

CAMPAIGN  
for  
TOBACCO-FREE  
Kids®

# KICK BUTTS DAY 2012

Stand out.  
Speak up.  
Seize Control  
Against  
Big Tobacco!

03.21.12

[KickButtsDay.org](http://KickButtsDay.org)



Supported by



United Health Foundation®

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# INTRODUCTION

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It's 2012 and Kick Butts Day is back, with new opportunities to take action! In 2011, we celebrated Kick Butts Day with hundreds of events across the country. This year, we are looking forward to an even bigger and better Kick Butts Day. On March 21, 2012, thousands of youth in every state and around the world will **STAND OUT...SPEAK UP...** and **SEIZE CONTROL AGAINST BIG TOBACCO!** As always, you can get involved and use this Activity Guide and [KickButtsDay.org](http://KickButtsDay.org) to plan your 2012 activities and as a year-round resource.

Here's the scoop: Kick Butts Day is the Campaign for Tobacco-Free Kids' annual celebration of youth advocacy, leadership and activism. This year, we've expanded on last year's Kick Butts Day events to make them more awesome! Do you have a favorite event from a few years ago? Don't worry – you can still find all of the old activities on our website at [KickButtsDay.org](http://KickButtsDay.org).

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*This year, KBD is being made possible through the generous support of the United Health Foundation.*



## United Health Foundation

Guided by a passion to help people live healthier lives, United Health Foundation provides helpful information to support decisions that lead to better health outcomes and healthier communities. The Foundation also supports activities that expand access to quality health care services for those in challenging circumstances and partners with others to improve the well-being of communities. Since established by UnitedHealth Group (NYSE: UNH) in 1999 as a not-for-profit, private foundation, the Foundation has committed more than \$187 million to improve health and health care. For more information, visit [www.unitedhealthfoundation.org](http://www.unitedhealthfoundation.org).



\* The Campaign for Tobacco-Free Kids is a 501 (c) 3 organization. Donations are tax-deductible to the full extent of the law. The Campaign for Tobacco-Free Kids is the leading advocacy group solely devoted to protecting children and saving lives from tobacco use.



## WHO ARE WE?

Every year, tobacco use kills more than 400,000 Americans and about five million people worldwide. The Campaign for Tobacco-Free Kids is committed to reducing this deadly toll.

As a leader in the fight to protect children and save lives from tobacco use, the Campaign for Tobacco-Free Kids works hard every day to: 1) prevent kids from starting to smoke, 2) encourage and enable smokers to quit, and 3) protect everyone from secondhand smoke.

Since our founding in 1996, we have waged war against tobacco on these three battlegrounds. And we have made dramatic progress. Since 1997,

- Youth smoking rates have decreased 46 percent.
- Adult smoking rates have decreased 22 percent.
- 29 states and the District of Columbia have strong smoke-free laws.

### But there is still much to do.

- Every day, more than 1,000 kids in the United States become addicted smokers.
- 50,000 Americans die every year from secondhand smoke exposure.

### We know how to win this war.

- Increase the price of tobacco products – when the price goes up, tobacco use goes down.
- Establish strong prevention and cessation programs nationally and in every state.
- Make all workplaces and public places smoke-free.
- Regulate the tobacco industry's deadly products and marketing.

Achieving victory requires determination, perseverance, intelligence and sufficient resources. The tobacco industry spends more than \$10 billion a year to market its deadly and addictive products – much of it aimed at kids. The Campaign for Tobacco-Free Kids is vigilant in exposing their efforts, keeping the pressure on elected officials to protect our children, and educating the public and policy makers about tobacco's costly, deadly toll on human lives and society.

Our continued success toward eliminating tobacco use depends on the generous support of individuals and organizations committed to our cause. The Campaign for Tobacco-Free Kids is a non-profit, publicly-supported charity\* that does not accept government or tobacco industry funding. We rely solely on philanthropic donations from individuals, foundations, companies and other organizations committed to the cause of a tobacco-free life for everyone.

