

# Grant Fundable Activities

## 2023-2024

Activities listed below come from the South Dakota Tobacco Control Program's (SD-TCP) toolkit that is currently being updated for online use. At the end of each section, a list of activity ideas past grantees have completed with SD-TCP funding, but do not have instructions has been included for more ideas. If you would like to learn more, contact Hilary Larsen at [Hilary.Larsen@state.sd.us](mailto:Hilary.Larsen@state.sd.us).

### They Put What in a Cigarette?

#### **Prevention**

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

**Audience:** Any age, however younger youth will need to be supervised

**Product(s) Related:** Cigarettes

**Estimated Cost (if known):** If you can't find any of the ingredients, you may want to buy them. Keep it within a small budget, preferably under \$20.

**Materials:** As many household items as you can find (5 to 15 items will suffice.) See below for details.

**Timeline:** Prep is 3-4 weeks

**Description:** 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 7,000 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 everyday, they probably wouldn't smoke anymore. It is definitely time to expose the truth behind these ingredients! You can check this site for a more complete list of cigarette ingredients and their alternative uses.

Use the list below to explain 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 fingernail 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 artist's 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 fuel
- 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

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

**Day of event:** Set up your materials. These should be household products that you have found contain the ingredients from the list on the left side of the page. You should have collected these from your house, from friends and/or neighbors. Keep in mind that you can use an empty container too (since all you really need is the ingredients list!).

Keep these products tightly sealed at all times. After the event, return them to the people who let you borrow them.

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. Most of the items are things you find in your house, so it shouldn't be too hard to describe them.

Point out that the labels on many of the products have distinct warnings that advise emergency assistance if the product somehow enters the body. Isn't it odd that these poisonous ingredients are inhaled by smokers, ingested by tobacco users and inhaled by those exposed to secondhand smoke every day?

## King of Death

### **Prevention**

**Summary:** This demonstration provides an auditory (listening) learning experience for the audience. It demonstrates how deadly tobacco use is compared to other substances that are abused.

**Audience:** All ages

**Product(s) Related:** Cigarette & E-Cigarette

**Estimated Cost (if known):** \$10-30

**Materials:** 2,156 popcorn kernels, 6 metal buckets or coffee cans, 6 closeable bags for counted popcorn kernels

**Timeline:** Prep: less than a week; Activity time: 10-15 minutes

**Description:** There is always a lot of talk about how many people are killed by drunk drivers or how drugs can kill you. However, the reality is that smoking kills more Americans than any other cause of death. Smoking kills more Americans than traffic accidents, illegal drug use, fires, murder, suicide, and AIDS combined. Yet even with these overwhelming statistics cigarettes are legal, and therefore their use promoted, in the United States. We have also seen that whenever laws are written to limit their use, a cry of protest is heard from across the county. With health care concerns growing and health care costs soaring, one would think that the number one preventable cause of death would be more effectively addressed. This activity will help make children and youth more aware of the magnitude of the smoking problem. The numbers of deaths per year were taken from statistics provided by the Centers of Disease Control and Prevention, the National Highway Traffic Safety Administration, the National Center for Health Statistics, FBI Uniform Crime Reports and the National Safety Council.

The demonstration consists of pouring popcorn kernels into a metal bucket. Each kernel will represent one death that happened that day due to the particular cause of death. You will need to count out the kernels and put them into containers before you begin the demonstration. You can use the sandwich bags to hold the kernels. Once you have counted the kernels by category; 36 – AIDS, 125 - Motor Vehicle Accidents, 185 - Suicide and Murders, 250 - Unintentional Drug Overdose, 260 - Excessive Alcohol Use, 1300 - Tobacco Use, you are ready for the demonstration. Place the metal buckets on the table. Have the students close their eyes. Explain that you are going to pour popcorn kernels into the bucket. Each kernel they hear land will represent one person that dies each day of the year due to various causes. Then explain that the first one they will hear is how many people will die today due to AIDS. Then pour the 36 kernels into the container slowly enough that they can hear the individual kernels hitting the metal. After you finish pouring out each container, tell the total number of deaths that will happen that day which were caused by that method. Continue this same process for each of the other categories. The sound of all those popcorn kernels hitting the container is very effective in getting the point across that smoking kills more people per day than any other cause of death.

