

Section 1: Tobacco Prevention Activities

TOBACCO PREVENTION ACTIVITIES

Tobacco prevention activities are a key component of tobacco prevention. National and local agencies provide a variety of examples. Please note that not all of these tobacco prevention activities are evidence-based. However, activities are a key component to a comprehensive tobacco prevention program. This section aims to summarize the resources available and provide examples for use in K-12 school settings.

The tobacco prevention activities described in this section are divided into four main categories: community organizing, media advocacy, events/classroom activities, and policy enforcement. Each activity falls into one of these four categories. In addition, each activity may be tied to the seven recommendations of the Centers for Disease Control and Prevention Guidelines for School Health Programs to Prevent Tobacco Use and Addiction¹. This activities list is not all inclusive. Other activity ideas may be shared with your local Tobacco Prevention Coordinator (*please see page 5*). Tobacco prevention curriculum is another type of tobacco prevention activity. Please see the Curriculum Section of this toolkit for more information.

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Action Planning Guide/Checklist

Having trouble getting started?

We understand that there is a lot of work in getting your activism activities off the ground. It doesn't matter whether you are holding a large or small event, we offer the guide that can help you. Just follow these simple steps and you'll be ready to accomplish anything!

Where do I begin?

There are several things to consider as you start planning for your activism activity or event. As you sit down with your group, answer these questions and you'll be well on your way to being activism pros.

What issue/cause are you tackling?

- Tobacco-Free Schools
- Tobacco Industry Marketing
- Smoke-Free Workplaces
- Hollywood and the Tobacco Connection, etc.

Why are you tackling this issue? How do you know it is an issue?

- Smoking is a problem at your school.
- You want teens in your community to know that the tobacco industry is targeting them.
(\$37.7 million spent each year in South Dakota alone)
- You want restaurant owners in your community to protect their workers from secondhand smoke.
- You want to spread awareness about Hollywood's relationship with the tobacco industry.

What do you want to accomplish? What is your ultimate goal?

- Increase awareness among your peers.
- Recruit more members to your group.
- Gain media exposure for your group.
- Make serious changes in your community.

What message are you sending and to whom?

- Create a catchy phrase or a tagline that you want people to remember.
- Define your target audience. Is it teens in your school, elected officials, the media, Big Tobacco, Hollywood, or is it none or all of the above?

What actions or activism activities are you going to do?

- Find out if there are local groups who would be willing to get involved in your efforts. Groups like your local tobacco prevention coalition, American Cancer Society chapter, and chamber of commerce are groups who can help spread your message.
- Do you think your group can realistically pull it off? If not, modify your plan to ensure success.
- Brainstorm steps you can take to realistically cause change.
- Be aware that different actions and messages influence different audiences.

What's Next?

Now that you've figured out what it is that you want to do, who you want to reach, and what message you want to send, it's time to figure out how you're going to pull it off! With your group, answer these questions and split up these tasks to make sure your event is a huge success.

Who will be doing what? What are the tasks that need to be accomplished in order to succeed in your activism activity?

- Choose a leader for your group or delegate assignments.
- Decide how you will hold the group members accountable for their assigned tasks/responsibilities.

When do you want to hold your event?

- Find out what other activities are taking place in your school or community at that time (homecoming, state tournaments, town festivals, etc.).
- Decide if the people at these events are part of the target audience that you identified.
- Attach your activism event/activity to those school/community events if possible.

Do you have a timeline with deadlines for the tasks?

- When breaking down your action plan into steps, make sure you include the deadlines for each step or task.
- Also, make sure you set realistic deadlines that you will be able to accomplish. The more time you have to plan, the better you will succeed.

What supplies or materials do you need for your activism activity?

- Make a list of businesses you can ask for donations.
- Make a budget for these supplies/materials and decide who is responsible for making sure you stay within your budget.

Donations and Fund-raising

Donations and fund-raising are key to making any activism activity or event a success. Think about it this way: the more money you raise, the more you can spend fiscally on other much-needed areas. Here are some simple tips to help you get started.

What are the costs associated with your event?

- Compile a list of all of the supplies and items that you will need for your activism activity.
- Estimate the cost of each item.

Where can you get the supplies for the event? Are you giving away prizes or some other incentive?

- Make a list of all of the stores and businesses which have the supplies/prizes you need. Once you've done this, figure out which stores will be most likely to give a donation.

Make contact.

- Be aware that businesses often would like a letter explaining the event, what their donation will be used for, and how it will benefit the group and community.
- Write a letter explaining your activism activity or event.
- Call and ask for the name of the business manager/owner and ask when would be the best time to reach them. You never want to go to a business or restaurant when they are busiest.
- Wear your best! You don't have to wear your Sunday suits or dresses, but make sure you are not wearing anything that might be offensive to some people.
- Ask for donations in person. This allows the business manager or owner to associate a face with the group.
- Take along two copies of your letter: one for you and one for the manager. This way you can use your copy as a reference when explaining your activity.

Finding a Champion

Type of Activity

- Community Organizing

Target Population

- Adults
- Adolescents 13 to 17 years old

Goals and Objectives

The goals and objectives for finding a champion may vary based on the needs of your community members. Possible goals and objectives include:

- Increase tobacco prevention awareness
- Create change in individual behavior
- Create change in community environment

Cost

- Materials: time and commitment

Description

A champion is an individual who serves as the primary voice and face of a community's tobacco prevention efforts. This individual often serves as the go-to person and is available to provide information to others. He/She might have a compelling story to share that provides a human element to the issue of tobacco prevention. A champion may have community connections that can aid in creating a coalition.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. The Finding a Champion Activity may target the following guidelines:

- Involve parents or families in support of school-based programs to prevent tobacco use.

Smoke-Free Movie Night

Type of Activity

- Community Organizing

Target Population

- Adults
- Adolescents 13 to 17 years old
- Children 6 to 12 years old

Goals and Objectives

- Increase tobacco prevention awareness
- Create change in community environment
- Create change in individual behavior

Cost

- Materials: movies and refreshments

Description

Since smoking is often glamorized in films, here is a way to support the production of smoke-free movies. This is a great activity to do with youth organizations or as a fun family event. Find some of the best G or PG rated films and be sure to have plenty of popcorn!

4 Weeks Before Event:

- Decide on the approximate number of people to invite and whether or not you will need to find a location that has projection equipment available. If it is a smaller group, a school classroom with a large TV will be sufficient. Be sure to acquire the proper permissions to use these facilities.
- Select the films that you want to showcase. A list of smoke-free movies can be found at the following link: http://www.smokefreemovies.ucsf.edu/problem/now_showing.html.
- Promote the event and invite groups or family members to attend.

1 Week Before Event:

- Gather your refreshments.
- Double-check to make sure you have all the movies and necessary equipment ready and in working order.
- Remind attendees about the event.

Day of Event:

- Set up the room and greet guests as they arrive.
- Before the movie, present a few facts on the prevalence of smoking in movies. Facts can be found at the same link listed earlier.
- Enjoy the show!

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the Smoke-Free Movie Night Activity, it may target the following guidelines:

- provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
- provide tobacco-use prevention education in kindergarten through 12th grade.

Tobacco-Free Facilities

Type of Activity

- Community Organizing

Target Population

- Adults
- Adolescents 13 to 17 years old

Goals and Objectives

- Create a smoke-free policy for a public facility

Cost

- Materials: paper, computer, pens, and telephone

Description

The Campaign for Tobacco-Free Kids, a 501(c)(3) non-profit organization, is a leader in the fight to reduce tobacco use and its devastating consequences in the United States and around the world². In an effort to assist schools and communities, the Campaign for Tobacco-Free Kids offers resources and materials. The Tobacco-Free Facilities Activity is featured on the Kick Butts Day website provided by the Campaign for Tobacco-Free Kids³.

