

FOR IMMEDIATE RELEASE

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**ILI Working in Various Categories Surveyed in the
2009 Indiana Youth Risk Behavior Survey**

INDIANAPOLIS— Last week the Indiana State Department of Health released the results of the 2009 Indiana Youth Risk Behavior Survey (YRBS), which focuses on six categories: weight management and dietary behavior, physical activity, injury and violence, tobacco use, alcohol and other drug use and sexual behavior.

“I am encouraged by some of the positive behavior changes we are seeing among adolescents, especially in the area of cigarette consumption, (injury prevention, and drug use),” said State Health Commissioner Gregory Larkin, M.D.

Currently, the Indiana Latino Institute, Inc. (ILI) works in collaboration with various community partners in three of the six categories evaluated in the 2009 YRBS: *weight management and dietary behavior, physical activity, and tobacco use*. In *weight management and dietary behavior*; and *physical activity* ILI has P.A.T.A for Youth, a program targeting Latino youth ages 12-17 and their families through participation in soccer leagues offering them presentations to increase awareness and motivate behavioral changes in eating habits and physical activities.

The other category is *tobacco use*. ILI works locally, throughout the state and nationally in tobacco prevention, education and advocacy targeting Latinos at all age levels. Specific programming targeting youth is seen through activities put on by VOICE, a youth-led movement addressing the messaging and tactics used by the tobacco industry to promote tobacco use within this age group. Here in Hamilton County there is a Latino VOICE group involved in their high schools and communities in which they live in, promoting awareness of the harmful effects of second hand smoke, smoking cigarettes and smokeless tobacco products and increasing awareness that smokefree laws result in youth being less likely to start and continue smoking.

The Latino Voice members have been active recently in activities for World No Tobacco Day (May 31st), a date that is nationally recognized as a day for people, non-governmental organizations and governments organizing various activities to make people aware of the health problems that tobacco use can cause. The Latino VOICE in Hamilton County performed an activity for World No Tobacco Day on the last day of school, May 27th in which cards were distributed to their peers at lunch at Westfield High School, warning youth of the marketing tactics being done on smokeless tobacco products to entice their age group to continue or to start

using tobacco products. The 2009 YRBS data shows an increase in smokeless tobacco use among youth in Indiana.

The Latino VOICE from Hamilton will soon (July) be participating in the 2010 Indiana Teen Institute Summer Leadership Camp where they will gain new skills and tactics to use for future leadership opportunities and tobacco education at health fairs and other venues such as the Fishers Freedom Festival, June 26th-27th and Fiesta Indianapolis, September 18th of this year.

For more information regarding Latino youth programming in tobacco advocacy or any other program offered through the Indiana Latino Institute, Inc. Contact us at 317-472-1055 or visit our website at www.indianalatinocom.com. For compiled fact sheets on each of the six categories in the 2009 Indiana Youth Risk Behavior Survey (YRBS) visit www.in.gov/yrbs.

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