Discussion Ideas:

- “What” Questions
  - Did anyone try to count the BBs as they were falling? How easy was it to do that?
  - Did the number for any of the causes of death surprise you?
  - What were you thinking as the sound for smoking was happening?
  - How many of you knew that smoking was the leading cause of death per year?
- “So What” Questions
  - What does this activity tell you about smoking?
  - Why do people start smoking?
  - Why do you think smokers keep smoking even after they are told that cigarettes can kill them?
  - How do people try to influence someone to try smoking?

- How do the cigarette companies try to get people to start smoking?
- How easy is it to stop smoking once you have started?
- “Now What” Questions
  - What is the best way to be sure that you don’t die from smoking?
  - What are some ways that you can say “NO” when asked to try smoking?
  - How can you help a friend not smoke?

**How to Modify (if applicable):** E-Cigarette stats to include in or after presentation

## Cups in a Fence

### Prevention

**Summary:** Get the message out there clearly and simply –tobacco is bad stuff! Say it loud, say it proud – say it with cups! A chain link fence consists of cups placed in a chain link fence that spell out a message in large letters. Whatever you decide, make sure to get permission from the appropriate adults, business or school.

**Audience:** All Ages

**Product(s) Related:** All Tobacco

**Estimated Cost (if known):** \$10-100 depending on design of cups

**Materials:** plastic cups or put in cups

**Timeline:** 1 day – 1 week

### Description:

- 1 Week Before Event: Find a fence on school property that is visible to many people every day. For example, pick a chain link fence that is around a sports field right before a big game. The more people that see this display, the better! Get permission.
- 1 Day Before Event: Plan your message – keep it short. It’s like you are making a billboard. Just a few punchy, powerful words! Sample messages include “Tobacco Lies” or “Big Tobacco Targets Youth” or “Tobacco- Rethink It.”
- Day of Event
  - Write out your message by putting plastic cups through the holes in the fence. Put up your message when there are not many people around campus.
  - Don’t forget to take pictures of your billboard. Post it on your social media!

## Kick the Can

### Prevention

**Summary:** This activity gives insight into what is in smokeless tobacco. Using a blender and various basic ingredients, educate your audience on what smokeless tobacco contains and its dangers.

**Audience:** Elementary, Middle, High School

**Product(s) Related:** Smokeless Tobacco

**Estimated Cost (if known):** \$10-20

**Materials:** water, 7-up or Sprite, brown sugar, silver sprinkles, beef jerky, blender, empty smokeless tobacco container, table, signs, extension cord if needed

**Timeline:** 2-3 weeks

**Description:**

*Note: Smokeless tobacco goes by many names such as chew, spit, dip, snuff, etc.*

Create your own smokeless tobacco ingredients display to present to members of your community the many harmful ingredients found in smokeless tobacco.

Here are just a few of the chemicals found in smokeless tobacco:

- Polonium 210 – radioactive compound
- N-Nitrosamines – cancer-causing
- Formaldehyde – embalming fluid
- Nicotine – addictive drug
- Cadmium – used in car batteries
- Cyanide – poison
- Arsenic – poison
- Benzene – petroleum product used to make DDT
- Lead – nerve poison

**Day of the Event:**

- Set-up your table with the following household items in containers labeled as the chemicals that can be found in spit tobacco.
- Formaldehyde – water
- Benzene – 7-up
- Arsenic – brown sugar
- Lead – silver sprinkles
- Tobacco Leaves – shredded beef jerky

Begin your presentation. It should be about a 3-5 minutes long. Describe each ingredient and its harmful effects as you place it in the blender. Once you have added all of the ingredients put your homemade “smokeless tobacco” into a container and show it to your audience. Include the facts about the number of smokeless tobacco users in your community. Answer any questions.

Ideally this presentation would be done many times throughout the day.

## Pledge Wall

### **Prevention /Cessation**

**Summary:** Are you sick of Big Tobacco's lies and manipulation? Get your thoughts out on paper... lots of paper! Create a long paper banner and cover it with anti-tobacco pledges. A variation on this is to make the wall an opportunity for students to show support for a tobacco-free campus policy.