The Tobacco-Free Facility activity starts with an overall community assessment. Take a look at the public facilities in your community—is smoking allowed in these establishments? Be sure to check the following locations: workplaces, schools, stadium/sporting fields, parks, bars, and restaurants.

The Campaign for Tobacco-Free Kids provides the following timeline and action steps to create tobacco-free facilities³.

10-12 Weeks Before Event:

- Send a letter to the facility's owner. If the grounds are publicly owned like schools or parks, get in touch with the appropriate office.
- Request in the letter that the facility be smoke-free. Follow the letter with a phone call.

- If the facility does not respond or says no initially, prepare to get busy.

6-8 Weeks Before Event:

- Draft an open letter to the facility owner again requesting that the grounds be smoke-free. An open letter is a letter in which the audience includes both the person it is addressed to and the public. Send the open letter to your local newspaper and ask them to print it.
- You may want to include fact sheets with the letters and other materials that you send to facility owners in your community.
- Create a petition. Collect signatures for your petition from young and old alike, and get as many signatures as you can for a month or more.

2-4 Weeks Before Event:

- Send copies of the petition signatures you collected to both the facility owner and your local media with a letter discussing the results of your efforts.
- Create fliers that ask people to call the facility owner to make the grounds smoke-free.
- Call the facility owner. Request to meet with him/her to discuss possible scenarios in which the facility would be smoke-free at certain times as a start.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. The Tobacco-Free Facilities Activity may target the following guidelines:

- develop and enforce a school policy on tobacco use.
- involve parents or families in support of school-based programs to prevent tobacco use.

Feature Articles

Type of Activity

- Media Advocacy

Target Population

- Adults
- Adolescents 13 to 17 years old

Goals and Objectives

- Increase tobacco prevention awareness

Cost

- Materials: paper, computer, pens, and telephone

Description

Feature articles are documents created by students, teachers, parents or family members that share information about tobacco prevention. Teachers may ask students in the classroom to write articles. The feature articles may appear in a school or community newsletter. This is a great way to share tobacco facts or updates on tobacco-free policies with a large audience.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the Feature Articles Activity it may target the following guidelines:

- Develop and enforce a school policy on tobacco use.
- Provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
- Involve parents or families in support of school-based programs to prevent tobacco use.
- Support cessation efforts among students and all school staff who use tobacco.

Knock Out Tobacco Ads

Type of Activity

- Media Advocacy

Target Population

- Adults
- Adolescents 13 to 17 years old
- Children 6 to 12 years old

Goals and Objectives

- Increase tobacco prevention awareness
- Educate youth about tobacco advertisements

Cost

- Materials: tobacco advertisements and soccer balls

Description

The Campaign for Tobacco-Free Kids, a 501(c)(3) non-profit organization, is a leader in the fight to reduce tobacco use and its devastating consequences in the United States and around the world². In an effort to assist schools and communities, the Campaign for Tobacco-Free Kids offers resources and materials. The Knock Out Tobacco Ads Activity is featured on the Kick Butts Day website provided by the Campaign for Tobacco-Free Kids³.

The tobacco industry targets youth by advertising its products in youth-oriented magazines. Here is a fun and active way to tell these companies that you and your friends aren't going to take it.

First, get a big group of people to gather as many tobacco advertisements as they can. Then comes the really fun part—you get to destroy the ads and their misleading messages. This example focuses on soccer, but feel free to be creative and pick your favorite sport.

4-6 Weeks Before Event:

- To get started, invite a local sports team, elected official, tobacco control leader or someone else important in your community to appear at your event.
- Come up with key messages, media materials and a name/title for your event. You can use the title “Knock Out Tobacco Ads” or come up with your own.
- Begin to think about how to attract the media to your event.

3 Weeks Before Event:

- Students collect as many individual magazine ads as they can and bring them to school for the construction of murals. If you have a hard time finding enough ads in magazines at home, go to your local library and/or doctors' offices to see if they will let you use their old magazines.
- Begin to assemble a list of potential media contacts.

2 Weeks Before Event:

- Start building tobacco ad murals to illustrate how hard tobacco companies try to expose youth to tobacco ads.
- Make sure your mural is big enough to cover your entire goal. A soccer goal net is usually 22 x 8 feet. If a lot of students are participating, think about making multiple murals.
- Confirm special guests and finalize media materials.

1 Week Before Event:

- Finish your ad mural(s).
- Contact reporters on your media list and distribute any media materials you drafted.
- Think about how you will include the key media messages in your event.

Day of Event:

- Set up the mural(s).
- Organize the event location with the media in mind—make sure there is plenty of space to take some great pictures. Use your key messages when you or your special guest speaks to the crowd and reporters.
- Let the audience know why it is so important to stop tobacco companies from targeting youth and remind them you can't be a successful athlete if you use tobacco.
- On the cue from the welcoming official and with the encouraging cheers from the students, the players kick soccer balls through the mural at the same time, destroying the ads and freeing the goal for play.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the Knock Out Tobacco Ads Activity it may target the following guideline:

- Provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.

Breathe Easy Track Meet

Type of Activity

- Events/Classroom Activities

Target Population

- Adults
- Adolescents 13 to 17 years old
- Children 6 to 12 years old

Goals and Objectives

- Increase tobacco prevention awareness

Cost

- Materials: track meet supplies, straws, poster board, and markers

Description

The Campaign for Tobacco-Free Kids, a 501(c)(3) non-profit organization, is a leader in the fight to reduce tobacco use and its devastating consequences in the United States and around the world². In an effort to assist schools and communities, the Campaign for Tobacco-Free Kids offers resources and materials. The Breathe Easy Track Meet Activity is featured on the Kick Butts Day website provided by the Campaign for Tobacco-Free Kids³.

Organize a track meet to show how cigarettes can affect peoples' ability to perform well as athletes. You can either organize a special track meet to educate students about the harmful effects or hazards of tobacco, or you can add the theme to one of your school's scheduled track meets.

At the beginning of the meet, give a brief overview of the events and have all the athletes participate in a quick activity. Give everyone a straw and have them hop on one foot or run in place for 30 seconds while breathing through the straw. This is meant to simulate how it feels for a smoker to breathe while participating in physical activities.

Remind everyone to keep this in mind while they are running their races.

Relay Events: Get rid of that cigarette as fast as you can!

You can have a variety of relays so everyone can participate. The first thing to do is decorate your baton (a track baton or an empty paper towel roll) with paper or paint to look like a cigarette. Then cover the cigarette baton with hazard and warning labels. For example, use the Surgeon General's warning, or be creative and make your own! For the relay, tell everyone they need to get rid of the "cigarette" as fast as they can by passing it off to their teammates.

Individual Events: Breathe Easy!

Get ready to race. Hold individual events from the 50 meter dash to the two-mile run, making everyone aware of the simple fact that if they were to smoke, they would not perform as well, nor be able to breathe as easily while running.

Shot Put Event: Crush Big Tobacco!

The "Crush Big Tobacco" shot put event is just like a normal shot put event—everyone is trying to throw the shot put as far as possible. For the distance marker lines you have a variety of options:

- You can decorate posts to look like cigarettes for each distance line.
- Make a line of tobacco advertisements for the kids to "crush" as they throw the shot put.
- Come up with your own idea!
- If you don't have a real shot put, don't worry about it—any ball will do!

Long Jump Event: How far will you go to stay tobacco-free and stop Big Tobacco?

If you have a long jump pit at your track, all you have to do is let students take turns jumping. If not, you can perform this event on a field instead. All you need is a line to start running from, a line to jump from, and a tape measure to keep track of how far people jump.

Additional Ideas:

Make posters with tobacco statistics on them and line them up around the inside or outside of the track. This way people can read some of the statistics while running by and learn about the harmful effects of tobacco.

