



WINTER 2022 NEWSLETTER

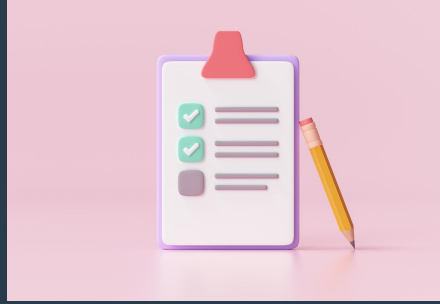
Message Development for the Hispanic/Latino Community

We want to collaborate with you!

We have been including prevention messaging in Spanish geared toward the Hispanic/Latino community in our local bilingual newspaper, *Tú Decides*. Last year we worked in conjunction with some of you to provide 12 months of paid advertisement in Spanish geared toward the Hispanic/Latino population. **We would like to collaborate with you to implement this regional media plan again this year.** Because of this year's increased funding, we have budgeted for 6 months of paid advertisement. We still need to cover the months of December, April, June, July and August. If you are interested in learning more about this, please reach out to us via the contact form below.

[Contact Form](#)

Tobacco / Marijuana Prevention Survey



We are looking for your help in distributing this brief survey! The purpose of the survey is to gather data that will inform prevention messaging and identify the best forms of communication for the Latino/Hispanic community. **Please take the survey and distribute it within your networks.** If you would like paper copies of the survey or if you have any questions, please feel free to reach out to Briseida Chavez at bchavez@esd123.org.

SURVEY

Share Your Art – Share Your Culture! Youth Art Contest and Drawing Sessions

Share Your Art - Share Your Culture!

YOUTH ART

CONTEST

SUBMIT ARTWORK TO BE FEATURED IN 1 OF 2 POSSIBLE PRODUCTS:



COLORING BOOK



STICKERS



Youth ages 12-20 are invited to attend free drawing sessions in Pasco and Prosser throughout December. Sessions will provide materials and guidance for young artists to create artwork to be submitted in ESD 123's "Share Your Art – Share Your Culture!" Youth Art Contest.

Drawing sessions will focus on either line drawing or painting around the “Share Your Art – Share Your Culture” contest themes of celebrating Hispanic/Latino culture and promoting substance-free spaces and lifestyles. Winning artwork from the contest will be used to create a set of stickers and a coloring book that will be distributed across Washington state. The art contest and drawing sessions are supported by funding from the Department of Health Youth Cannabis and Commercial Tobacco Prevention Program (YCCTPP).

[Register for a Drawing or Paint Session Here](#)

Professional Development Opportunities

- **December 13:** [Being in the Constant Seat of Learning: The Importance of Centering Equity in the Work You Do \(webinar\)](#)
- **Ongoing:** [American Lung Association Webinar](#)
- **January 11, 2023:** Asthma Basics Workshop
- **January 11, 2023:** Tobacco Basics Workshop
- **March 20, 2023:** Asthma Basics Workshop

Dover Youth2Youth Follow-up Discussion - Stay tuned! We plan on scheduling a follow-up session in January/February 2023.

Washington State Quitline Materials



The Washington State Department of Health has produced a series of materials in multiple languages for partners to promote the Washington State Quitline and help people quit commercial tobacco and nicotine for good. Materials are produced in 13 languages and include:

- Posters
- Wallet cards
- Rack cards
- 15-second videos (x4) in English and Spanish: The videos can be used on digital platforms, broadcast television stations, and in theaters in Washington State through March 27, 2023
- A 30-second radio ad in English and Spanish: The radio ads can be used on digital and broadcast radio stations in Washington State through March 16, 2024
- Billboards (x4) in English and Spanish: There are four billboards in each language. There are no rights restrictions on their use.
- Social content for Facebook, Instagram, and LinkedIn in English and Spanish: There is a series of images and supporting social copy formatted for each platform. There are no rights restrictions on their use.

Access the toolkit at <https://thesocialpresskit.com/tobacco>

Password: WStateQuitline

News Briefs

Tobacco Cessation Assessment

Currently, our work group is working on surveys for providers, partners, and stakeholders to assess the needs of our community to be able to provide a more culturally relevant tobacco cessation toolkit. The surveys will be ready by December 2022 and will run until the end of January 2023. Once the surveys are ready, I will keep you updated and we will most definitely need your help to gather data!

There is still room to join our workgroup! Our next work group meeting is scheduled for December 1st from 1:00-2:00 PM. If you would like to participate, please email Briseida Chavez - bchavez@esd123.org.

Attend one of our focus groups sessions OR fill out our survey - more details to come!

Parent/Family & Influential Adult Education

We offer *Prevention Loteria nights* at your parent nights to engage influential adults and youth in prevention education!

We are available to host a table at your upcoming events to provide attendees with prevention information, resources, and to distribute medication/cannabis safe storage boxes.

Wallet Cards

We have Benton-Franklin Youth Prevention Wallet Cards left over! These cards help educate youth on marijuana facts, what to do if a friend is using, refusal skills, and behavioral health contacts. Please reach out to us if you are in the Tri-Cities area and would like some wallet cards for your coalition.

We're also updating the wallet cards to include at least 4 other regional areas (Spokane, Yakima, Wenatchee, etc.). [If you would like to help us with this wallet card project and are familiar with your region's resources, please use the link below.](#)

Activities & Promo Items

Educate youth attendees on substance use prevention at community events.

Use the *YOU CAN* logo or the *Find Your Good* logo to customize some of these items:

- Stress balls
- Color changing footballs or generic balls
- Journals
- Shirts

More Ideas

Tobacco Prevention Information & Resources

Learn more about the following workshops that were presented in the Fall of 2022:

- [Menthol & Flavors in the Commercial Tobacco Industry](#)
- [Commercial Tobacco Enforcement 101](#)

Helpful resources:

- [WSLCB Enforcement & Education main page](#)
- [Tobacco/vapor handout that is emailed to each new licensee upon endorsement approval](#)
- [Report a Violation](#)

Washington Breathes

Join Washington Breathes as a member. It's easy. Learn more at [washingtonbreathes.org/join-us](https://www.washingtonbreathes.org/join-us)

Consider participating in one or more of the **Coalition Work Groups**. More information about each work group's focus and an interest form are online.

Attend upcoming **Policy Learning Circles**. The next 2022 meetings are December 13 from Noon – 1 PM. In 2023, the plan is to meet weekly on Tuesdays, Noon – 1:00 PM from January through April.

Do you want to feature your coalition or organization in our program newsletter?

We want to hear from you! What are you doing around prevention? How is your Hispanic/Latino outreach? Any upcoming projects you want to share? Any success stories? Please fill out this [Google contact form](#) to share your story.



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