Brooklyn Center, MN - The TFY - Start Noticing youth performance was featured at the 5th Annual Health Fair and Hoops Fest, hosted by the Center of Hope and Compassion. Youth began the performance by announcing the launch of the Start Noticing coalition in Minnesota, an effort focused on getting people to start noticing tobacco advertisements in the community and their effect on youth tobacco use. Performers talked to the audience about the issue of in-store tobacco advertising, and specifically their plan to reduce tobacco ads at children's eye-level (3 feet and below).

After the announcement, youth performed a series of dances and skits and showcased their video creations, all surrounding the theme of "They're coming after you"—referring to tobacco industry's tactics to attract young tobacco users.

TFY-Start Noticing youth members from the Center of Hope and Compassion, Lao Assistance Center of Minnesota, Minnesota African Women's Association and Southeast Asian Community Council led all aspects of the performance from the initial stages of planning and creation all the way through production. This included writing scripts, casting actors, creating video, choreographing dances and advertising the event. The TFY - Start Noticing program's youth leadership model encourages youth to be invested in program activities by creating and leading events such as this performance.

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