A couple of weeks before the event start making a media contact list and preparing media materials.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the Breathe Easy Track Meet Activity it may target the following guidelines:

- Provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
- Involve parents or families in support of school-based programs to prevent tobacco use.

Cigarette Butt Clean-Up

Type of Activity

- Events/Classroom Activities

Target Population

- Adults
- Adolescents 13 to 17 years old
- Children 6 to 12 years old

Goals and Objectives

- Increase tobacco prevention awareness

Cost

- Materials: gloves and garbage bags

Description

The Campaign for Tobacco-Free Kids, a 501(c)(3) non-profit organization, is a leader in the fight to reduce tobacco use and its devastating consequences in the United States and around the world². In an effort to assist schools and communities, the Campaign for Tobacco-Free Kids offers resources and materials. The Cigarette Butt Clean-Up Activity is featured on the Kick Butts Day website provided by the Campaign for Tobacco-Free Kids³.

Do you constantly see cigarette butts thrown on sidewalks, parks, beaches and other public property? Are you sick of this unnecessary litter? Well, this activity is just for you. You can organize a cigarette butt clean-up to raise awareness of the effects of discarded cigarette butts. Many groups have already taken this step to restore their favorite places to the clean, natural environment they used to be.

4 Weeks Before Event:

- Check with the city to see if you need a permit for the location of the clean-up (it is worth checking ahead of time with local officials to find out how long the permit process takes in your city or town; you may want to start earlier).

- Invite local leaders, VIPs and the media to the clean-up.
- Hand out fliers and advertisements with the date and location of the clean-up.
- Recruit volunteers and have them turn in permission slips if necessary.

1-2 Weeks Before Event:

- Assign volunteers to certain areas of the location. Each volunteer or group of volunteers will be responsible for picking up all of the cigarette butts in their assigned area.
- Contact local newspapers and news stations to tell them you will be cleaning up a public space. Invite them to cover your event and let them know you will send them more information.

2-3 Days Before Event:

- Make follow-up calls to your local media. Fax or deliver your press materials.

Day of Event:

- Collect cigarette butts in garbage bags and count them along the way. Make sure everyone wears gloves.
- Present the garbage bags full of cigarette butts to leaders and the media to announce how many cigarette butts you picked up.

The Cigarette Butt Clean-Up Activity does not directly relate to CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction.

Connecting the Dots

Type of Activity

- Events/Classroom Activity

Target Population

- Adolescents 13 to 17 years old

Goals and Objectives

- Increase tobacco prevention awareness

Cost

- Materials: secondhand smoke sheets 6.1-6.4 (available at <http://www.tobaccofreekids.org/research/factsheets/index.php?CategoryID=19>), paper, pens, markers, trash bags, scissors, and tape

Description

This activity involves two phases: introducing key numbers and words in “baseballs” which are secretly placed all over the school, and revealing the meaning behind the numbers with fliers, a school announcement, rally, or assembly.

Before the Event:

First things first – Connecting the Dots begins as a secret mission. It’s the mystery which will draw the attention of the students. The first day you will get a buzz started by strategically placing “baseballs” around the school – in lockers, the cafeteria, water fountains, bathroom stalls, chalkboards, etc.

Step one involves making the baseballs. Take some white paper, cut out circle shapes and accent the sides with red stitching. Use the numbers and words that you find persuasive from the secondhand smoke fact sheets to create your mystery message. Get to school early and tape your baseballs everywhere!

Get the word out with fliers. You can put one fact on each flier or combine a few. Use bright paper and make it eye-catching. Put these fliers up around school as you did the baseballs. Send a few to the school newspaper and encourage the editor to write a story about the mystery baseballs. You can also host a school assembly or pep rally where you announce the meaning of the numbers and words on the baseballs around school.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the Connecting the Dots Activity, it may target the following guidelines:

- develop and enforce a school policy on tobacco use.
- provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
- provide tobacco-use prevention education in kindergarten through 12th grade.

Crossword Puzzle/Word Find

Type of Activity

- Promotional Materials

Target Population

- Adolescents 13 to 17 years old
- Children 6 to 12 years old

Goals and Objectives

- Increase tobacco prevention awareness

Cost

- Materials: paper

Description

Create a crossword puzzle or word find activity for students to complete in the classroom. Send the activity home for children to complete with parents or family members.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the Crossword Puzzle/Word Find Activity it may target the following guidelines:

- Provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
- Provide tobacco-use prevention education in kindergarten through 12th grade; this instruction should be especially intensive in junior high or middle school and should be reinforced in high school.
- Involve parents or families in support of school-based programs to prevent tobacco use.

Face the Truth

Type of Activity

- Events/Classroom Activities

Target Population

- Children 6 to 12 years old

Goals and Objectives

- Increase tobacco prevention awareness

Cost

- Materials: smoking-related photographs, camera, film (if using a non-digital camera), and poster board

Description

The Campaign for Tobacco-Free Kids, a 501(c)(3) non-profit organization, is a leader in the fight to reduce tobacco use and its devastating consequences in the United States and around the world². In an effort to assist schools and communities, the Campaign for Tobacco-Free Kids offers resources and materials. The Face the Truth Activity is featured on the Kick Butts Day website provided by the Campaign for Tobacco-Free Kids³.

Does the thought of smoking or chewing tobacco make you sick? It will when you see what it does to your body and what's actually in tobacco products. This activity will let people know how you feel about it by the expression on your face. Kids love to make funny faces. This contest is sure to produce some terrific faces when kids learn about the dangers of tobacco use.

Before the Contest:

An older student or an adult can lead a discussion about the hazards of tobacco use. You may want to quiz everyone on tobacco facts. If you are holding this activity with a class of students, you can have them research tobacco-related statistics as part of an assignment.

Day of the Contest:

- To get the class warmed up, explain how tobacco use damages lungs and the rest of the body. Share some of the images with your students. Have them think about these health effects and make his or her ugliest faces and talk about the images and their reactions.
- Ask the kids who want to participate in the contest to come to the front of the room one at a time. Show a photo of a tobacco-damaged body part. Now, have the student make his or her best ugly face and don't forget to take pictures! If you want, you can have the class rate each face.
- You may want to hold a contest in several classes in your school, select the top one or two finalists from each class and then have them compete for the top honors.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the Face the Truth Activity it may target the following guidelines:

- Provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
- Provide tobacco use prevention education in kindergarten through 12th grade; this instruction should be especially intensive in junior high or middle school and should be reinforced in high school.

Guest Speaker

Type of Activity

- Events/Classroom Activities

Target Population

- Adults
- Adolescents 13 to 17 years old
- Children 6 to 12 years old

Goals and Objectives

- Increase tobacco prevention awareness
- Create change in individual behavior

Description

Invite a guest speaker to lead a presentation in the classroom or at a school and/or community event.

Please refer to the Resource Section of this Toolkit for information about your local Tobacco Prevention Coordinator.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context and audience of the Guest Speaker Activity it may target the following guidelines:

- Develop and enforce a school policy on tobacco use.
- Provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
- Provide tobacco-use prevention education in kindergarten through 12th grade; this instruction should be especially intensive in junior high or middle school and should be reinforced in high school.
- Provide program-specific training for teachers.
- Involve parents or families in support of school-based programs to prevent tobacco use.
- Assess the tobacco-use prevention program at regular intervals.

“I Will Survive” March

Type of Activity

- Events/Classroom Activities

Target Population

- Adults
- Adolescents 13 to 17 years old
- Children 6 to 12 years old

Goals and Objectives

- Increase tobacco prevention awareness
- Create change in individual behavior
- Create change in community environment

Cost

- Materials: posters and ribbon

Description

The Campaign for Tobacco-Free Kids, a 501(c)(3) non-profit organization, is a leader in the fight to reduce tobacco use and its devastating consequences in the United States and around the world². In an effort to assist schools and communities, the Campaign for Tobacco-Free Kids offers resources and materials. The “I Will Survive” March Activity is featured on the Kick Butts Day website provided by the Campaign for Tobacco-Free Kids³.

