



A YEAR IN REVIEW

FY21

July 2020 - June 2021

Tobacco Free Rhode Island

C/O: American Lung Association in RI
260 West Exchange Street, Suite 102B
Providence, RI 02903

Tobacco Free RI, with support from Health Resources in Action and the RI Department of Health hosted a training titled '*Tobacco and Vaping Industries' Racist Roots: Tobacco is Not an Equal Opportunity Killer*'. On June 3, 2021, Tobacco-Free Youth Ambassadors led this two-hour training to over 40 youth and young adults. This training included break-out discussions about the industry's racist tactics and how to build an effective movement to create change. Evaluations showed that it was very well received and impactful.



In April 2021, Tobacco Free Rhode Island worked alongside state policy partners to plan and execute the Tobacco-Free Generation Virtual Week of Action. TFRI worked to recruit and train advocates on a variety of tobacco control topics. During this week of action, 129 advocates from 36 different communities came together to take action ranging from emails to Governor McKee, phone calls to legislators, and creating personal photos and videos for social media.

The Tobacco Free Rhode Island Network continues to serve as a unifying body for the Rhode Island tobacco control movement. We engage with partners through our trainings, e-newsletters, social media, working groups, and our website. Visit the "Our Partners" section of the TFRI website to learn more.



Communications

E-Newsletter Analytics

22

E-newsletters sent throughout the year

4

Special editions e-alerts sent

693

Contacts as of June 30 2021

E-Newsletter Contacts include:

- Medical Providers
- Prevention Coalitions
- Educators
- Businesses
- Public Health Organizations
- Advocates



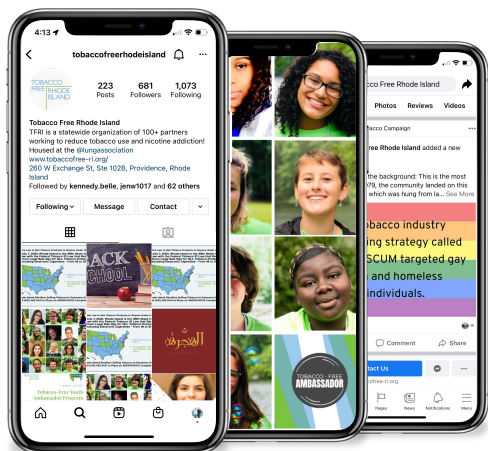
Website Analytics

6,136 Page Views

3,081 Unique Visits

2,322 1st Time Visits

759 Returning Visits



Social Media Analytics

Facebook

467 Page Likes

10,473 Reach

12,917 Impressions

316 Total Posts

Instagram

664 Followers

3,733 Reach

1,367 Interactions

122 Total Posts

Social Media Campaigns:

- Mental Health and Tobacco
- Tobacco Use in LGBTQ+ Populations
- Cessation Resources
- Network Partner Appreciation

Tobacco-Free Youth Ambassadors

17

**Youth
Ambassadors**

11

**Communities
Represented**

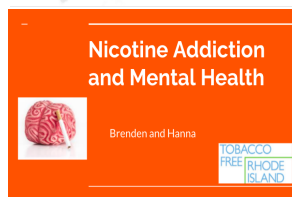
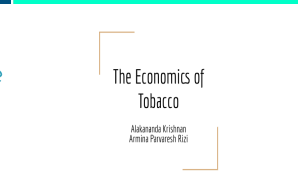
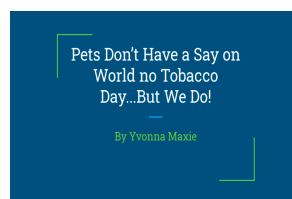


Monthly Learning Sessions

Tobacco-Free Youth Ambassadors worked in pairs to develop presentations connecting tobacco to another topic they cared about. Ambassadors showcased their presentations and trained their peers in monthly virtual meetings. Tobacco Free RI shared these monthly presentations with Network Partners through e-newsletters.

Presentation Topics included:

- Utilizing Social Media for Tobacco Prevention
- Young Voices Impacting Change
- Nicotine Addiction and Mental Health
- Quit Resources in Rhode Island
- Tobacco & Social Justice
- The Economics of Tobacco
- Tobacco and the Environment
- The Lungs of Our Pets
- Big Tobacco Target Populations
- Advocacy: Public Speaking Doesn't Have to be Scary.



Other Successes

Tobacco-Free Youth Ambassadors created educational videos for social media, participated in the American Lung Association Not On Tobacco (NOT) Survey, CTFK's Big Tobacco Comedy Roast, RI Tobacco-Free Generation Virtual Week of Action, and educated legislators. Youth Ambassadors created, hosted, and participated in the Racial Equity Training "The Tobacco and Vaping Industry's Racist Roots" workshop.

FY21 – Year in Review



**July 2020 -
September 2020**

- Transitioned TFRI Network Directors
- Trained Camp Counselors in evidence-based program CATCH My Breath. Counselors then trained North Kingstown middle school students at 4 summer camps.
- 17 Tobacco-Free Youth Ambassadors from 11 communities were onboarded and provided with introductory online training on tobacco control
- TFRI Policy Workgroup met to discuss the prior legislative session that ended prematurely due to COVID-19
- Workgroup Co-chairs that make up the TFRI Steering Committee met to plan for the year and align TFRI's work with the RIDOH TCP Strategic Plan
- TFRI Cessation Workgroup met to discuss and strategize around current gaps in cessation coverage



**October 2020-
December 2020**

- Tobacco-Free Youth Ambassadors developed a presentation about Quit Resources available in Rhode Island
- Worked with Rhode Island Student Assistance Services and the Regional Coalitions to review, launch, and help disseminate a new online self-paced E-cigarette learning module
- TFRI Staff met with RI Tobacco-Free Teen Alliance grantees to discuss TFRI's youth programming and collaborate on upcoming projects
- Promoted the launch of Rhode Island Kids Count's new tobacco factsheets
- Promoted RI Regional Coalitions virtual 'Hidden in Plain Sight' parent educational resource

FY21 – Year in Review



January 2021 - March 2021

- Worked with state policy partners to host a virtual training for new and returning legislators. Tobacco-Free Youth Ambassador Blessing Oyedele and TFRI Network Partner Dr. Sam Evans provided training about a variety of tobacco-related topics.
- The American Lung Association launched its 19th Annual State of Tobacco Control report in January 2021. TFRI helped disseminate the report results and did a media interview with iHeartMedia around tobacco control in Rhode Island
- The New England PTTC released the Graphic Novel 'In The Air' which was created with RI Tobacco-Free Youth Ambassadors
- Helped develop enabling legislation local resolution template that communities could use as needed



April 2021 - June 2021

- Co-hosted Tobacco-Free Generation Virtual Week of Action in recognition of National Taking Down Tobacco Day of Action
- Hosted racial equity training titled 'Tobacco and Vaping Industries' Racist Roots: Tobacco is Not an Equal Opportunity Killer' with over 40 attendees.
- Helped plan the Rhode Island Lung Cancer Screening Round Table event with Brown University, RIDOH, and RI Cancer Partnership
- TFRI Policy Workgroup met to discuss current legislation session
- Tobacco-free Youth Ambassadors presented on Tobacco and Social Justice to their peers
- Attended Providence LUNG FORCE Walk to promote TFRI newsletter and recruit network partners and Youth Ambassadors

TOBACCO FREE RHODE ISLAND

 American Lung Association.

Funded by:



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