**Audience:** All ages

**Product(s) Related:** All tobacco products

**Estimated Cost (if known):** \$10-60

**Materials:** Long poster paper roll or banner paper, markers, tape (check to make sure your building doesn't have restrictions on the type of tape you use)

**Timeline:** 2-3 weeks

### **Description:**

Do you have a parent, grandparent, friend or other loved one who smokes or chews tobacco? You can use the Pledge Wall during Taking Down Tobacco Day as an opportunity to help them quit. You can organize a pledge wall at your school or community center for people to pledge to help their loved ones quit or to encourage those who use tobacco to quit. Or better yet use the pledge wall as a way for youth to pledge to be tobacco free!

Are you sick of Big Tobacco's lies and manipulation? Get your thoughts out on paper...a lot of paper! Create a long paper wall and cover it with anti-tobacco pledges.

### **Day of Event:**

- Set up materials such as markers or other art supplies, pledge cards.
- On the Pledge Wall write a large phrase such as, "Hello, Big Tobacco from the Youth of (insert your town/group here)!"
- Provide instructions on what you want people to write on the wall. For the Pledge Wall instruct participants to fill out the pledge cards you provide and attach them to the wall. Consider collecting pledges before the actual event. Encourage everyone at your school or community center to sign the Pledge Wall if they know someone who uses tobacco and are ready to help him or her quit. You can also use the Pledge Wall to have youth pledge that they will not use tobacco.
- During your event, have people hand out flyers and other information about resources for those looking to quit.
- At the end of the day, present the finished product to your audience and participants.

- Take lots of pictures and pass them on to your local paper to let others know about your efforts. You can also post them on your social media!

**Follow-Up Ideas:**

- Don't throw away your wall. Instead, carefully take the papers off of the wall, and arrange to present it to your elected officials. If you can't present the actual wall take a lot of photos and send the photos and a description of your event to them. You may also be able to keep the wall up in your school or community center for the whole month of Taking Down Tobacco Day, to serve as a constant reminder of the dangers of tobacco use.

## Real Truths of Tobacco Ads

*(Formerly known as Lights, Camera, Action!)*

**Prevention**

**Summary:** This is a peer education opportunity where older youth educate younger children about how the tobacco industry manipulates young people through advertisements and other promotions. This activity will allow teens to provide education while the kids are 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 are ready to start planning your presentation.

**Audience:** Elementary, Middle, High School

**Product(s) Related:** All tobacco products

**Estimated Cost (if known):** \$10-\$70 depending on number of students

**Materials:** Tobacco advertisements from magazines or website: [Trinkets & Trash \(trinketsandtrash.org\)](http://Trinkets & Trash (trinketsandtrash.org))

Poster paper, markers or crayons for younger students, timer (on a phone or watch)

**Timeline:** Prep time 2-3 weeks before event

**Description:**

**2-3 Weeks Before Event**

- Arrange with the class or group the date and time for your presentation.
- Find out the following:
  - What age is your audience?
  - What do they already know about tobacco?
  - What do you want them to know following your presentation?
- Younger kids: Health messages are okay
- Older kids: Focus on what the tobacco industry does to attract teens

- Gather tobacco magazine advertisements or other props you will need for your presentation. Ask your parents or other adults for ads from magazines that they subscribe to or get ads from old magazines at your school or library – just remember to get permission first!

### **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 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 (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 presentation, encourage discussion, and have fun!

**How to Modify (if applicable):** Students could create a poster rather than act out a skit to show the real truths about tobacco advertising in a classroom setting.

- Each group of 3-5 students would receive a large poster paper and markers or crayons.
- Distribute tobacco advertisements typically 4-5 and the group chooses the ad they want to tell the real truth about. This would include examples: smoking actually causes wrinkles, bad breath, and yellow teeth).
- They would use the poster paper to create real truths about the ad they chose and draw them on the paper relating to the ad.

- The following questions could be given to the students for discussion while creating the poster and talking points during the presentation.
  - What does the warning label say?
  - Where are the tobacco products in this picture?
  - Who do you think this ad would appeal to?
  - What words are used to describe the product? Do you think they are a true reflection of the product?
  - What image do the models project?
  - What do you think is the story being told in this ad?
  - What impact do you think the warnings on products and ads have on tobacco users? Non-Users?
- Give the students between 15 and 20 minutes to complete their poster and give them time updates when they have 5 minutes left.
- Tell the students they will need someone to volunteer to describe the poster and ad chosen another student as well to hang onto it and answer any questions from the group about their changes from the original ad chosen.
- Reassemble into the large group to present the posters.
- Before presentations begin, make sure everyone sits and directs their attention to the front.
- Have fun being creative and learning something new.

