

# Welcome!

## Staying Relevant: Reimagining Tobacco Prevention through Community Storytelling

October 16, 2025



**KANSAS PREVENTION**  
COLLABORATIVE

**KANSAS** | Chronic  
Disease  
Risk  
Reduction



Our mission is to protect the residents of Wichita/Sedgwick County from the adverse effects of tobacco.



[www.tobaccofreewichita.org](http://www.tobaccofreewichita.org)

# Description & Brief History



- TFW Coalition is oldest of its kind in Kansas, operating for over 50 years
- Currently operate with CDRR & KPCCI grants under Medical Society of Sedgwick County
- State-wide leader clean indoor air policies and efforts ranging from tobacco-free universities, housing developments, transit & beyond



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# Objectives & Goals

1. Highlight Emerging Trends & Evidence-Based Strategies
2. Demonstrate Adaptive Coalition Practices
3. Engage Through Storytelling and Interactive Learning

## Session Intention

Participants will leave with new tools and inspiration to refresh their prevention strategies, better engage emerging audiences, and authentically connect with the communities they serve.



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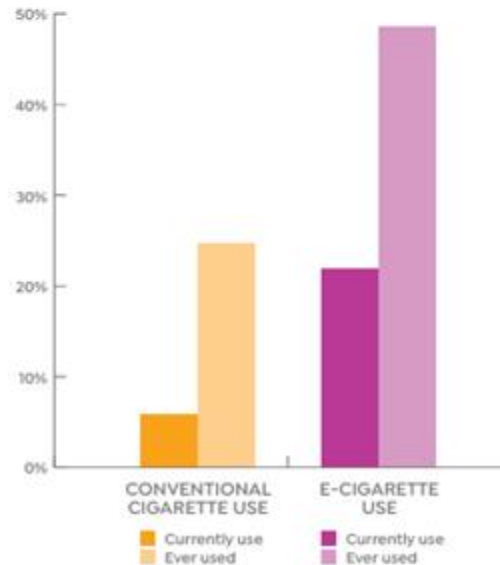
# Emerging Trends & Evidence-Based Strategies

## Tobacco use

Nearly 9 of 10 current smokers start smoking by age 18, and 98% start by age 26. Youth tobacco use has negative health effects including addiction and lifelong chronic disease. Current numbers indicate that more than 60,000 Kansans currently under 18 years of age will ultimately die prematurely from smoking. Although we have seen a decline in the use of conventional cigarettes among Kansas youth, 5.8% still smoke, and emerging products including electronic cigarettes (e-cigarettes) highlight the continued need for youth tobacco control and prevention programs.

### Conventional and e-cigarettes

Nearly 1 in 4 Kansas high school students have tried conventional cigarettes (even 1 or 2 puffs) and 5.8% currently smoke conventional cigarettes. **Nearly half of Kansas high school students have tried e-cigarettes, and 22% currently use e-cigarettes.**



E-CIGARETTE USE IN 2017  
32.2%



E-CIGARETTE USE IN 2019  
48.6%

Reports of e-cigarette use have increased steadily since they hit the market, but they increased substantially from 2017 to 2019. Nearly one-half of students surveyed in 2019 reported vaping at least once.

More than 1 in 4 Kansas high school students who use e-cigarettes also currently use conventional cigarettes.

Source: Kansas Department of Health and Environment (2023)



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# Emerging Trends & Evidence-Based Strategies

## SOME GOOD NEWS

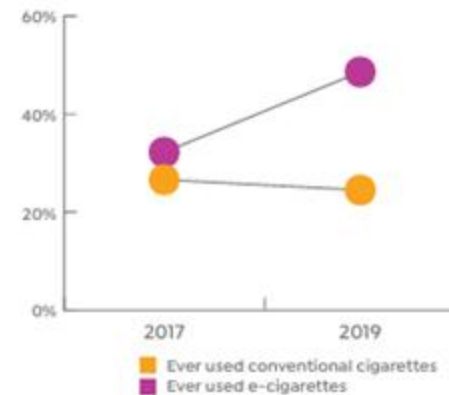
There has been a steady decrease in cigarette smoking during the seven Kansas Youth Risk Behavior Surveys. This is a tribute to the impact of health education, health promotion, and public policy. This progress does not come easily. It requires time, commitment, and financial support. The net results are healthier students and healthier schools.