Organize a march with people who have survived a tobacco-caused disease or lost a loved one, as well as their family members, to put a face to statistics, and make the issue more real and understandable to the public and the media.

6 Weeks Before Event:

Find a location for the march, such as a neighborhood park or your school. Get permission and permits if needed.

Publicize what, where, and when your event will be, and start signing up participants.

Continue recruiting until the day of your event.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the I Will Survive March Activity it may target the following guidelines:

- Provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
- Involve parents or families in support of school-based programs to prevent tobacco use.

Be creative! Design a flier, go door to door in your neighborhood, make announcements in school—do whatever it takes to spread the word about your march.

Develop your media list and write a media advisory to the local newspapers and television stations about the event so they can put the information on their community calendars and do a story on the event.

Start making posters for the event with different statistics and tobacco industry quotes on them.

Make black ribbons for every participant to wear to represent the lives lost each year to tobacco-caused diseases.

Put together your press kits which detail what the goal of the group is, who you are reaching, and why. If you need help with your press kit, please refer to the checklist on page 25.

3 Days Before Event:

Contact the media. Distribute your press kits and follow up by phone to encourage reporters to cover your event.

Remind people about your event. If it's a school activity, make another announcement. You can

also hand out more fliers, send an email, and make phone calls—whatever it takes to make sure everyone will be there.

Day of Event:

Be sure that you have all your materials, including posters and ribbons.

Invite survivors to speak before the march begins. Ask them to share personal stories that will motivate the crowd.

Take plenty of pictures of your march and of your speakers.

Lights, Camera, Action: Your Chance to Mock Big Tobacco

Type of Activity

- Events/Classroom Activities

Target Population

- Adults
- Adolescents 13 to 17 years old
- Children 6 to 12 years old

Goals and Objectives

- Increase tobacco prevention awareness
- Create change in individual behavior
- Create change in community environment

Cost

- Materials: tobacco advertisements from magazines

Description

The Campaign for Tobacco-Free Kids, a 501(c)(3) non-profit organization, is a leader in the fight to reduce tobacco use and its devastating consequences in the United States and around the world². In an effort to assist schools and communities, the Campaign for Tobacco-Free Kids offers resources and materials. The Lights, Camera, Action Activity is featured on the Kick Butts Day website provided by the Campaign for Tobacco-Free Kids³.

Educate children about tobacco advertisements and tobacco industry manipulation while they're having too much fun to notice.

Younger kids usually look up to middle and high school students. You can use this to share a positive message with them about not using tobacco. Ask a teacher or group advisor to help you contact an elementary school class, a local youth group or day care center. Once you have set up a group and a date, you're ready to start planning your presentation.

2-3 Weeks Before Event:

Arrange with the class or group the date and time for your presentation.

What age is your audience? Figure out what they already know about tobacco, and what you will want to make sure they know. For younger kids, health messages are ideal; for older kids you can focus on what the tobacco industry does to attract teens.

Gather tobacco magazine advertisements or other props you will need for your presentation. You can ask parents for ads from magazines they subscribe to or get ads from old magazines at your local library...just remember to get permission!

1 Week Before Event:

Practice, practice, practice! Get some friends together and have them pretend to be your audience. Remember, young children have lots of energy and will need clear, simple instructions, and NO down time! Keep them busy and keep things moving along quickly.

Day of Event:

Distribute tobacco advertisements to your audience. Go over how the tobacco industry tries to manipulate us and what the real truth is in each ad.

Explain to the children that they are going to act out the ad in a fun skit.

Let them know that first they will act out how the tobacco industry wants them to view the ad. Big Tobacco wants everyone to think it is fun to smoke, and that if you do you will be beautiful and cool. There are many messages in these ads, so have your class brainstorm other messages the tobacco industry is trying to send.

Then the class will act out the real story and show the truth about tobacco. Have everyone think about the actual effects of tobacco and how they really see the advertisement now.

After you are done speaking, divide your audience into groups. Each group should have:

- As many people as necessary to act out the advertisement; anywhere from 3–5 students works well.
- One presenter who will be the narrator and explain the advertisement before the skit starts.
- Two group members who will finish the presentation by analyzing the skit/advertisement. The children should explain what techniques the tobacco industry used and why the advertisements show false images. (For example: smoking actually causes wrinkles, bad breath and yellow teeth.)

Explain that they will be presenting the skits to all of the other groups and that each skit should be about one minute long.

- Break the groups up and give them 10-15 minutes to prepare.
- Reassemble into the large group to present the skits.
- Before presentations begin, make sure everyone sits and directs their attention to the front.
- Call up each group, watch the presentations, encourage discussion and have fun!

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the Lights, Camera, Action Activity it may target the following guidelines:

- Provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
- Involve parents or families in support of school-based programs to prevent tobacco use.

Memorial

Type of Activity

- Events/Classroom Activities

Target Population

- Adults
- Adolescents 13 to 17 years old
- Children 6 to 12 years old

Goals and Objectives

- Increase tobacco prevention awareness
- Create change in individual behavior
- Create change in community environment

Cost

- Materials: poster board, markers, candles, a bell or gong, paper for fliers, and duct tape

Description

The Campaign for Tobacco-Free Kids, a 501(c)(3) non-profit organization, is a leader in the fight to reduce tobacco use and its devastating consequences in the United States and around the world². In an effort to assist schools and communities, the Campaign for Tobacco-Free Kids offers resources and materials. The Memorial Activity is featured on the Kick Butts Day website provided by the Campaign for Tobacco-Free Kids³.

Have you lost a loved one to tobacco-related disease? Organize a memorial, have participants gather messages in memory of loved ones lost, and tell the tobacco industry to stop targeting kids as “replacement customers.”

By the time you finish reading this activity, another person will have died from a tobacco-related disease. Over 400,000 people die each year in the U.S. from this deadly addiction. That’s one death every 72 seconds – all day, every day.

Worldwide, nearly 5 million people die each year. That’s one person every 6.4 seconds! Still need convincing? Smoking kills more people than AIDS, car accidents, illegal drugs, murders, and suicides COMBINED!

Ready to take action? This memorial event can convey two important messages:

1. The deadly toll of tobacco use.
2. The fact that the tobacco industry is targeting youth as replacement customers for those killed by its products.

Find a busy location and set up a creative memorial display.

- You can use unlit candles, posters with names of those who have died from tobacco-related diseases and signs featuring tobacco industry quotes or some of the shocking statistics mentioned above.
- Some memorial events have included other props like flowers, ringing a bell every 72 seconds to represent another tobacco-related death or having all the participants dress in black.
- Most also include a “memorial card” for people to either write the name of a loved one they have lost or a message to the tobacco industry.

4 Weeks Before Event:

- Secure a location for the memorial, such as a city sidewalk, a park or a school. You can also incorporate a memorial into an existing event like a concert or sporting event. Where will the most people see your display?
- Check to see if you need any permits.
- Start developing your media list and media materials to send out the week of your event.

2 Weeks Before Event:

- Design your flier. Use whatever messages will reach your audience. See our Resources section on page 4 for places to find specific facts and/or tobacco industry quotes that you may want to include.
- Start gathering your props. Participants can borrow things from their homes or from friends to avoid having to purchase a lot of items. Look for a bell or a gong that you can ring every 72 seconds to signify another death—whatever works to make noise and draw attention.
- Contact the media and send out any press materials you have prepared.
- Remind people about your event. If it's a school activity, make another announcement. Send emails and make phone calls. Do whatever it takes to make sure everyone will be there.
- Get together to finish up any additional materials for the event, photocopy extra fliers and make posters with tobacco industry quotes or other messages.

