

Why YLC?

Are you interested in promoting a healthier school district and community through tobacco and nicotine prevention?

Are you interested in putting an end to the tobacco companies targeting the youth?

The Youth Leadership Council (YLC) was created at the Van Buren County School District in 2006.

There are now three ISTEP (Iowa Students for Tobacco Education and Prevention) Chapters, including the 7th grade, 8th grade, and the high school chapters, working to improve the health and wellness of their peers and community.

Students are actively involved in policy work, events, marketing, and promotion on a local, statewide, and national level.



Contact Us

308 Mulberry Street
Keosauqua, Iowa
319-293-8701
elizabeth.wilson@vbch.org

Van Buren County YLC

Youth Leadership Council



**"STRONG
VOICES"**

"Strong Lives"

GET THE FACTS

- In 2017, 80.1% of Iowa high school youth reported not using tobacco or nicotine products, however 19.9% of Iowa high school youth still are despite the consequences.
- The rise in e-cigarette use nationwide among high schoolers is at a high for tobacco and nicotine use at 27.5%. Flavored tobacco and nicotine products have driven this epidemic.
- 55,000 kids under the age of 18 and alive in Iowa will ultimately die prematurely from smoking.
- The tobacco industry spends approximately \$102.1 million in marketing for Iowa each year.
- 90% of adult smokers begin this deadly addiction as teenagers or earlier in life.

Campaign for Tobacco-Free Kids. (2020, September 9). The Toll of Tobacco in Iowa. Retrieved from <https://www.tobaccofreekids.org/problem/toll-us/iowa>
Office of Smoking and Health (OSHA). (2020, April 21). Extinguishing the Tobacco Epidemic in Iowa. Retrieved from: <https://www.cdc.gov/tobacco/about/osh/state-fact-sheets/iowa/index.html>

YOUR IMPACT AS A MEMBER

- Encourage peers to be tobacco- and nicotine-free and stand up to the tobacco industry and its marketing that targets the youth.
- Participate in state & nationwide events such as Red Ribbon Week & Kick Butts Day (KBD).
- Improve public policy in local cities to create a safer, healthier environment .
- Work with younger students to increase their knowledge on the negative effects of tobacco and nicotine use.

ARE YOU INTERESTED IN JOINING YLC?

Fill out the information below and return to Mrs. Rushing.

Name: _____

Email: _____

Address: _____

City, State, Zip Code: _____

Cell Phone: _____

Grade in School: _____

“YOUTH ARE CRITICAL AND POWERFUL VOICES IN THE FIGHT AGAINST TOBACCO.”

