

TOBACCO FREE RHODE ISLAND

a year in review

Fiscal Year 2022

July 1, 2021 – June 30, 2022

A statewide network of organizations and individuals fighting to reduce tobacco and nicotine use – the leading cause of preventable death and disease in Rhode Island.

 American Lung Association.

Our Work

HIGHLIGHTS

- Tobacco 21 Campaign
- Prevcon
- Week of Action

NETWORK ENGAGEMENT

- Steering Committee
- Policy Workgroup
- Cessation Workgroup

COMMUNICATION

- Website
- Newsletter
- Social Media

YOUTH ENGAGEMENT

- Recruitment
- Education
- Activation



Highlights

Tobacco 21

On July 7, 2021, Governor Dan McKee signed the Tobacco 21 legislation into law that mandates that all Rhode Island retailers cannot sell any tobacco product, including e-cigarettes, to anyone under the age of 21.



Collaboration

TFRI facilitated a collaborative process between Rhode Island Department of BHDH, Rhode Island Department of Health, and the 7 Regional Coalitions to assess communication needs, better understand enforcement efforts, and build out educational resources.

Webpage Launch

Total page views: 3,454

In April, TFRI launched a new webpage to house all information related to T21 including a subpage for community partners and for retailers. tobaccofree-ri.org/21

Media Campaign

A multi-pronged media campaign was launched in May 2022

Digital Ad impressions: 485,410

- Geotargeting ads, traditional social media, and TikTok

Print Ad impressions: 5,799,313

- 10 Transit stations, 11 billboards, sky banners and table clings at malls, etc.

Virtual Week of Action

April 1-8, 2022

TFRI supported state partners in the promotion and implementation of the 2022 Virtual Week of Action inspiring a tobacco-free Rhode Island. Throughout the week advocates representing 31 of our 39 Cities and Towns took a total of 134 actions! Action included a live kick-off event recognizing tobacco champions, calls, emails, and a storytelling photo challenge.



PREVCON | April 5, 2022

PREVCON 2022 focused on the intersection of substance use prevention and equity. TFRI was a member of the Prevcon Planning Committee, an event sponsor, and presented the workshop "Mission Possible: How to Fight Back Against the Tobacco Industry on a Shoestring Budget".



Network Engagement

- ✓ **115** Organizational Network Partners
- ✓ **65** Partners engaged on workgroups

Steering Committee

- 4 Meetings
- Conducted a Network Partner Assessment

Cessation Workgroup

- 5 Meetings
- Recreated RI Quit Resource one-pager

Policy Workgroup

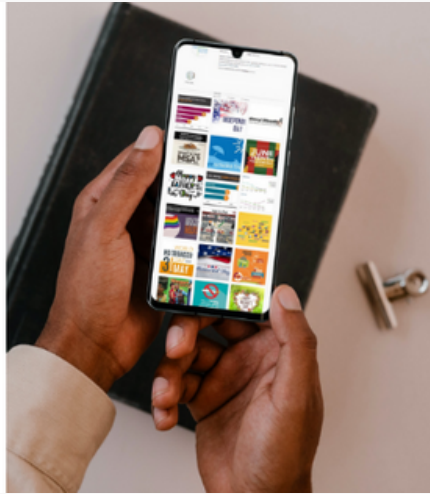
- 4 Meetings
- Revamping Tobacco-free school policy

Other Highlights:

- Guest lecture/presentation to RIC School of Nursing
- Presentation to RI School Health Advisory Council
- Presentation to Kickemuit Middle School
- Launched Advocacy Basics RI online training
- Promotion of INDEPTH and NOT programs



Communication



01 Website

- 9,318 page views
- 4,272 unique visitors
- 3,130 first-time visits

02 E-Newsletter

- 25 E-Newsletters
- 600 total contacts
- 53 new contacts

03 Facebook

- 495 followers
- 143 total posts
- 127,700 post views

04 Instagram

- 790 followers
- 64 total posts
- 3,009 post views

Youth Engagement

Tobacco-Free Youth Ambassador Program

20 Students

9 Communities



Recruitment



TFRI recruited Ambassadors through the assistance of Network Partners, promotion to schools, newsletters, and more.

Ambassadors were trained in the latest information about tobacco use and social justice during monthly convenings.

Education

Activation



Ambassadors planned and participated in activities including the Week of Action and a photo project at retail establishments.

The Tobacco-Free Youth Ambassador program was evaluated by PHMC with pre and post surveying to showcase impact.

Evaluation



Thank You

Tobacco Free Rhode Island

A statewide network of organizations and individuals fighting to reduce tobacco and nicotine use – the leading cause of preventable death and disease in Rhode Island.

Powered by:



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