Day of Event:

- Make sure you have all of your materials, especially any permits (very important), and set up your memorial. Remember, do not light the candles because they're a fire hazard and most public places won't allow lit candles. Other props could include flowers to enhance the memorial feel of your event.
- If you're in a high traffic area, make sure you have people stationed at various points around the venue to hand out fliers and let people know why you are doing this event.
- Encourage people to leave a tribute to a loved

one or a message to Big Tobacco at the memorial and start incorporating these messages into the display.

- A memorial can also deliver the message that Big Tobacco is trying to silence young people who are speaking out against them. Some youth participants have delivered this message by using black tape to shut their mouths as a symbol. This adds to the somber tone of the memorial, attracts a lot of attention and symbolizes the people who pass by and have questions.

Event Follow-up:

This is an emotional event that usually gets people interested in doing more. Here are a few ideas to get them involved:

- Have an information sheet with more details on what the tobacco industry is up to.
- Include a website or other central place to obtain information.
- Advertise your next coalition or group meeting.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the Memorial Activity it may target the following guidelines:

- Provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
- Involve parents or families in support of school-based programs to prevent tobacco use.

Mime Masks

Type of Activity

- Events/Classroom Activities

Target Population

- Adults
- Adolescents 13 to 17 years old

Goals and Objectives

- Increase tobacco prevention awareness
- Create change in individual behavior

Cost

- Materials: white mime masks and plain white T-shirts

Description

Every 72 seconds Big Tobacco takes an American life. This activity models the disappearance of those individuals. The use of white T-shirts and mime masks makes the message of loss both urgent and alarming.

Starting after the school's first classroom period on a given day, have a number of students put on a white shirt and mask as they walk to their next classroom. After the second period of the day have a few more students put on their white shirt and mask as they head to their next class. Continue these between all the classes for the day adding more and more students with white shirts and masks. The results will have a big impact on the school reinforcing the significance of the number of people we are losing each and every day to tobacco use. (*Note – Remind students to remove their masks once they sit down in their classrooms, so as not to distract the other students and teacher during the classroom period).

6-8 Weeks Before Event:

- Purchase mime masks for the number of participating students.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the Mime Masks Activity, it may target the following guidelines:

- develop and enforce a school policy on tobacco use.
- provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
- provide tobacco-use prevention education in kindergarten through 12th grade.

- Decide how many students will be putting on their masks and shirts after each class period (remember this number is supposed to build as the day goes on).

2-3 Weeks Before Event:

- Have students design posters to be hung up in the days prior to the event. Give scary tobacco number and facts, especially the facts of how we are losing an individual every 72 seconds to Big Tobacco.

1 Week Before Event:

- Have students use fabric paint, tape, markers, etc. to write on the T-shirt that they are providing. Each student should write a tobacco related fact, especially those pertaining to the number of lives lost to Big Tobacco.

Day of Event:

- Have students meet prior to the start of the first class to pick up masks and T-shirts.
- Make sure all students know when it is their

time to put on their T-shirts and masks.

- Have students store their shirts and masks in their locker or book bag until it is their turn to put them on.
- Remind students to remove their masks once they are seated in their classroom, so as not to distract from learning during the class period.

Mr. Butts on Trial

Type of Activity

- Events/Classroom Activities

Target Population

- Adolescents 13 to 17 years old
- Adults

Goals and Objectives

- Increase tobacco prevention awareness

Cost

- Materials: chairs, tables, costumes, props, microphones, and speakers

Description

The Campaign for Tobacco-Free Kids, a 501(c)(3) non-profit organization, is a leader in the fight to reduce tobacco use and its devastating consequences in the United States and around the world².

In an effort to assist schools and communities, the Campaign for Tobacco-Free Kids offers resources and materials. The Mr. Butts on Trial Activity is featured on the Kick Butts Day website provided by the Campaign for Tobacco-Free Kids³.

In this activity, your group will stage a mock trial. The cast includes a judge, witnesses, jury members, and a police officer to swear in the witnesses. This is a good way to entertain and educate your audience and attract media attention.

The leading roles are:

- The defendant Mr. Butts, a tobacco icon who is charged with targeting youth, killing hundreds of thousands of Americans per year, addicting many more and causing many deadly diseases.
- The prosecuting attorneys who try to prove the dangers of smoking, show how addictive tobacco really is, and show how Big Tobacco targets and manipulates youth.
- The defense attorneys who argue that smoking is a personal choice and deny all other accusations.

This activity is a unique way to gain the attention and win the support of elected officials, the public, and the press (see the media section for tips on getting coverage). When doing this activity, be sure to research this topic well enough to make strong arguments using correct facts. You can check out tobaccofreekids.org for fact sheets.

The success of this activity depends on preparation—particularly by those playing the attorneys and witnesses—and the scripted arguments. Be sure to put personality into it. You can make it interesting, comical, and educational by using different court settings like we see on TV with the rude and humorous judges. It's important to practice and get your act together before the trial takes place. You can ask your art and drama teachers to help with costumes, props, and stage directions, and your social studies teacher to help with preparing the arguments.

Start planning and writing the script at least a few weeks in advance, if not more. Make sure to reserve the location, whether it's a school stage, gym, or a park. Don't forget to draft media materials and send them to the press before your event.

The Campaign for Tobacco-Free Kids shares the following outline of the trial process used by Peers Against Tobacco, a youth tobacco control coalition based in Napoleonville, LA. They performed this trial at their Kick Butts Day Rally held at the Louisiana State Capitol in Baton Rouge.

Introduce and inform your audience about the case. Have some theme music in the background. An exciting opening will set the stage for your trial against Mr. Butts.

Opening Statements

The tired and aggravated judge calls the court to order and announces the case to be heard.

Prosecution and defense attorneys give opening statements, presenting highlights of the arguments

they will use to persuade the jury as to the defendant's guilt or innocence.

Make sure that the defense attorneys are very slick in presenting their case. They should come off as sneaky, while the prosecution should be portrayed as enraged and powerful speakers.

Prosecution

The prosecution calls its first witness, a representative from a public health group like the Campaign for Tobacco-Free Kids, the American Cancer Society, or your own youth coalition.

The witness is sworn in by a police officer (as are all subsequent witnesses). A prosecuting attorney questions the witness.

A defense attorney cross-examines the witness (and all subsequent witnesses for the prosecution). The second witness is a scientist or doctor. This witness tells of the harmful effects of tobacco and how many of the lung cancer cases that they treat are caused by tobacco use.

During questioning the prosecution submits Exhibit A, a photograph comparing a healthy lung to a diseased lung, and Exhibit B, a jar of tar equal to the amount of tar a pack a day smoker would inhale each year.

The prosecution calls and questions its third witness, a 28 year-old ex-basketball player and smoker with lungs of a 60 year-old.

Defense

The defense calls its first witness, a spokesman for a major tobacco company. The witness is questioned by a defense attorney.

A prosecuting attorney cross-examines the witness (and all subsequent witnesses for the defense) and presents Exhibit C, a tobacco industry document including an admission that nicotine is addictive.

Then the attorney introduces Exhibit D, additional tobacco industry documents admitting that they focus on youth as their marketing target.

The second witness for the defense is a member of the Smokers' Rights Group. The witness is

questioned by a defense attorney about Americans' right to smoke.

The defense questions its final witness, Mr. Butts, who describes his occupation as "bringing relaxation and happiness to many people."

Closing Arguments and Charge to Jury

A defense attorney delivers a closing statement, summarizing arguments about the benefits cigarettes bring to individual smokers and the U.S. economy.

A prosecuting attorney delivers a closing statement, summarizing arguments about the addictive nature and dangerous health effects of tobacco use, as well as the lies and manipulation spread by the tobacco industries.

