

About Question Why (?Y) Services for TRU...

?Y is a youth-led program that is the premiere resource in training and technical assistance for TRU youth groups in North Carolina.

Our program's activities are created by youth, for youth with an understanding that if we ever want to end tobacco-use problems with youth, we'll need the energy of young people to do it.

?Y is currently funded through the North Carolina Division of Public Health.

?Y serves NC by regions.

Western and Central Region: Alamance, Alexander, Alleghany, Anson, Ashe, Avery, Buncombe, Burke, Cabarrus, Caldwell, Caswell, Catawba, Chatham, Cherokee, Clay, Cleveland, Cumberland, Davidson, Davie, Durham, Forsyth, Franklin, Gaston, Graham, Granville, Guilford, Harnett, Haywood, Henderson, Hoke, Iredell, Lee, Lincoln, Jackson, Macon, Madison, McDowell, Mecklenburg, Mitchell, Montgomery, Moore, Orange, Person, Polk, Randolph, Richmond, Robeson, Rockingham, Rowan, Rutherford, Scotland, Stanly, Stokes, Surry, Swain, Transylvania, Union, Vance, Wake, Watauga, Wilkes, Yadkin, Yancey

Eastern Region: Bertie, Bladen, Beaufort, Brunswick, Camden, Carteret, Chowan, Columbus, Craven, Currituck, Dare, Duplin, Edgecombe, Gates, Greene, Halifax, Hertford, Hyde, Johnston, Jones, Lenoir, Martin, Nash, New Hanover, Northampton, Onslow, Pamlico, Pasquotank, Pender, Perquimans, Pitt, Sampson, Tyrell, Warren, Washington, Wayne, and Wilson

Western & Central Region

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About TRU

Tobacco. Reality. Unfiltered., known as TRU, began with funding from the NC Health and Wellness Trust Fund and continues with funding through the North Carolina Division of Public Health. It includes the TRU youth movement and the powerful TRU media campaigns, working to dissuade youth from using tobacco. TRU is supported by grant programs to organizations working in all 100 counties to reduce teen tobacco use. To find out more about TRU, please visit www.realityunfiltered.com.

Question Why Brochure

TRU TRAININGS & TECHNICAL ASSISTANCE



Question Why is funded through the North Carolina Division of Public Health

TRU
TOBACCO REALITY UNFILTERED
REALITYUNFILTERED.COM

What We Offer

Adult Leader Trainings

- TRU youth recruitment and retention ideas
- Basic TRU facts and statistics
- TRU activities for youth
- Networking and resource-sharing
- Current information on youth empowerment and youth advocacy
- Various teen tobacco use prevention-related topics

Technical Assistance for Adult Coordinators

Question Why...

- Develops and shares resources
- Disseminates useful information on youth engagement strategies
- Shares information during calls, meetings and emails and via the TRU listserv and the ?Y website
- Participates in statewide taskforces and events

TRU Adult Leader Liaison (ALL TRU)

- Assistance and support to teen tobacco use prevention initiatives for the purpose of sustaining the TRU movement

Youth Leader Training

- Youth leader trainings are youth-led and interactive
- Targeted for groups of high school-aged students
- Set up to “train for change”—sharing skills and know-how
- Focus on the youth empowerment components of Skill Development, Critical Awareness, and Opportunities

For more information on how to contact Question Why and procedures to access our TRU services, please see the back of this brochure.

Get updates and information at www.questionwhy.org.

Youth Leader Training Modules



TRU Tobacco 101

- Peer Education
- Tobacco ingredients/products
- Impact of tobacco on health and wellness
- Secondhand smoke
- Spit/smokeless tobacco



TRU Skills

- Skills and techniques to deliver an effective presentation to different audiences including peers and/or adults
- Presentation etiquette
- Information on the TRU movement
- Public speaking and facilitation skills



TRU Smokeless and Emerging Tobacco Products

- Exploration of the harmful effects of smokeless tobacco products
- Review of statistics related to the use of smokeless tobacco products
- Exploration of new tobacco products and trends in usage and marketing



TRU Media Literacy

- Marketing techniques
- Effects of media on teens and culture
- Tobacco ad analysis
- Effects of new FDA regulations on advertising
- Creation of anti-tobacco media



TRU Youth Advocacy

- Policy issues and actions
- Assessments and surveillance techniques
- Working with the media
- Advocacy skills practice
- Specific modules available such as Tobacco Free Schools Compliance, Smoke Free Youth Hangouts, Smoke-Free Places of Worship and Tobacco Free Parks



TRU Merchant Education

- Focus on youth access to tobacco
- Current laws, compliance actions and consequences
- How to educate merchants and work with the media
- Assessment and surveillance techniques
- Explores the new FDA regulations on tobacco products
- Partners with NC ALE and DHHS to conduct this training