## Straw (Emphysema) Activity

### Prevention

**Summary:** This demonstration helps participants understand the struggle that people with emphysema have with breathing.

**Audience:** Elementary, Middle, High School

**Product(s) Related:** Cigarettes & E-Cigarettes

**Estimated Cost (if known):** Less than \$10

**Materials:** Straws (Coffee stir straws or soda straws)

**Timeline:** 10-15 minutes during the activity

### Description:

- First, ask if anyone in the room has asthma. Tell them that they do not need to participate in this activity because they already know what it is like to struggle to breathe. You also don't want to trigger an asthma attack.
- Explain to the students that you are going to hand each person a straw. They should just hold onto the straw and not put it in their mouth.
- Give them directions first before they start to do the activity:

- When you say “Go” the audience is supposed to run in place until you say “Stop.” You can also ask them to sing a short song, like “Happy Birthday” while they are running.
- When you say “Stop,” the audience is supposed to stop running, place the straw in their mouth, plug their nose and try to breathe just through the straw.
- Explain that they will only be asked to do this for about 10-15 seconds and that if they feel light headed or dizzy, they can take the straw out and breathe normally.
- Conduct the activity.
- Collect the straws and discard them into the garbage or have students throw them away.
- Ask the students to share how they felt while breathing through a straw.
- Explain that this is how a person with emphysema or COPD breathes all of the time. Explain what emphysema is if the activity is performed with younger students. Use displays if applicable.
- Explain about e-cigarette lung conditions such as E-cigarette or Vaping Product Use Associated Lung Injury (EVALI), Popcorn lung. Information below in resources.
- Ask the students how they felt while breathing without the straw vs. with the straw. Ask them what it would be like to participate in their favorite activities if they could only breath like they did with the straw.
- Finish this activity by stating that 90 percent of the people who have emphysema got it as a result of smoking commercial cigarettes. Most of them probably did not realize the danger or addictive nature of commercial tobacco. Let’s keep other people from suffering through this disease – don’t ever begin to smoke.

*Note: If a student has respiratory issues such as asthma, ask them if they feel comfortable doing this activity. If so, let them know to stop if starting to experience symptoms.*

**How to Modify (if applicable):** If you do not have straws available for the students, ask them to only breath through one nostril after they have run in place by closing one nostril with their finger.

## Cost of Tobacco Use: You’re Paying How Much?

### **Prevention**

**Summary:** Everyone knows that paying for cigarettes can add up. As tobacco products get more and more expensive, people’s money is going up in smoke or out in spit! This activity raises awareness that smoking not only costs you your health, but also hurts your wallet!

**Audience:** Elementary, Middle, High School

**Product(s) Related:** All tobacco products

**Estimated Cost (if known):** Less than \$15

**Materials:** Poster paper, calculators, pens and markers

**Timeline:** 30 minutes

**Description:**

- Do your research: You need accurate information, so find out what the average price of a pack of cigarettes, tin of chew, or other tobacco product is in your community.
- Add it up: Figure out how much it would cost someone to use their tobacco products every day. For instance, smoking a pack-a-day for one week, one month, one year, or longer! For example, if a pack of cigarettes costs \$5, that comes to \$1,825 a year!
- Spread the word: Now that you know how much tobacco users spend on products, find a creative way to spread your message. You could include ideas for what that money could buy instead (like movie tickets). Make posters or flyers to hand out in your school or community. Get permission, if you need, from an appropriate adult.

## Cigarette Butt Clean-Up

(Also Known as Bag o' Butts for Tobacco-Free Parks or Schools)

### Prevention

**Summary:** 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.

**Audience:** Middle School – Adults/Community Members

**Product(s) Related:** All Tobacco Products (Primarily known for cigarettes)

**Estimated Cost (if known):** \$30

**Materials:** Gloves and Garbage Bags

**Timeline:** 4 weeks for media and planning; 1 hour to 1 day for actual event.

### Description:

#### 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 and VIPs and the media to the clean-up, and invite them to get their hands dirty!
- Hand out flyers 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 cigarette butts in 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.