The judge, now ready to go home, summarizes the charges against Mr. Butts and tells the jury to decide whether the defendant is guilty.

Verdict and Sentencing

After the jury meets briefly to decide its verdict, the judge asks for the jury's decision. The jury announces its verdict: Guilty on all counts!

The judge imposes the sentence of life in prison and the court adjourns.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the Mr. Butts on Trial Activity it may target the following guidelines:

- Provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
- Involve parents or families in support of school-based programs to prevent tobacco use.

Numbers Campaign

Type of Activity

- Events/Classroom Activities

Target Population

- Adults
- Adolescents 13 to 17 years old
- Children 6 to 12 years old

Goals and Objectives

- Increase tobacco prevention awareness

Cost

- Materials: markers, posters, stickers, fliers, T-shirts, etc.

Description

The Campaign for Tobacco-Free Kids, a 501(c)(3) non-profit organization, is a leader in the fight to reduce tobacco use and its devastating consequences in the United States and around the world².

In an effort to assist schools and communities, the Campaign for Tobacco-Free Kids offers resources and materials. The Numbers Campaign Activity is featured on the Kick Butts Day website provided by the Campaign for Tobacco-Free Kids³.

How do you get people to realize just how deadly tobacco really is? By creating a way to show them the “fatal figures” of your state or your community. There are a lot of easy ways to make numbers into something that people will be aware of and understand. Turn the numbers into what they represent: lives.

Ideas to Bring Numbers to Life:

- Blast everyone with your number a few days before your event, but keep the meaning a surprise. Announce your number over the PA system

at school, hand out fliers or buttons with your number on them, hang up posters. Do whatever you can to get your message out. Reveal what your number stands for on a specific day.

- Organize a rally at the mall with teens holding posters with tobacco statistics.
- Hold a rally in front of city hall.
- Head to a park and make chalk drawings of the number of bodies.

6-8 Weeks Before Event:

- Establish your core message, that is, what the main thing is that you want the public to know. This message will be carried throughout the event and will be what you will say over and over again.
- Decide where and when your event is going to be held. Think of places in your community that you know you will get a lot of car and foot traffic, usually someplace in a downtown area or at your city hall.
- Apply for your city permit. In order to do your demonstration, you must apply for a permit through your city government. This can be done at your city hall. You will need to decide your location and time before you apply because the permit is only good for that day and time. It can sometimes take up to a month to get the approval, so do this soon. If you are hosting your event at school, talk with your principal to get permission to use a location on school grounds.

4-6 Weeks Before Event:

- Start to collect your materials that you need for the event.

2 Weeks Before Event:

- Design a palm card. A palm card is a flier, usually a double-sided, half-sheet or quarter-sheet of paper that you hand out to people as they walk by your event. It should be simple with your core message as the main focus, as well as some type of graphic that makes people want to read about it.

1 Week Before Event:

- Start to draft your media advisory and press release.
- Start to assemble your press kits.
- Get in touch with your hosting location to reconfirm that you will be holding your event one week from now.

2-4 Days Before Event:

- Start making press calls.
- Fax the press a copy of your media advisory.
- Don't forget to provide your contact information if you are leaving a message.

Day of Event:

- Have a plan for how you are going to set up beforehand so that it is not chaotic. This should include logistics like identifying specific locations to place visuals and hand out palm cards.
- Bring the press kits with you to the event so you are able to hand them out to members of the media who attend.
- Bring your city permit so if there is any problem you have the permit as proof that you are allowed to do this.
- Have fun! This is a great opportunity to get your message out to not only the people walking by, but also to the people who watch the news on TV or read the newspaper.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the Numbers Campaign Activity it may target the following guidelines:

- Provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
- Involve parents or families in support of school-based programs to prevent tobacco use.

Pledge Wall

Type of Activity

- Events/Classroom Activities

Target Population

- Adults
- Adolescents 13 to 17 years old
- Children 6 to 12 years old

Goals and Objectives

- Increase tobacco prevention awareness

Cost

- Materials: poster board or banner paper, markers, paper, and photocopier

Description

The Campaign for Tobacco-Free Kids, a 501(c)(3) non-profit organization, is a leader in the fight to reduce tobacco use and its devastating consequences in the United States and around the world².

In an effort to assist schools and communities, the Campaign for Tobacco-Free Kids offers resources and materials. The Pledge Wall Activity is featured on the Kick Butts Day website provided by the Campaign for Tobacco-Free Kids³.

Do you have a parent, grandparent, friend or other loved one who smokes or chews tobacco? You can organize a pledge wall at your school or community center for people to pledge to help their loved ones quit and for those who use tobacco products to pledge to quit.

Studies show that more than 70 percent of smokers want to quit, so there's a good chance your loved one has thought about quitting or has even tried to quit. This is your chance to give them some extra help, support, and encouragement!

This activity can easily be organized at a school, community center, or any other site that works for your group. Just make sure you collect lots of pledges leading up to your actual event and invite

your loved ones to participate in your Kick Butts Day celebration. Share this information with the people at your event who are interested in quitting.

2-3 Weeks Before Event:

- Gather your materials and create your pledge wall. You can use poster board, banner paper, a blank plastic banner, or whatever works for your space. Just make sure there's room for your message and all the signatures you'll be collecting.
- Set a date for the unveiling of the pledge wall and start collecting signatures of support. Encourage everyone at your school or community center to sign the pledge wall if they know someone who smokes or chews tobacco and are ready to help him or her quit. If the event is at school, consider making announcements or distributing fliers to let everyone know what you are doing and how they can get involved.
- Continue doing this until your event!
- Another idea to recruit even more supporters is to reach out beyond your school or community group. You could create pledge cards that people can pass on to friends outside of school and then collect to post on the wall as well.
- Send out invitations to your event. Since you are making a commitment to help your loved ones kick their deadly habits on Kick Butts Day, be sure to invite them to take part in the celebration. This is your first step in helping them quit, so let them know how supportive you are and encourage them to add their own pledge to quit to the wall.

Day of Event:

- Gather students, teachers, advisors, family and friends and unveil the wall!
- Show your loved ones where you have signed to support them in trying to quit and encourage them to add their own signature as a first step in their effort to quit.
- Take lots of pictures and pass them on to your local paper to let others know about your efforts.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the Pledge Wall Activity it may target the following guidelines:

- Involve parents or families in support of school-based programs to prevent tobacco use.
- Support cessation efforts among students and all school staff who use tobacco.

Return to Sender

Type of Activity

- Events/Classroom Activities

Target Population

- Adolescents 13 to 17 years old
- Adults

Goals and Objectives

- Increase tobacco prevention awareness

Cost

- Materials: magazines, rubber stamp and ink pad, stickers, markers or a printer

Description

The Campaign for Tobacco-Free Kids, a 501(c)(3) non-profit organization, is a leader in the fight to reduce tobacco use and its devastating consequences in the United States and around the world². In an effort to assist schools and communities, the Campaign for Tobacco-Free Kids offers resources and materials. The Return to Sender Activity is featured on the Kick Butts Day website provided by the Campaign for Tobacco-Free Kids³.

Show magazines that publish tobacco ads that you're not buying the lies and they shouldn't either!

In 1998, tobacco companies promised not to market to teens, but what teen hasn't seen a cigarette ad in a magazine recently? The tobacco companies are still targeting youth; they still use sneaky tactics to send out their deadly messages portraying smoking as popular, fun, and glamorous. They know that teens flip through magazines, and that is why they advertise in them.

This is your chance to let those magazines know that you're not buying what tobacco ads say, and they should stop taking tobacco ads. Grab dozens of guilty magazines, pull out the subscription cards and tobacco ads, and mail them back with a RETURN TO SENDER message. This will show

them that you won't buy their tobacco advertising.

