

Lee, Chris

From: Davidson, Darryl
Sent: Tuesday, December 10, 2024 3:56 PM
To: Lee, Chris
Subject: FW: Support for Milwaukee Youth Focused Activities Related to JUUL Settlement

Good afternoon Chris,

Please accept the support email from Neighborhood House for the file.

Thank you

Darryl

From: Niki Espy <nespy@nh-milw.org>
Sent: Tuesday, December 10, 2024 3:32 PM
To: Davidson, Darryl <dadavid@milwaukee.gov>
Subject: Support for Milwaukee Youth Focused Activities Related to JUUL Settlement

Good afternoon Darryl,

Please accept our commitment from Neighborhood House regarding the Milwaukee project.

JUUL Settlement Programming Support Letter to City of Milwaukee

To: City of Milwaukee Leadership and the Department of Administration
Subject: Support for Milwaukee Youth Focused Activities Related to JUUL Settlement

Neighborhood House of Milwaukee, Inc., is pleased to learn of the proposed City of Milwaukee efforts to address reducing youth addictive behaviors, tobacco use, and the ever-increasing challenges of underage vaping in our community. Our organization has worked with over 2500 youth trained in tobacco prevention through our STOP! program. We use **Lifeskills** an evidence-based ATODA curricula. Our program has taught in-house as well as in schools annually. We want to expand our ATODA programming with our Youth Advisory Council teens to be trained as mentors to teach our elementary students to prevent and reduce the use of nicotine products and /or promotes youth leadership engagement as a model to promote positive behavior among peers and/or is a part of a campaign or coalition that actively promotes healthy youth behaviors. We have been implementing programming for **8 years**.

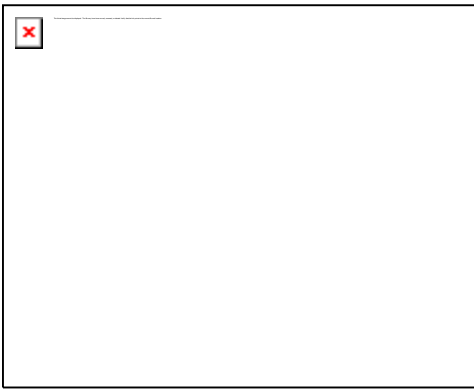
We have made it clear that no nicotine product is safe for children and adolescents and we are committed to working with the City of Milwaukee, youth, parents, educators, health providers and community partners in training and participating in campaigns that promote youth engagement in understanding the consequences of using e-cigarettes providing resources to direct underage users towards quitting.

Neighborhood House of Milwaukee has 4 trained staffers that can implement our ATODA programming. We facilitate programming in schools as well as our afterschool and summer programming. As an additional component to just teaching our youth, we created a mentoring program where youth implements Tobacco (ATODA) prevention to younger students 3rd to 6th grade. Our program will train 10 youth (our last mentor group have graduated high school) to work with our 2 past mentors. We believe peer to peer experience make a greater impact on your younger participants. The school agers want to emulate the teens. We have seen their reverence assists in create positive behavior for the future generation to not partake in nicotine usage.

We are prepared to assist with creating more training opportunities for Peer to Peer program. We also would like to participate creating a youth-led social media campaign. This will be design and implement by youth for youth. We believe that any support from the City of Milwaukee will help us accomplish our existing goals and we are also certain specific support to expand our programming will increase our *leadership development activities for youth*

Thank you and we look forward to joining the effort to halt the impact that nicotine products have on our youth.

Niki Espy
Associate Program Director
(Environmental Education, Teens, Health Initiatives and Family programs)
T: 414-933-6161 x156
2819 W. Richardson Place | Milwaukee, WI 53208



Neighborhood House Mission
To inspire discovery in children and families of all backgrounds in our community

On Mon, Dec 9, 2024 at 2:00 PM Davidson, Darryl <dadavid@milwaukee.gov> wrote:

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