**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 and announce how many cigarette butts were picked up.

**Ways to Incorporate Policy into Your Event:**

- Once you've collected the cigarette butts, tell the public, the press and your public officials. This is a great way to generate interest and support for a tobacco-free parks and playgrounds ordinance in your community or a statewide clean indoor air law!
- You can send out a press release with your findings and your policy request (such as a statewide clean indoor air law). You can also share your findings on Facebook and Twitter!
- Set up meetings with your lawmakers to share the results of your cigarette butt clean-up and encourage them to install more garbage cans/disposals throughout the city, or make more places smoke-free!

## Door Decorating Contest

**Prevention / Cessation**

**Summary:** Bring awareness of the dangers of tobacco use, e-cigarettes, spit tobacco and the South Dakota QuitLine.

**Audience:** Elementary, Middle, High School

**Product(s) Related:** All tobacco products

**Estimated Cost (if known):** May vary depending on materials and prizes

**Materials:** Posters, colored paper, markers, other craft supplies

**Timeline:** 1-2 week prep time

**Description:** Get your entire school involved by challenging all of the classrooms to decorate their doors with a tobacco use prevention theme. At the end of the contest, select students or teachers to judge the doors. Award prizes to different categories, such as the most creative or the strongest message.

**2 weeks before the event:**

- Publicize contest. Develop flyers to let classes know about it (theme, rules, prizes).
- Make frequent announcements about the contest on the school's PA system.
- Recruit judges.

**Day of the event:**

- Make sure all participants have their doors decorated.
- Have judges review participants' doors and determine winners.
- Announce winners over PA system as well as at any related event (school assembly, etc.)

**How to Modify (if applicable):** This could be done at any time of year but would be especially good tied to Taking Down Tobacco Day (March/April) or the Great American Smokeout (November). You can also choose to make it about prevention, cessation, or BOTH!

## Earth Day: Keep it Clean & Green (April)

### **Prevention/Cessation**

**Summary:** Participants can show their creativity and paint a mural on a canvas to demonstrate tobacco use, cigarette litter, and secondhand smoke on the planet.

**Audience:** All Ages

**Product(s) Related:** All tobacco products

**Estimated Cost (if known):** \$0-50 pending supplies/materials

**Materials:** Large canvas for painting, Art supplies (paints, brushes, etc.), Pledges (smoke-free home, car, no littering), Information on secondhand smoke and cessation.

**Timeline:** Earth Day is celebrated annually on April 22<sup>nd</sup>. Prep starts 2-3 months before.

**Description:** Since a clean and healthy planet is the focus of Earth Day, this is a great time to focus on clearing the air of secondhand smoke. Environmental organizations and other community groups frequently have Earth Day events and this activity can be an important part of a community event. Give Earth Day Festival participants a chance to show their creativity and paint a mural on canvas to demonstrate the impact of tobacco use, cigarette litter, and secondhand smoke on the planet. This activity can be done in conjunction with a school group or other youth group.

#### **Two to three months before the event:**

- Contact local environmental organizations to see if they are planning an Earth Day Festival. Community college or college campuses frequently have such events. Register to have a table at the event.

#### **Three weeks before the event:**

- Confirm arrangements for table. Schedule volunteers to work the event.
- Purchase or locate art supplies and canvas. Canvas will need to be free-standing or stretched between two study poles.
- Order materials for the event (QuitLine materials, smoke-free home and car pledges, etc.)

#### **One week before event:**

- Confirm volunteers
- Check out location to make sure the canvas will work in the location.

**Day of the event:**

- Arrive to set up table at least one hour early to secure the canvas in a sturdy location.

**How to Modify (if applicable):** This event could be modified to be done in a school or community organization setting in common areas. You could also do individual canvas or paint on window or paper. Paint could also be replaced with markers, crayons, etc.

## New Year, New You! QuitLine Promotion

**Cessation**

**Summary:** Media and exposure of the South Dakota QuitLine will be increased to encourage and help support people’s efforts to quit.

