



Since 1997, the California Youth Advocacy Network (CYAN) has been providing tobacco control services in California and throughout the country. What began as a youth advocacy program, has grown into a multi-dimensional organization with focused programs in higher education, the military, youth advocacy and web-based social marketing technologies. Technical assistance, training, campaign support and networking opportunities are available to local programs, community-based organizations, schools, universities, military installations and individuals working toward a tobacco-free California.

Below is a description of our current programs. We, at CYAN, look forward to serving you and we will continue to adapt our programs to meet the changing needs in the field of tobacco control.



Chain Reaction, CYAN's Youth Program, is a youth-led movement that works to raise awareness about tobacco industry manipulation. Chain Reaction hosts both state and local days of action including Youth Quest - a one-day rally, press conference and legislative education day at the state capitol.



The Tobacco Retail Licensing Mission: Possible campaign is dedicated to increasing youth involvement and engagement in local licensing projects while generating excitement and momentum around the issue of reducing youth access to tobacco.



The Tobacco and Hollywood campaign seeks to work with youth, parents and community organizations to eliminate the negative impact of pro-tobacco messages in movies on California's young people.



The College Program works with students, faculty, staff, campus health centers and tobacco control professionals on a variety of local and system-wide tobacco-related campus issues. CYAN's college policy efforts are led by COUGH, a student-led statewide advocacy coalition successfully transforming tobacco-related norms on college and university campuses.



Project UNIFORM (Undoing Nicotine Influence From Our Respected Military) builds military-civilian partnerships to address tobacco use in military communities.



The Social Media Program at CYAN aims to support health advocates and organizations reach their target populations by developing an understanding of emerging social media technology and integrating these new strategies into local advocacy and campaign efforts to strengthen the impact of public health outreach.

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