## MAKE SMALL, POSITIVE CHANGES

Research has shown that raising the minimum legal sale age for tobacco products from 18 to 21 ("Tobacco-21") will likely prevent or delay use of tobacco among youth. Tobacco-21 was enacted at the federal level in December 2019.

The use of electronic vapor products is a trend that warrants close monitoring. Such products are clearly marketed to youth and as a product for smoke-free environments. Children and teens are specifically enticed by the sweetened flavors, easy access, and cheaper prices. Some smokeless tobacco products are easy to hide or use within a smoke-free environment.

**Students should educate themselves and the adults in their lives about the scientific facts regarding the hazards of e-cigarettes and the damaging nature of nicotine, in any form.**



Source: Kansas State Department of Education (2019)



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Resist is a statewide, youth-led movement that uses activism to expose and encourage others to resist big tobacco's manipulative marketing tactics.

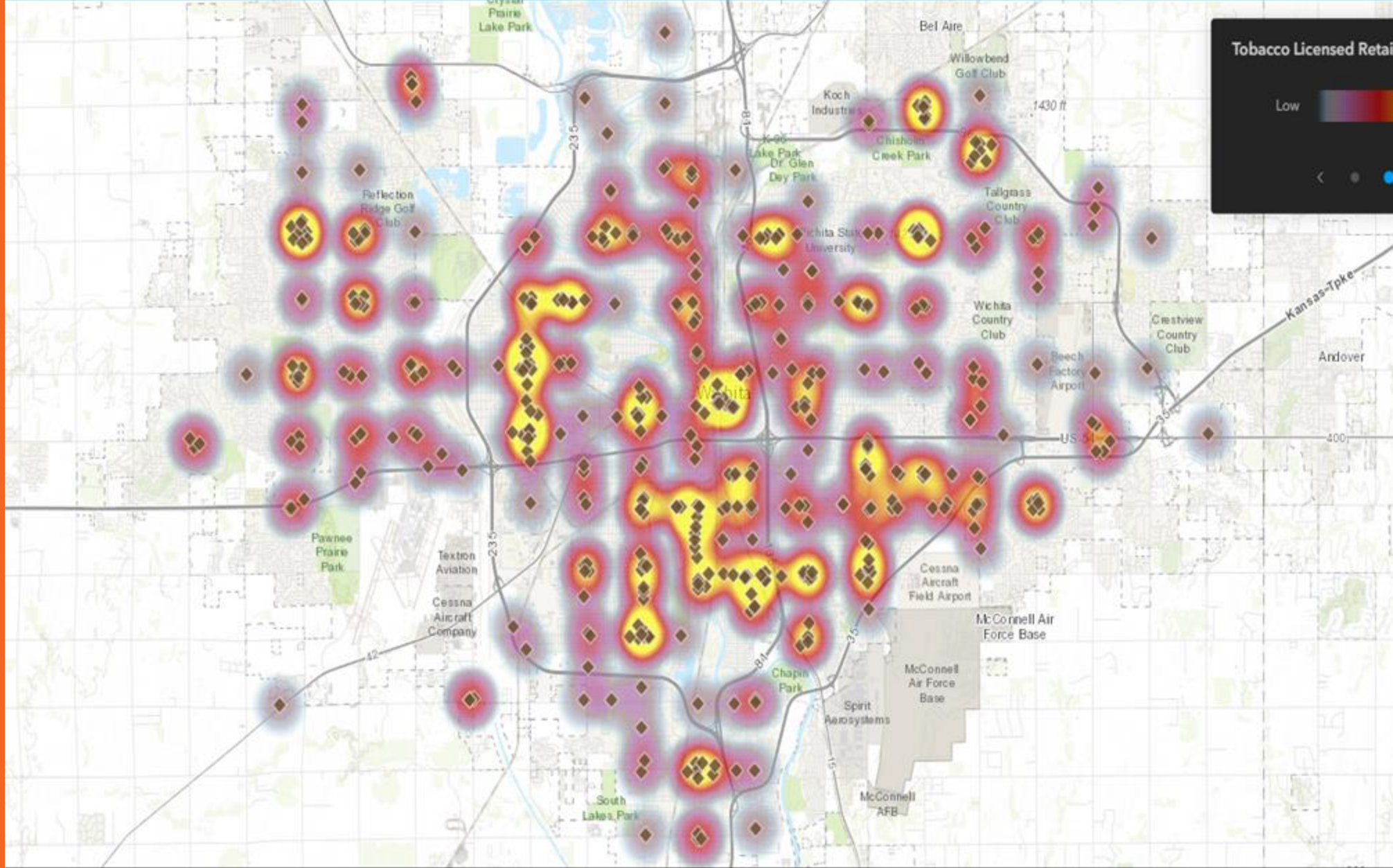
Resist chapters are locally established youth tobacco prevention groups that work on peer-to-peer education, awareness, and policies that prevent tobacco and electronic cigarette/vaping use.