**Audience:** Middle school, high school, post-secondary, community

**Product(s) Related:** All tobacco products

**Estimated Cost (if known):** \$0 if using South Dakota Department of Health materials

**Materials:** SD QuitLine promotional materials such as magnets, brochures, business cards, posters which are available to order here [SD Department of Health - Educational Materials Catalog](#)

**Description:** The first of the year is a traditional time for people to resolve to stop smoking. Unlike so many previous efforts to quit, this year can be the year to succeed as a result of the South Dakota QuitLine. Getting a lot of information out to communities before the end of the year and during January is critical to help support efforts to quit.

**2-3 Months Prior:**

- Identify local community members (adults and youth) who have quit using tobacco and/or nicotine. Contact them to see if they would be willing to be identified to help promote quitting for New Year’s.
- Contact your local newspaper to see if they would write a story on a local quitter to highlight a New Year’s resolution story. Newspapers are frequently short-staffed around the holidays, and they would welcome the opportunity to develop a local story early.  
Three weeks before the event:
- Make sure that SD QuitLine promotional materials are everywhere in your community. Good places to have materials are: physicians, dental, and optometry offices, community centers, gym and fitness facilities, grocery stores, gas stations, laundromats, daycare facilities, casinos and bingo halls.
- See if there is going to be a fitness event (run or walk) in your community on New Year’s Day. If so, connect with the planners and provide them with materials.

### **1 Week Before Event:**

- Double check the supply of promotional materials.

### **1 Week – 1 Month After Event:**

- Follow-up with anyone who made a resolution to quit in the same form that you originally promoted the New Year's resolution to quit. For example, if you published an article in the newspaper, run another article to let potential quitters know if they have had slip-ups, it's not too late to try again and be successful. This is also a good time to replenish promotional materials throughout your community.

**How to Modify (if applicable):** This activity could be modified to happen any time of the year or coincide with other tobacco awareness days such as the Great American Smokeout, Take Down Tobacco Day of Action, World No Tobacco Day, etc.

## Other Activities by SD-TCP (Not Toolkit Associated)

List of activity ideas that may be fundable by the SD-TCP, but do not have instructions written. If you would like to learn more, contact Hilary Larsen at [Hilary.Larsen@state.sd.us](mailto:Hilary.Larsen@state.sd.us).

- Promotion the QuitLine program and/or other approved cessation programs as approved by SD-TCP. This may include encouraging the use of text-based and app-based cessation programs, increasing referral education in student health organizations, etc. (Cessation)
- Education on Commercial vs Traditional Tobacco (Prevention/Cessation)
  - Prevention education focusing on commercial tobacco versus traditional tobacco.
  - Cessation education that focuses on the traditional and cultural aspects of traditional tobacco (Cansasa) versus the negative health and cultural influences by commercial tobacco.
- Data collection, evaluation, and dissemination (Prevention/Cessation)
- Multi-Unit Housing Summit/Event (Prevention)
- Policy Support (Technical Assistance, Assessment, Education, and Signage) w/ entities such as K-12 schools, post-Secondary schools, K-12 Extra Curricular Activity Agreements, Multi-Unit Housing, Rodeo, Recreational Areas/Parks, Workplaces, Childcare, Healthcare, Tribal. (Prevention)
- Point of Sale Surveys & Education (Prevention)
- Environmental Observational Scans (Prevention)
- Events for national tobacco awareness days such as:
  - Taking Down Tobacco/Kick Butts Day (March/April)
  - Great American Smokeout (November)
  - Great American Spitout (February)
- Smoke-Free Homes & Car Education

# Grant Fundable Activities with Funding Limitations 2023-2024

## Numbers Campaign

### Prevention

**Summary:** How do you get people to realize just how deadly tobacco use is? The answer: by creating a way to show the “fatal figures” for your state or your community. There are a lot of easy ways to make numbers into something that people will understand. Turn the numbers into what they represent: LIVES.

**Audience:** All ages

**Product(s) Related:** All tobacco products

**Estimated Cost (if known):** Varies depending on campaign

**Materials:** Whatever combination of props works for your event – markers, posters, stickers, flyers, T-shirts, lunch boxes, shoes, etc.