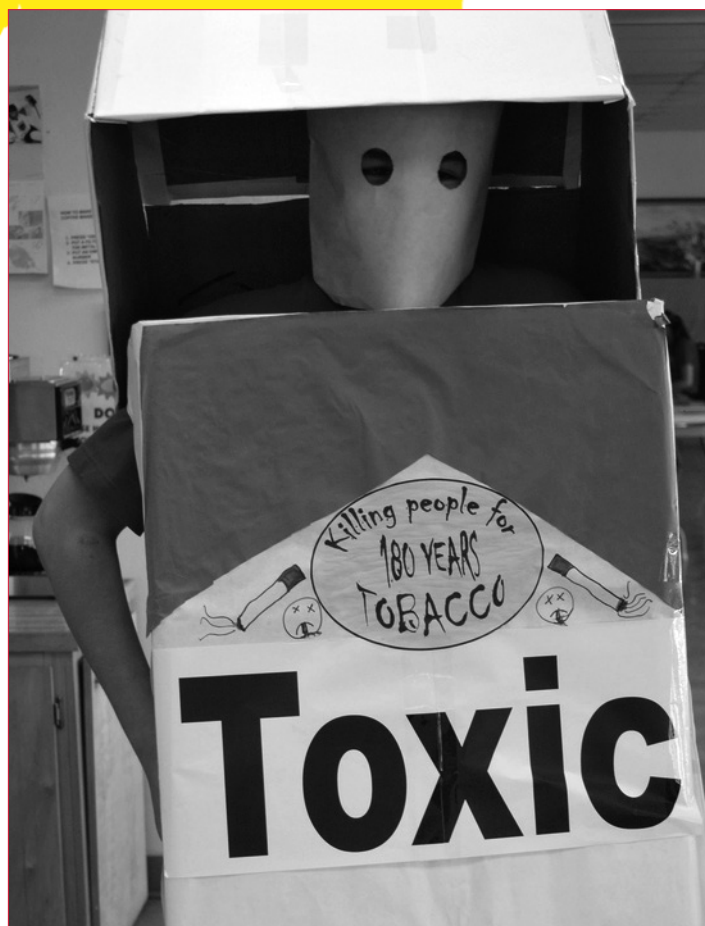
## GET COUNTED!

We know we say this every year, but we'll say it again: **REGISTER YOUR EVENT!** Why? If you don't register, the Kick Butts Day team has no idea you are out there. That means we can't let the media know who you are or where to go to cover your event. The Kick Butts Day media team prepares press releases for each state, as well as a national release. The press relies on this information as it decides which events to cover. So, register your event and make sure your event is counted!

Registering your event is important for another reason – it shows the public, the tobacco control community and public officials why youth empowerment and activism are so important to the fight against Big Tobacco, and the lives lost from tobacco use.

# TABLE OF CONTENTS

<b>GETTING STARTED</b>	4	<b>GETTING NOTICED</b>	61
Kick Butts Day Tips	5	Media 101	62
Expose Big Tobacco	6		
Tobacco 101	7	<b>STAYING INVOLVED</b>	69
Big Tobacco's Global Expansion	12	Empowerment	71
Kicking Butts Online	13	Recruitment	72
		Resources	73
<b>ACTIVITIES</b>	16		
Health Fair	21		
Kicking Butts on Film (...and Radio!)	24		
They put WHAT in a cigarette?!	27		
Numbers Campaign	30		
Pledge/Graffiti/Memorial Wall	32		
Cigarette Butt Clean Up	34		
Airing Out Big Tobacco's Dirty Laundry	36		
Anti-Tobacco Rally	38		
Send a Message to ( )!	41		
Tobacco Puts Your Health in Jeopardy	43		
Guerilla Polling	45		
Contact Your State Legislators	47		
Tobacco Control Compliance Campaign	48		
Girl Talk	49		
Kick Butts Day Proclamation	51		
Quick and Easy	53		
Follow-Up	60		





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GETTING STARTED

# KICK BUTTS DAY TIPS

**Register your event!** Seriously. Registering your event lets our Kick Butts Day team know you're out there. Once you register, we can help you get in touch with local media, tell you about other events in your area and answer any questions you have about Kick Butts Day. Remember, if you don't register, your information will not be included in our Kick Butts Day press releases and other media materials – so register today!

