause, and enlisted the support of health professionals and academic experts to testify in public forums and serve as press spokespersons.</p>
Partners/opponents	National Association of Broadcasters
Context	External developments played an important role in the ultimate outcomes of each of the campaigns. The campaigns were also influenced by political battles and policy decisions that preceded the involvement of the CME.
Impact	Gaining media visibility requires careful strategy and relentless effort. Highlighted need for advocates to remain flexible, planned strategies and tactics may need to be adjusted or scrapped to take advantage of new opportunities or to respond to crises.

Reference	Zygmunt-Fillwalk E, Staley L, Kumar R, Lin CL, Moore C, Salakaya M, Szecsi T (2007) Kids Speaking Up for Kids: Advocacy by Children, for Children. <i>Childhood Education</i> 83(4):199.
Location	Kids Speaking up for Kids: Advocacy by children, for children.
Problem	Lack of opportunity for children to meaningfully participate in responding to the challenges of global inequity.
Impetus	Following the Public Affairs Committee Special Session focus on children, the authors of the article felt it imperative to attempt to understand the potential for children to bring about change to their situations.
Methods	<p>Children were asked to respond to 4 questions. Examples of advocacy work being done by children around the world included:</p> <p>You Help, You Care; USA - a programme that aimed to build acceptance and appreciation of non-English speaking students and families.</p> <p>Auction of Children's Artwork for Charity, Russia - children created art works to be exhibited at a charitable auction for Moscow orphanages.</p> <p>Publishing Children's Voices for Charity, Hungary - children volunteered to design a book that would incorporate interviews and pictures. Proceeds were donated to an orphanage in Romania.</p> <p>10th Anniversary on the Convention on the Rights of the Child - more than 80 children from all other the world came together at the UN convention on human rights to encourage nations to uphold the Convention on the Rights of the Child. Friendship banners created from children's self portraits and also stones sent in used to create a sculpture that represented the dreams of children. At a meeting with the then High Commissioner on Human Rights, children presented music, art and messages from children around the world.</p> <p>Sowing the Seeds of Love, Taiwan - Child Welfare League Foundation and the Family Service Centre provide policy advocacy and services to disadvantaged children and families.</p>
Partners/opponents	Not identified.
Context	Not identified.
Impact	The authors reported that by bringing together these examples of children speaking up for other children through advocacy, would provide motivation for the development of meaningful and creative opportunities for child participation.