

## **Tobacco Merchant & Community Education Steering Committee**

Connecticut Clearinghouse has established the Tobacco Merchant & Community Education Steering Committee as a key component of a statewide tobacco prevention community services campaign. The overall goal of the Steering Committee is to guide and inform the campaign process resulting in the most effective campaign materials and activities, leading to reductions in sales of tobacco products to youth under 18 throughout the state.

The Steering Committee is driven by a diverse group of representatives from State agencies, community health agencies, tobacco merchants, prevention professionals, police agencies, youth and the convenience store industry.

Specific tasks also include:

- Reviewing of existing campaign materials
- Proposing new campaign materials and designs
- Guiding the campaign dissemination process
- Creating email dissemination lists
- Guiding the media campaign
- Recruiting youth and tobacco merchants for focus groups
- Reviewing focus groups results
- Guiding the Community Education Mini-Grant process
- Recommending other helpful strategies to reduce sales of tobacco products to minors

To participate in the Tobacco Merchant & Community Education Steering Committee contact Judith Stonger at [jstonger@Wheelerclinic.org](mailto:jstonger@Wheelerclinic.org).