**Plan ahead.** Start recruiting volunteers, gathering supplies and confirming your event location and other details early to make sure you cover everything. See the timeline starting on [page 18](#) for more information.

**Always secure necessary permits.** (This is so important!) Whether it's getting permission from your principal to hold an event at a school assembly or a formal permit from your police department or the city, make sure you have permission to organize your event at whichever location you choose.

**Be polite.** Let's say you're distributing flyers with tobacco facts and industry quotes...be sure not to litter or force your message on others. Hand out flyers to those who want them and spread your message to everyone else with cool posters and banners. And be sure to clean up after your event!

**Don't exclude anyone or any group from your event – especially smokers.** Kick Butts Day is not anti-smokers; it's an opportunity to fight back against the tobacco industry.

**Contact the media.** This can help you spread your message way beyond Kick Butts Day – reaching hundreds, even thousands, of people by making sure the media covers your event. See the Getting Noticed section on [page 61](#) for more details.



## DOCUMENTING YOUR EVENT!

As you're looking through this guide you see great pictures of rallies, smiling youth advocates and visual representations of what Kick Butts Day looks like in communities across the country. These pictures come from your fellow event organizers, and without them, we are unable to show you examples of great Kick Butts Day events, what a good visual looks like, or share what awesome artistic skills young tobacco control advocates possess!

The Kick Butts Day Team needs YOUR help to ensure that your event is documented to share in the future!

### You can do this in several ways:

**Flickr:** [Start a flickr account](#) (through your Yahoo account, or you can create a new one). You can then have event attendees and organizers upload all of their pictures to the [Kick Butts Day 2012 page](#) by adding photos into the "Group Pool." This is really easy, and allows you to also see other event organizers' photos from Kick Butts Day 2012, and may inspire you to try a different event for Kick Butts Day 2013! Please make sure to upload large image files so your event pictures look great in the guide. **A large image file should be at least a one or two megabyte jpg.**

**Email:** Attach pictures (in .jpg format) to an email to [kbdinfo@kickbuttsday.org](mailto:kbdinfo@kickbuttsday.org). If you think the file will be too large, use [YouSendIt](#), or we can help you use another file sharing software. High quality pictures are highly appreciated!

**Facebook:** Share your Facebook album with us from your Kick Butts Day event. You can share it on Kick Butts Day's [Facebook wall](#), or [email us](#) the link to the album.

**Old School:** Mail copies of printed pictures to: Kick Butts Day, 1400 Eye St. NW, Suite 1200, Washington, D.C. 20005.

If you have great VIDEOS....

### Share them with us!

**YouTube:** Send us the YouTube link by posting it to our [Facebook wall](#), or sending it to us at [kbdinfo@kickbuttsday.org](mailto:kbdinfo@kickbuttsday.org).

**Email:** [Send us](#) your videos in .mov, .avi, .wmv or .mpg format!

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# EXPOSE BIG TOBACCO

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Big Tobacco's lies are everywhere. They're in advertising messages like "Be Kool," "Pleasure for Wherever" and "Light and Luscious." They're in the magazines we read, the movies we watch, even the stores where we shop... and they are killing **more than 400,000 Americans every year.**

The tobacco industry addicts more than 1,000 youth every day – and one in three of them will die prematurely because of tobacco use.

So what do the tobacco companies see when they look at teens? They see "replacement customers" for the smokers they kill every day. As a 1981 Philip Morris marketing report noted, "Today's teenager is tomorrow's potential regular customer."

Well, we'll see about that. Today's teens are turning the tables on Big Tobacco by exposing their lies and manipulations. On Kick Butts Day and throughout the year, youth are choosing to STAND OUT... SPEAK UP... and SEIZE CONTROL AGAINST BIG TOBACCO!

Youth are telling the real story about tobacco. They're spreading the word that tobacco use is the number one cause of preventable death and disease in the United States. In fact, tobacco use kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides COMBINED.