**Timeline:** 6-8 weeks for planning and implementing

### Description:

#### 6-8 Weeks Before the Event

- Determine what statistic you want to use. Will you use the number of deaths every year in South Dakota? The number of Americans that die as a result of tobacco use each year? The number of youth that start smoking each day? The choice is up to you. Make sure you pick a statistic that is big enough to be memorable and have an impact.
- Develop your message – what do you want people to remember about the event and about your number? This key message will be used throughout the event in the things that you say and signs and flyers that you will make.
- Determine how you want to illustrate your statistic. Will it be t-shirts, shoes, lunch boxes...? Be creative! Start collecting the items you will need.
- Talk with the principal to get permission to do this event on the school property

#### 2 Weeks Before the Event

- Design a simple handout (1/2 sheet of paper is best) that contains your key message as well as some kind of graphic that makes people want to read about it.
- Plan how you will set up your props. Identify the exact location(s) and make sure that you have all of the things that you need. Determine how long you will have the display visible (in the morning, before an assembly, at lunch, all day, etc.) If you will have people standing with the props, determine who will be there and when. Also decide whether you will be handing out your flyer at that time.

- Contact your local newspaper to let them know about the event. Ask them to run an announcement before the event. Offer to write an article afterwards and to provide photos.

### **1 Week Before the Event**

- Find ways to post your statistic around your school. Announce your number over the PA system, hand out flyers or stickers with the number on it, hand out posters – whatever you can do to get your message in front of people. Make sure you keep the meaning of the number a secret but tell people you will reveal the number on your chosen day (Great American Smokeout, Take Down Tobacco Day, etc.). This helps build the excitement and anticipation for your event.
- Contact your local radio station to see if a representative from your group can go on the air to talk about what you did at school.
- Consider developing a petition to have available by the display for people to sign in support of a tobacco-free campus.

### **Day of Event**

- Set up the display as soon as you can get on campus (or the night before) so that people will see it when they arrive at school.
- Have people stationed by the display to hand out information from South Dakota QuitLine educational resources
- Take lots of pictures!

### **Follow-Up:**

This event should empower people to get involved in the fight against tobacco. During the event, give people a chance to get more involved and take action on their own. What can people do after the event? Here are a few ideas:

- Create a petition to have a smoke-free campus, community or city if it's not already smoke-free.
- Organize a rally at the center of your school in support of smoke-free policies.
- Have people sign a petition advocating for level or increased funding for state prevention programs, which educate youth, telling them about the dangers of tobacco use.
- Ways to Incorporate Policy into Your Event:
- Youth across the country have been using the Numbers Campaign as a powerful visual to reach the media, public officials and the general public.
- Tie your event to a specific policy request. What do you want your lawmakers to do to decrease the number of people who die in your state from tobacco use?
- Tell the people at your event what they can do to make a difference, whether it is asking them to contact their elected officials or to write a letter to the editor of your local newspaper(s). Make it simple to take action by having a letter template available or a laptop where they can take immediate action.

### **Success Story Example**

In Illinois, members of a high school youth coalition took control of their high school for a day to let their peers know just how deadly tobacco really is. They created 51 body outlines to represent the 51 people who die in Illinois every day from tobacco and hung them up on the walls in common areas of their high school. They also wrote the number "51" on every classroom board and displayed posters with the

number 51 around the school for the entire week. On Kick Butts Day, the students set up a table during lunch to hand out tobacco use prevention information to the students. At the end of the day, they revealed what the number 51 represented.

**Funding Limitations:**

- Funds cannot be used for food or drinks
- Incentive items must come out of ancillary

## Breathe Easy Track Meet

**Prevention /Cessation**

**Summary:** Organize a track meet to show how cigarettes can affect people’s ability to perform well as athletes.

**Audience:** All ages

**Product(s) Related:** All tobacco products

**Estimated Cost (if known):** Dependent on activities selected (\$20-?)

**Materials:** straws, baton or paper towel roll to decorate, paint or markers, measuring stick

**Timeline:** 1 day activity; 1 week to plan

**Description:**

You can either organize a special track meet to educate students about the harms 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 participation 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 the 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 2 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 normal shot put event – everyone is trying to throw the shot put as far as possible. For the distance maker lines you have a variety of options:
  - You can decorate the post 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.
  - Some up with your own ideas!
  - If you don’t have a real shot-put ball, 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 even on the 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. See our Tobacco 101 factsheet and “Big Tobacco’s Global Expansion” in the Introduction section for helpful information.
  - A couple of weeks before the event start making a media contact list and preparing media materials. For additional ideas and advice refer to our media section.