The first Resist chapter in Sedgwick County started in September 2025 at Northwest High School.



**KANSAS** Chronic Disease Risk Reduction

# Tobacco-Licensed Retailers Heat



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# Young Adults and Vaping

**YOUNG ADULT 30-DAY VAPING RATES**—In 2024, 27.3% of young adults (age 18-25) in Kansas reported using vaping products at least once in the past 30 days.

**YOUNG ADULT 30-DAY VAPING RATES** – In 2024, 19.60% of young adults (age 18-25) in Kansas reported using vaping products more than once a day in the past 30 days.

Source: Kansas Communities That Care (2024)



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- CHAT aims to build partnerships to address social determinants of health and health inequities.
- Menthol and African Americans
- The Center for Black Health & Equity



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THE CENTER FOR  
BLACK HEALTH & EQUITY

## Mission

Our mission is to facilitate programs and services to benefit communities and people of African descent.

## Who We Are

The Center for Black Health & Equity is a leading nationally recognized public health entity that provides solutions to issues impacting African American health.



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# Big Tobacco Marketing Tactics

- African American consumers
- BIG TOBACCO
- Black caricatures
- After WWII
- Marketing Change



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# Marketing Strategies



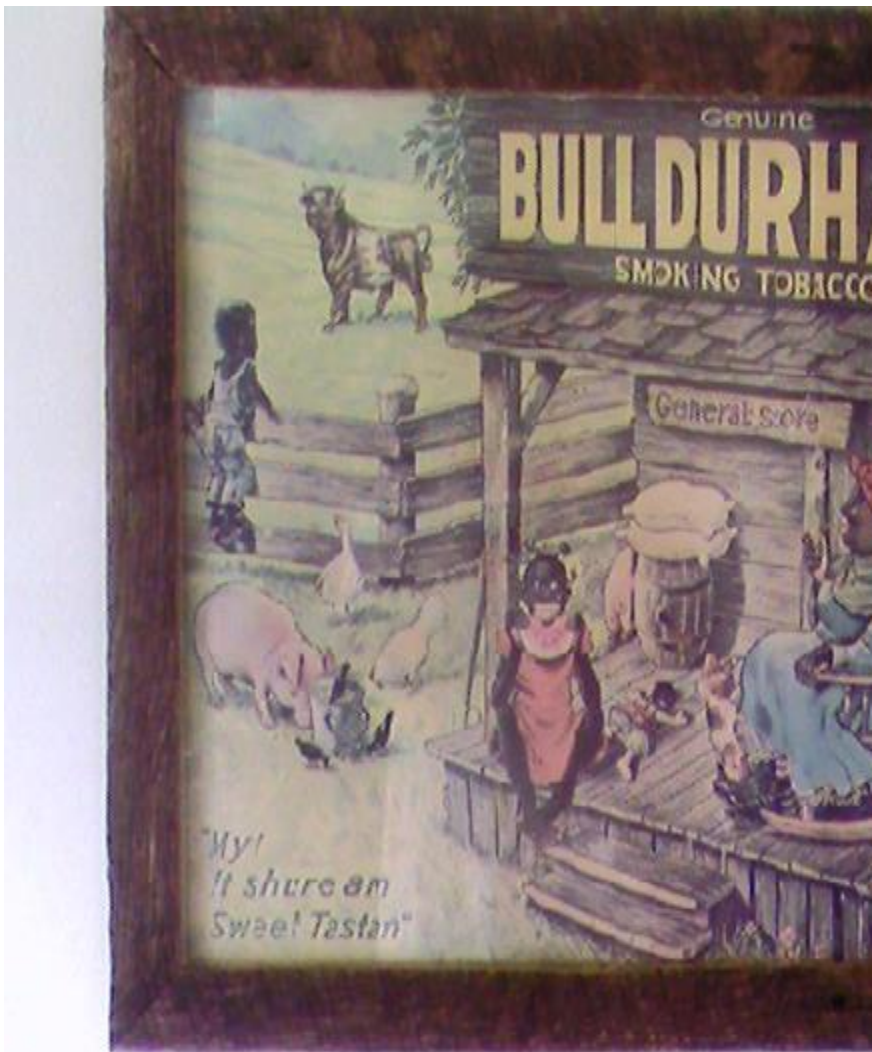
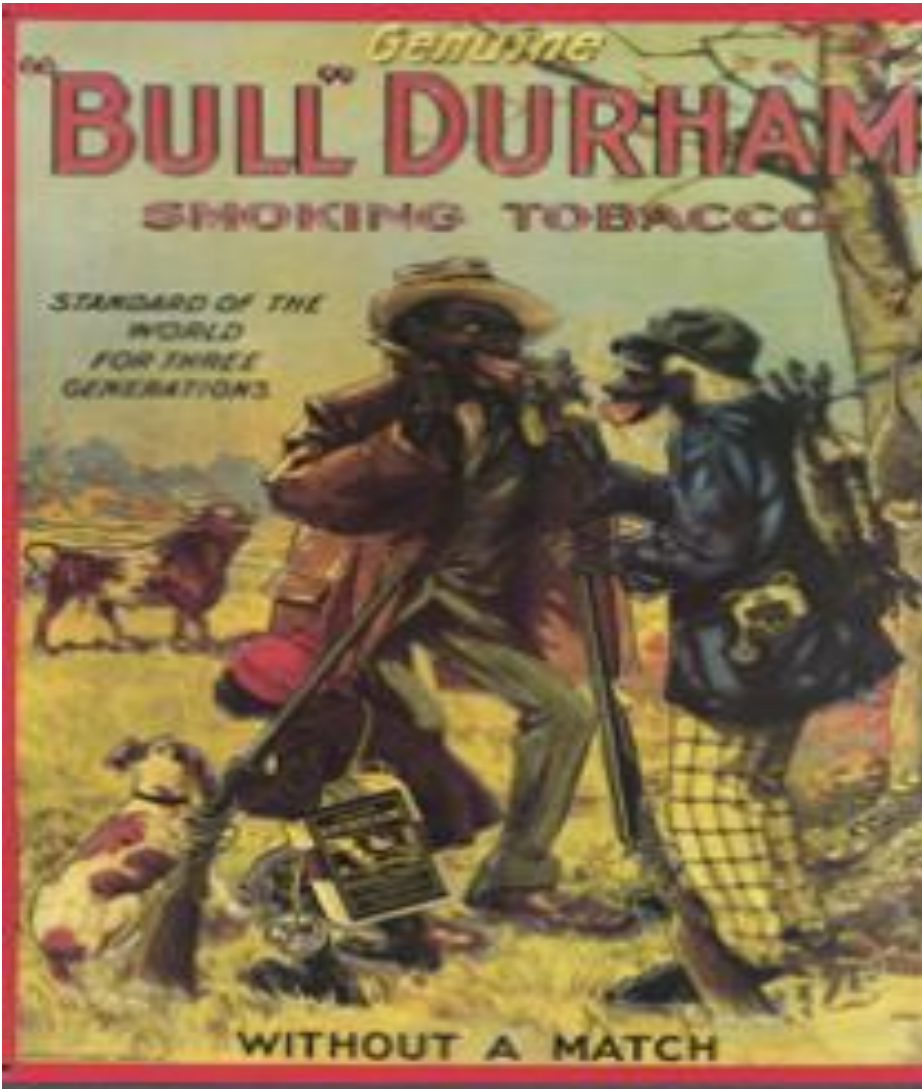
Before WWII



