



Office of the City Attorney

OBJECTIVES

- Students to educate community leaders, local Council and Congressional offices and School Board members about tobacco industry marketing to youth through the PhotoVoice project.
- Students and TARGET Project staff to conduct survey of tobacco advertising on the storefronts of tobacco retailers near their schools.
- Students to coordinate campus-wide tobacco-related education activities, for National Campaign for Tobacco-Free Kids or during Kick Butts Day, Great American Smoke-Out and or Red Ribbon Week.
- Students to collect Letters of Support and School Board Resolutions regarding tobacco ads in the community.
- Students to present each store with a Merchant Education Packet, which includes information on illegal sale of tobacco products to minors, tobacco industry advertising and recommendations on responsible retail practices.

T.A.R.G.E.T. Project

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Teens and Retailers Getting Educated on Tobacco

PROBLEM STATEMENT:

“The tobacco industry spends more than \$12.4 billion per year - over \$34.1 million a day - marketing its deadly products in the U.S. alone, much of this reaching kids.”

-Campaign for TobaccoFree Kids, 2010

Due to such influences, retail stores near schools sell cigarettes to minors at much higher rates than stores located farther away from schools. In 2003, the City Attorney’s Office received a grant for research that found a 44.3 % increase in sales of tobacco products from retail stores that were located within close proximity of schools.

▣ **DESCRIPTION:** T.A.R.G.E.T. Project is a civic engagement and community-based learning project that focuses on engaging high school students to educate the retail community around the schools. Through PHOTOVOICE, working with peers and those in their community, the students will learn to raise awareness of tobacco’s presence and influence in their communities.

▣ **OVERVIEW:** T.A.R.G.E.T Project will be implemented at select Los Angeles Unified School District High Schools. Students will engage in four to seven afterschool one-hour activities and trainings such as media literacy and tobacco advertising, illegal sales of tobacco products, laws that regulate the sale of tobacco, policy research, civic and local government participation. The T.A.R.G.E.T. Project will encourage youth to remain committed and connected to their communities by taking active leadership roles based on grassroots level involvement and knowledge of their community.

▣ **PHOTOVOICE:**  Students will be trained on the “Photovoice Methodology” which combines photography with social action to educate and inform. Students will be asked to represent their community by taking photographs, discussing them together, and developing narratives in order to raise awareness of about tobacco retailing practices.