The following magazines typically run tobacco ads, but make sure to check others and gather as many ads as you can: *Sports Illustrated*, *Time*, *Entertainment Weekly*, *Glamour*, *Jet*, *People*, *Sporting News*, *Cosmopolitan*, and *Rolling Stone*.

3 Weeks Before Event:

- Make a list of all the "guilty" magazines. We've started the list for you, but you can probably come up with some others.
- Start collecting magazines. Get your whole school involved by putting it in the announcements, making fliers or holding a contest for the class that brings in the most magazines.

2 Weeks Before Event:

- Be creative! Design your stamp.
- Take the design to a stamp company to get the stamps made.
- Keep collecting as many magazines as you can.

1 Week Before Event:

- Tell the media what you're doing and how many magazines you've collected.
- Make sure everyone knows how they can get involved. Make another school announcement to remind people.

Day of Event:

- Bring all of the materials you need: magazines, rubber stamps and ink pads or stickers and markers, and boxes to collect everything.
- Once everyone arrives, start ripping out ads and stamping away.
- Box up the tobacco ads you found and send them back to the magazine or tobacco companies with a "Return to Sender" note containing any other comments you'd like to add.

- Take lots of pictures showing your team at work. You can then send photos to your local paper.

Event Follow-up:

This event should motivate people to do more to fight tobacco. Here are a few ideas:

- Design your own ads that look like tobacco advertisements, but that tell the truth about Big Tobacco.
- Contact magazine publishers by phone or by visiting their offices. Voice your concerns and see if you can get them to reject tobacco ads.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the Return to Sender Activity it may target the following guidelines:

- Provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
- Involve parents or families in support of school-based programs to prevent tobacco use.

They Put What in a Cigarette?!

Type of Activity

- Events/Classroom Activities

Target Population

- Adults
- Adolescents 13 to 17 years old
- Children 6 to 12 years old

Goals and Objectives

- Increase tobacco prevention awareness
- Create change in individual behavior
- Create change in community environment

Cost

- Materials: household items

Description

The Campaign for Tobacco-Free Kids, a 501(c)(3) non-profit organization, is a leader in the fight to reduce tobacco use and its devastating consequences in the United States and around the world².

In an effort to assist schools and communities, the Campaign for Tobacco-Free Kids offers resources and materials. The They Put What in a Cigarette?! Activity is featured on the Kick Butts Day website provided by the Campaign for Tobacco-Free Kids³.

There's a lot more than tobacco in cigarettes, spit tobacco and secondhand smoke. There are plenty of chemicals that can also be found in everyday household products. For this activity, you will create a display that tells others about these ingredients and exposes the truth.

Background:

Almost every product has a list of ingredients somewhere on the label. So isn't it strange that there isn't a list of ingredients on a pack of cigarettes? If there were, it would be a really, really long list! Seriously. There are over 4000 chemicals in a single puff of cigarette smoke, and 69 of them are known carcinogens (that means they cause cancer)! No wonder Big Tobacco is ashamed to show what they put in their products. If customers knew the kinds of things they were inhaling every day, they probably wouldn't smoke anymore. It is definitely time to expose the truth behind these ingredients!

Use the list below to explain to people some of the chemicals that are in tobacco products and secondhand smoke:

- Arsenic: used in rat poison and pesticides.
- Acetic Acid: found in vinegar, hair dye, and photo developing fluid.
- Acetone: a main ingredient in paint thinner and finger nail polish remover.
- Ammonia: a typical household cleaning fluid.
- Benzene: found in gasoline.
- Butane: chemical found in lighter fluid, pesticides and paints.
- Cadmium: found in batteries and artists' paints.
- Carbon Monoxide: a poisonous gas found in car exhaust, as well as from other sources.
- DDT: a chemical formerly used as an insecticide.
- Formaldehyde: used to embalm dead bodies. This embalming fluid is often used to preserve small animals in biology classes, so check with your science teacher to find this one.
- Hydrazine: used in rocket fuels.
- Hydrogen Cyanide: used as a poison in gas chambers and chemical weapons.

- Lead: a toxic metal that used to be found in some paints.
- Naphthalene: used in mothballs and some paints.
- Nitrobenzene: used as a solvent in petroleum refining.
- Phenol: used in disinfectants and plastics
- Polonium-210: a highly radioactive element
- Stearic acid: found in candles

So now that you know all the nasty things mixed into cigarettes, spit tobacco and secondhand smoke, what can you do? Tell everyone else!

3-4 Weeks Before Event:

- Reserve a spot at a community event such as a local festival, county fair, school health day, etc., or schedule a presentation in class or at a school assembly to showcase your display.

1 to 2 Weeks Before Event:

- Recruit volunteers to help gather supplies for the display and participate in the activity.
- Study the list of ingredients in the Kick Butts Day guide and notice the household products that include these ingredients. Search for these products in your house and make sure it is okay to use them in our activity. Keep in mind that you can use an empty container, too. If you can't find the products in your house, ask a neighbor or friend if you can borrow theirs for the activity.
- If supplies still cannot be found, buy a few things at the local hardware or grocery store.
- Make sure you keep these products tightly sealed at all times. After the event return them to where you borrowed them.

Day of Event:

- Explain each product to your audience, including the chemicals in it that are also in tobacco products. If you are at a health fair or similar event, set the products on a table with a list of other ingredients that can be found in cigarettes.
- Be prepared to answer questions and back up your research.
- Point out that the label on many of the products has a distinct warning that advises emergency assistance if the product somehow enters the body.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the They Put What in a Cigarette?! Activity it may target the following guidelines:

- Provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
- Provide tobacco-use prevention education in kindergarten through 12th grade; this instruction should be especially intensive in junior high or middle school and should be reinforced in high school.
- Involve parents or families in support of school-based programs to prevent tobacco use.

Tobacco Facts Scavenger Hunt or Trivia

Type of Activity

- Events/Classroom Activities

Target Population

- Adolescents 13 to 17 years old
- Children 6 to 12 years old

Goals and Objectives

- Increase tobacco prevention awareness

Cost

- Materials: depending on your choice of event, you may need poster board, a table, game boards, markers, or items to give away as prizes

Description

Get everyone in your group or school familiar with tobacco facts with this fun activity.

Day of Event

- Set up your game. Your game could be similar to Jeopardy or perhaps Trivial Pursuit. Or maybe a scavenger hunt, with tobacco-related clues for objects to be found.
- For a Jeopardy game, create a large board with different categories and point values. Write your questions on the back of the point values. A participant will then pick a category and point value and have to answer the question on the back of the card.
- For a Trivial Pursuit game, use the Trivial Pursuit game board, but make your own tobacco-related questions. Play with teams or as individuals.
- For the scavenger hunt, find ways to relate tobacco facts you have found with items the participants can find. Give a time limit, and the first person back with the most items wins.
- Distribute prizes and awards at the end of the event.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the Tobacco Facts Scavenger Hunt or Trivia Activity, it may target the following guidelines:

- provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
- provide tobacco-use prevention education in kindergarten through 12th grade.

Wall of Shame

Type of Activity

- Events/Classroom Activities

Target Population

- Adolescents 13 to 17 years old

Goals and Objectives

- Increase tobacco prevention awareness

Cost

- Materials: tobacco advertisements and markers

Description

Here's an activity that will open students' eyes to the tobacco industry. It's also a great way to get some more friends involved in the fight. Try creating a Wall of Shame in your school. A Wall of Shame is a hallway plastered with tobacco ads. When students walk through the hallway and see all the tobacco ads with their lies, they'll see how the tobacco industry has been targeting them and want to find out more information.

Before You Start:

- Get permission from your school to do the Wall of Shame.
- Work with the school to select the right hallway, keeping traffic in mind (i.e. don't choose a hallway that leads to the janitor's closet or a wall that's all lockers – then you won't have much space to put up the ads).
- Assure the school that you will clean up all of the ads at the end of the event and only use tape that does not ruin the school's paint. Scotch tape or masking tape are your best bets.