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# Marketing with Caricatures



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# Big Tobacco Marketing Change

Post WWII



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“Camel gives me real satisfaction. The flavor’s all there and they sure taste good.”

Al Smith



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You get a lot to like with a  
**Marlboro**  
the filter cigarette  
with the  
unfiltered taste



Roosevelt Brown, All Pro Tackle,  
New York Football Giants

King-size pack or  
Flip-Top box

*Why don't you settle back and have a full-flavored smoke?*



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“Eye Candy”



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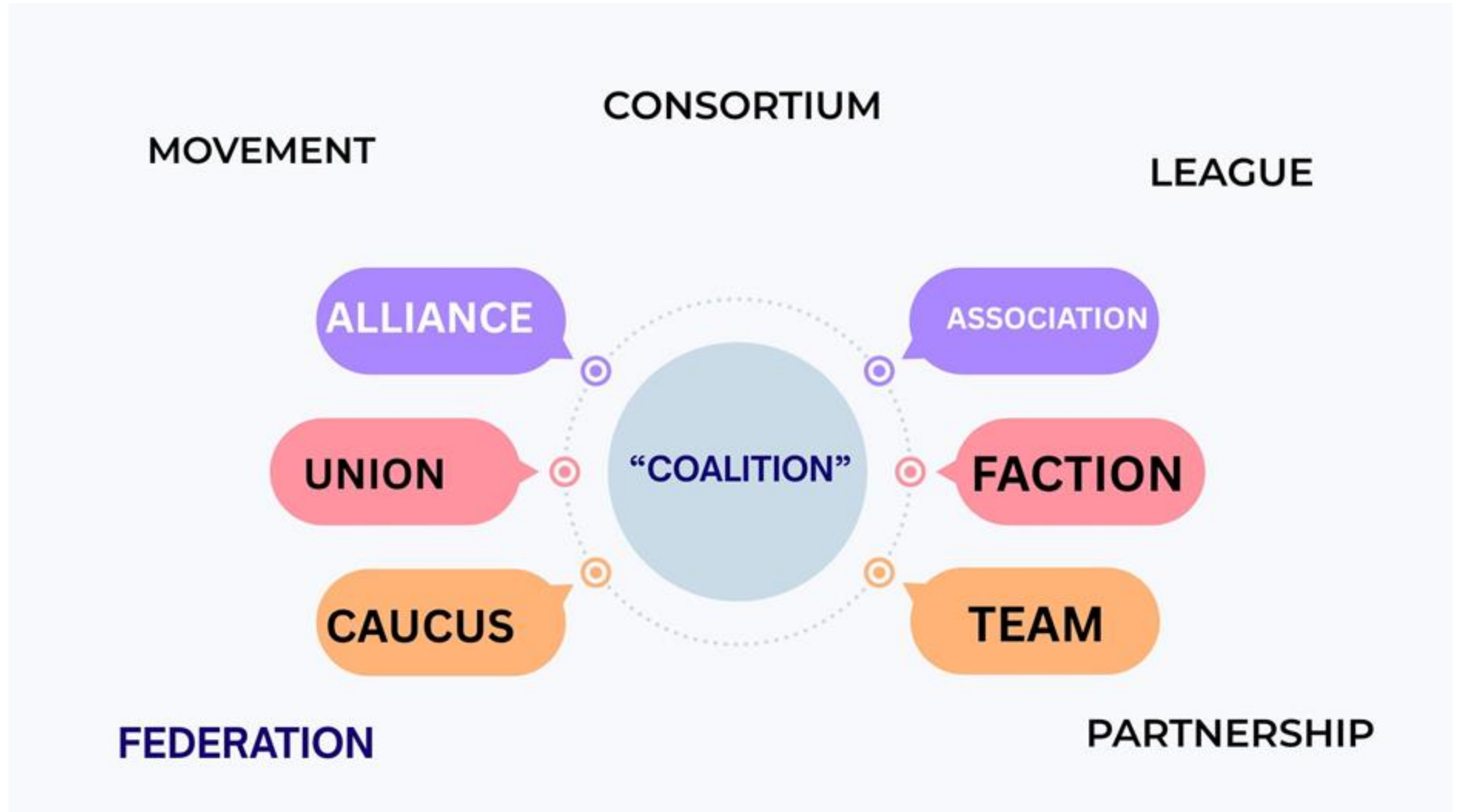
There is Hope



