

DRAFT

April 15, 1991

MEMORANDUM

To: The Members of the Executive Committee
From: Samuel D. Chilcote, Jr.

The consortium of educators, which serves as an advisory group to TI's youth initiatives, met on March 19 in Washington.

The consortium members discussed placing more emphasis on providing assistance to minority and disadvantaged populations. In order to accomplish this, the consortium members agreed to establish two subcommittees. One subcommittee will act as a speakers bureau, training speakers and identifying speaking opportunities such as at PTA meetings, youth counselor sessions, and Rotary meetings, to discuss the program at the local level. Speakers will be selected from within the consortium and outside and will have a particular expertise in issues affecting young people as well as program background, presentation skills and familiarity with the consortium and its goals.

The other subcommittee will concentrate on developing relationships with professionals -- educators and community leaders who work with young people -- to better communicate the program's attributes. It will develop materials such as manuals and a teacher's guide to augment the consortium's program. These materials will be provided with multiple copies of "Tobacco: Helping Youth Say No" that we can use to gain feedback from the program and follow the book's distribution and usage.

Also discussed at the meeting was the addition of the Council of the Great City Schools, an organization representing the 47 largest urban school districts in the U.S. with over 5 million total students, which joined the consortium. Having an organization such as the Council of the Great City Schools as a member of the consortium will bring enormous credibility to the youth program and provide an important entry to school districts in virtually all the major urban areas of the country.

As part of our initial work with The Council of the Great City Schools, TI will be providing support for the Council to undertake a project to review inner-city health curricula and establish a resource center to provide materials to school personnel on these issues. This will be the completion of a health curricula review project begun with support from a Centers for Disease Control/National Association of State Boards of

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by the end of the year
Education grant. "Tobacco:Helping Youth Say No" will be the centerpiece of the smoking portion of the curriculum and will be available through the resource center.

In February we told you that we would look into developing public services announcements that would discourage young people from smoking and help parents communicate with their children. The consortium members served as our initial focus group in exploring ideas for story lines for the public service announcements. Their contributions were extremely helpful, particularly their encouragement to explore "non-traditional" families such as single-parent and grandparent-headed households.

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