**Funding Limitations:**

- No permanent equipment (e.g., speakers)
- Funds cannot be used for food or drinks
- Incentive items must come out of ancillary

## Guerilla Polling

**Prevention / Cessation**

**Summary:** Polling is a great way to see how a community feels about a certain issue. Unfortunately, large-scale scientific polls can cost thousands of dollars. But this doesn’t mean you can’t conduct an independent, inexpensive poll of your own and still obtain interesting and useful results. Follow these steps to create your own Guerilla Poll.

**Audience:** Middle – Adult (Younger than middle school would need supervision)

**Product(s) Related:** All Tobacco Products

**Estimated Cost (if known):** \$10-30

**Materials:** Paper, writing utensils, computer

**Timeline:** Prep time is 1 week

**Description:**

Design a short questionnaire. It is probably best to limit your questionnaire to 3 questions or fewer. Otherwise, you will have a difficult time convincing people to take your poll.

Here are some examples of questions you could ask:

- What do you think are the dangers of smoking cigarettes?
- Can you name the toxins found in cigarette smoke?
- What percentage of the state's population do you think smokes?
- Do you think cigarettes are addictive?
- How much money do you think the tobacco industry spends?
- Do you think the tobacco industry markets to youth?
- Do you think spit tobacco is addictive?

Create flyers or palm cards containing the true answers to your survey questions to give to participants after they complete your survey.

**Day of the Event**

- Stand in a high traffic location to conduct your poll. This could be a local college campus, the entrance to a store, a healthcare waiting area, or outside a local government building.
- As people walk by, ask them if they will answer a short questionnaire. You might have better luck getting people to agree if you specifically state that there are only 3 questions.
- Write down the participant's answers as they answer the questions. You can also collect some basic demographic information as well, such as their age and gender.
- You can give participants a small prize or have free food or candy at your polling station as an incentive to participate.

**After the Event:**

- Put all of the answers into a spreadsheet so that you can analyze your results. You can then use the results in future events. For example, if 50 percent of the people polled thought spit tobacco is not addictive, you could create a new project to address this deadly misconception. If most people guessed that the tobacco industry spends less than \$10.5 billion a year on advertising to attract new customers, you can create a campaign to expose Big Tobacco's marketing tactics.
- Be sure to publicize the results of your poll. You can even submit your findings to the media in the form of a press release!

# Smoke-Free Film Fest

**Prevention**

January 2023

**Summary:** Hold a movie event for families to come and learn about the dangers of tobacco use while also enjoying a family friendly movie!

**Audience:** All Ages

**Product(s) Related:** All tobacco products

**Estimated Cost (if known):** Varies

**Materials:** Varies on event set up/activities

**Description:**

- Set up an event that has activities and educational stops about the harms of using tobacco. These “pit-stops” can be the walkway to the movie set-up.
- Beforehand the movie begins, be sure to bring to your audience’s attention all of the movies that are geared toward kids that *do* have smoking in them. Discuss how the subtle advertising in tv shows and movies can impact youth’s decision to use tobacco and how common this messaging is. You may consider even putting on a feature presentation, perhaps show clips of the many children’s movies that include smoking, example include *101 Dalmatians*, *Indiana Jones and the Kingdom of the Crystal Skull*, and *Iron Man*.
- Show movie(s) that don’t have any smoking in them.

## Other Activities by SD-TCP (Not Toolkit Associated)

List of activity ideas that may be fundable by the SD-TCP, but do not have instructions written. If you would like to learn more, contact Hilary Larsen at [Hilary.Larsen@state.sd.us](mailto:Hilary.Larsen@state.sd.us).

- Create youth/young adult tobacco coalition (prevention/cessation)
- Digital board messaging (prevention/cessation)
- Photovoice (prevention/cessation)
- Tobacco interventions in athletic environments (Rodeo included) (prevention/cessation)
- Media Educational “Campaigns” – this may include ads for meetings within the community to promote policy, promote change, notify public of an event. Examples include parent night ads, townhall events. (prevention/cessation)
- Coloring contests with education provided (prevention)