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# Adaptive Coalition Practices



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# Adaptive Coalition Practices



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# Adaptive Coalition Practices

- Embrace uncertainty & complexity
- Stakeholder engagement
- Building trust
- Continuous adaptation
- Flexible structures
- Shared leadership and credit

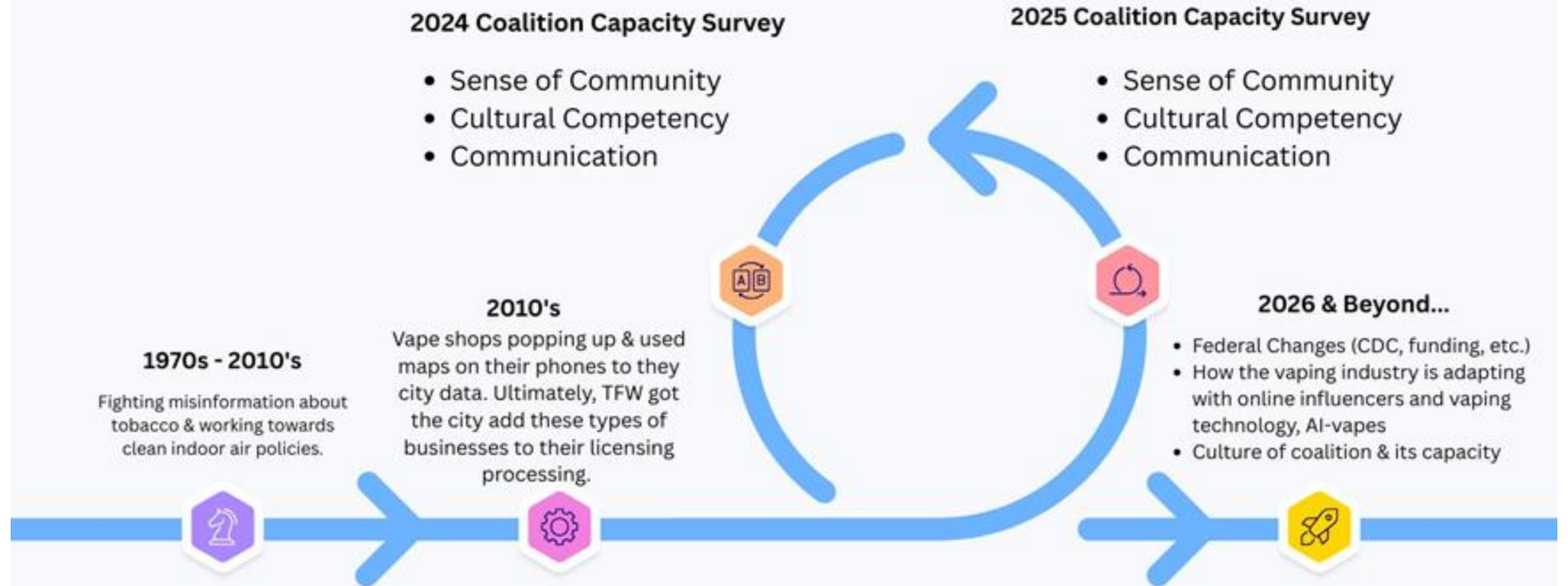


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# Adaptive Coalition Practices