2 Weeks Before Event:

- Collect the ads. Organize a search party to collect ads and write the one-liners. If you want to collect even more ads, try having a Rip It Out contest at your school. Give away cool prizes like gift certificates to a music store for the person, class, or homeroom that brings in the most tobacco ads.
- Use the school paper, clubs, and morning announcements to promote the contest.
- Set up a tobacco ad collection table. To make this easier on everyone, you may want to set up a table in a visible area before and after school. Be sure that you've told everyone when and where you'll be collecting.
- If you're awarding prizes in exchange for a certain number of ads, be sure to have them on hand.
- You can also have a contest to find the best one-liners about the tobacco industry to plaster on the ads.
- Here are some sample one-liners to get you started: "The Tobacco Industry says that they aren't targeting teens with their deadly product, so why did we find so many of their ads in the magazines that we read?" "How many tobacco advertising executives does it take to sell a deadly product?" "What are they selling here . . . a product or the promise of popularity and success?" "Be honest, Big Tobacco."

1 Week Before Event:

- Keep collecting the ads.
- Design a palm card or flier to pass out in the Wall of Shame the day of the event. Try something like, "If you don't think that a big target on your back goes with the rest of your outfit, check out www.fightwithfact.com to see how you can quit being a target for the tobacco industry."

- Make a Wall of Shame banner to spread the word about your action.
- But don't stop there! Shake your classmates out of their school daze by parodying tobacco ads in the Wall of Shame hallway.
- Get a group of friends together who are into theater and create a tobacco parody skit they can do in front of the Wall of Shame. This is a great way to show how ridiculous the ads can be.

Day Before or Day of Event:

Be sure you have all the supplies you need. Here is a list to get you started:

- Tape (that won't ruin the paint)
- Poster board (for those thought-provoking statements)
- Markers
- Palm cards
- Wall of Shame banner
- Friends to help hang the ads
- School permission for the Wall of Shame

Day of Event

- Get to school as soon as the doors are unlocked or set up the Wall of Shame the night before.
- Promote the Wall of Shame on the morning announcements.
- Enjoy a successful event that's sure to make a lot of people think twice next time they see a tobacco ad.
- One more idea: Have a section of the Wall of Shame designated for your classmates to write their thoughts about the ads and the tobacco industry. You can use plain white poster board or banner paper.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the Wall of Shame Activity, it may target the following guidelines:

- provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
- provide tobacco-use prevention education in kindergarten through 12th grade.
- involve parents or families in support of school-based programs to prevent tobacco use.

World No Tobacco Day

Type of Activity

- Events/Classroom Activities

Target Population

- Adults
- Adolescents 13 to 17 years old
- Children 6 to 12 years old

Goals and Objectives

- Increase tobacco prevention awareness
- Create change in individual behavior
- Create change in community environment

Cost

- Varies

Description

The American Lung Association (ALA) joins the World Health Organization (WHO) in celebrating World No Tobacco Day each year in order to highlight the global impact of tobacco on public health. ALA provides information and resources for promoting World No Tobacco Day at the community level.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the World No Tobacco Day Activity it may target the following guidelines:

- Provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
- Provide tobacco-use prevention education in kindergarten through 12th grade; this instruction should be especially intensive in junior high or middle school and should be reinforced in high school.
- Involve parents or families in support of school-based programs to prevent tobacco use.
- Support cessation efforts among students and all school staff who use tobacco.

Tobacco-Free Policy Awareness

Type of Activity

- Policy Enforcement

Target Population

- Adults
- Adolescents 13 to 17 years old
- Children 8 to 12 years old

Goals and Objectives

- Increase tobacco prevention awareness
- Increase awareness of school's tobacco-free grounds policy

Cost

- Materials: T-shirts, paper, time, and commitment

Description

These are multiple activities that can be done to promote the school's tobacco-free policy.

- Have T-shirts printed in school colors for students. Have an image of the school mascot on the front of the T-shirt and a picture of a tobacco-free zone sign on the back. Give a T-shirt to every student.
- Tobacco-free policy awareness is key in enforcing a tobacco-free grounds policy. For most schools, sporting events and school activities serve as the most difficult venue in which to enforce policy. During breaks, time outs, half times, etc., have an announcer or host announce the school's tobacco-free grounds policy and ask for the audience's cooperation with the policy.
- Print the tobacco-free grounds policy in an activity program or roster. Along with the printed policy, ask for the public's cooperation. To make the policy more "eye-catching," have a tobacco prevention image or cartoon next to the policy.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the Tobacco-Free Policy Awareness Activity, it may target the following guidelines:

- develop and enforce a school policy on tobacco use.
- provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
- provide tobacco-use prevention education in kindergarten through 12th grade.
- involve parents or families in support of school-based programs to prevent tobacco use.
- support cessation efforts among students and all school staff who use tobacco.

Tobacco-Free Policy Awareness Cards

Type of Activity

- Policy Enforcement

Target Population

- Adults
- Adolescents 13 to 17 years old
- Children 8 to 12 years old

Goals and Objectives

- Increase tobacco prevention awareness
- Increase school's tobacco policy awareness and adherence

Cost

- Materials: business card paper, computer, printer, or funds to get cards made

Description

This project allows schools to make their tobacco-free policy better known within their community. One side of the business card states the school's current tobacco-free grounds policy and the other gives anti-tobacco facts or local cessation information. These cards can be handed out by students, teachers, and active community members at sporting events and school activities, or can be given to individuals violating the tobacco-free grounds policy.

Schools can have a contest that allows the students to create business cards which the student body then votes on. The best one or two are printed and used throughout the school year. Or school personnel can develop the business cards stating cold hard anti-tobacco facts on one side and the school's tobacco-free grounds policy on the other side. Hand these out freely and generously in order to create awareness about the school's seriousness in enforcing their tobacco-free policy.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the Tobacco-Free Policy Awareness Cards Activity, it may target the following guidelines:

- develop and enforce a school policy on tobacco use.
- provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
- provide tobacco-use prevention education in kindergarten through 12th grade.
- involve parents or families in support of school-based programs to prevent tobacco use.
- support cessation efforts among students and all school staff who use tobacco.

Tobacco-Free Policy Popcorn Bags

Type of Activity

- Policy Enforcement

Target Population

- Adults
- Adolescents 13 to 17 years old
- Children 8 to 12 years old

Goals and Objectives

- Increase tobacco prevention awareness

Cost

- Materials: small paper bags and rubber stamps with a tobacco prevention message

Description

Popcorn is a concession food that is popular to many at sporting events in K-12 school districts. The school can have their popcorn bags printed with a tobacco prevention message/picture and local cessation information. Local printers may be able to print the bags for the school; however, there are other options if that is not possible.

For example:

- The school can have a rubber stamp made with a tobacco prevention message and picture on it. The stamp then could be used to stamp all popcorn bags for the sporting event.
- Another option would be to have the school's elementary students decorate the popcorn bags with a tobacco prevention message.

Schools can use the popcorn bags for events other than sporting activities. They can be used for drama performances, band concerts, parent/teacher conferences, etc. Slogans or prevention messages can be changed to make the message appropriate for the event.

CDC Guidelines for School Health Programs to Prevent Tobacco Use and Addiction

The CDC has seven guidelines that are effective in preventing tobacco use among youth¹. Depending on the context of the Tobacco-Free Policy Popcorn Bags Activity, it may target the following guidelines:

- develop and enforce a school policy on tobacco use.
- provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use and refusal skills.
- provide tobacco-use prevention education in kindergarten through 12th grade.
- involve parents or families in support of school-based programs to prevent tobacco use.
- support cessation efforts among students and all school staff who use tobacco.

References

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