## Staying Relevant



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# Adaptive Coalition Practices

## Coalition Capacity

2024 Coalition Capacity Survey

2025 Coalition Capacity Survey



1. Sense of Community
2. Cultural Competency
3. Communication

**\*Over 50 questions in areas like**

Vision, Mission, Goals / Projects / Sense of Community / Communication / Coalition Meetings / Membership & Participation / Management / Cultural Competency / Reasons to Participate / Sector Breakdown / Community Resources



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# Sense of Community

## Coalition Capacity Survey



“Members have been successful  
in recruiting and retaining  
diverse people and  
organizations.”



“Strong Capacity”

2024: 40%

“Strong Capacity”

2025: 58.3%



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# Cultural Competency

## Coalition Capacity Survey



“Our coalition continuously reviews, assesses and selects strategies for implementation that reflect the local environment and issues.”



“Mix of 3 & 4, Strong Capacity”

2024: 66.7%

“Mix of 3 & 4, Strong Capacity”

2025: 66.7%



# Communications

## Coalition Capacity Survey



“Training Needs: What types of skills training would be useful for the Coalition?”



“High Priority”  
2024: 60%

“High Priority”  
2025: 58.3%



# Center of Daring workshop



- Sense of Community
- Cultural Competency



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# Mamarazzi Communications: CDRR Communications



- Maternal Health
- PAN
- Prevention



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WHY  
STORIES?



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# Marshall Ganz

Teacher, Research, Writer  
at Harvard Kennedy School

Leading Change Network

The Commons Social

Change Library



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# Public Narrative

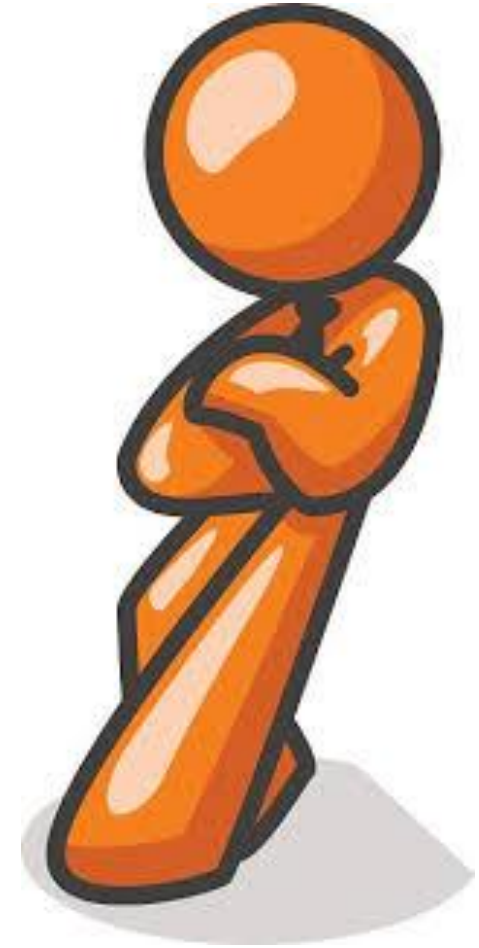


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# Story of Self

- Motivation source
- Call to leadership
- Values that move you



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# Story of Now

- Urgent
- Threat / opportunity
- Rooted in the values
- Celebrate your story of self and us + whatever poses a threat
- Calls on us to **ACT**



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# Story of Us

- Can be ANY groups
- Shared identity
- Shared values
- Inspired to act together



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# Danielle's Story



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# Jan's Story



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*Public  
Narrative  
Activity !!*



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## References

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