Worldwide, **tobacco use kills one person every 6.3 seconds** – that's 570 people every hour and 13,700 every day. In the U.S., that's one dead American every 72 seconds.

Big Tobacco knows people wouldn't buy their deadly products if they told the truth, so they spend more than \$10.5 billion a year on deceptive advertising and marketing. In the two minutes it takes you to brush your teeth, they spend nearly \$40,000. In the hour you spend watching Glee, they spend nearly \$1.2 million targeting you.

Publicly, Big Tobacco denied for years that their products are addictive, but their own documents tell a different story. As early as 1963, Brown & Williamson said (privately, of course), "Nicotine is addictive. We are then in the business of selling nicotine." However, in 1994 [executives from the seven major tobacco companies testified in front of Congress that they did not believe nicotine is addictive \(watch the testimony here!\)](#). That's interesting, eh?! Philip Morris was pretty clear about what they really thought about nicotine back in 1972, "The cigarette should be conceived not as a product, but a package. The product is nicotine. . . think of the cigarette pack as a storage container for a day's supply of nicotine. . . think of the cigarette as a dispenser for a dose unit of nicotine... think of a puff of smoke as the vehicle of nicotine."

Big Tobacco knows nicotine gets and keeps people addicted to their products. And once addicted, people are constantly exposed to all the dangerous chemicals in tobacco. At the 2011 Philip Morris International shareholders meeting, CEO Louis Camilleri stated that "it's not that hard to [quit cigarettes]." How could that be possible, knowing how addictive nicotine is?! **With every puff of a cigarette, a smoker breathes more than 7,000 chemicals** including ammonia (a poisonous gas and a powerful toilet cleaner), arsenic (a potent rat poison), acetone (a poisonous solvent and paint stripper), formaldehyde (used to preserve dead bodies), toluene (a poisonous industrial solvent), polonium-210 (a highly radioactive element) and carbon monoxide (a poisonous gas). Totally disgusting...but totally true!

Now you know the facts. It's time to spread the word and get people excited about creating change! Use this guide as a...well, guide! It has tons of helpful info in it. You can also check out [www.tobaccofreekids.org](http://www.tobaccofreekids.org) to get more OUTRAGEOUS info about Big Tobacco and what young people are doing to fight back!



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# TOBACCO 101

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## GENERAL FACTS

- Each day about 4,000 kids under 18 try smoking for the first time, and another 1,000 kids become new, daily smokers.
- Adult male smokers lose an average of 13 years of life and adult female smokers lose an average of 15 years of life.
- The chemical nicotine - found in cigarettes and other tobacco products - is an addictive drug, which is why it is so hard for people to quit using tobacco once they start.
- Lung cancer, throat cancer, heart disease, stroke and emphysema are just some of the painful, life-threatening diseases linked with smoking. Smoking also is associated with cancers of the mouth, larynx, esophagus, pancreas, cervix, kidney, stomach and bladder.
- Smoking limits the amount of oxygen in the blood, reducing your stamina for sports and other physical activities.
- Smoking turns your teeth and fingernails yellow, and causes premature wrinkling of the skin. It also makes your hair, clothes, and breath smell gross.

## SECONDHAND SMOKE

- Secondhand smoke is a complex mixture of over 7,000 chemicals that are produced by the burning materials of a cigarette.
- Secondhand smoke contains more than 250 chemicals known to be toxic or cancer-causing, including formaldehyde (embalming fluid), arsenic (a potent rat poison), and hydrogen cyanide (used in chemical weapons).
- According to the U.S. Surgeon General, "secondhand smoke exposure causes respiratory symptoms, including cough, phlegm, wheeze, and breathlessness, among school-aged children."
- Secondhand smoke exposure is a known cause of lung cancer, heart disease, and respiratory problems, as well as other health problems.
- Exposure to secondhand smoke results in almost 50,000 deaths a year in the United States and causes over 1 million illnesses in children. Worldwide, secondhand smoke kills 600,000 people per year.





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## FDA (FOOD AND DRUG ADMINISTRATION) REGULATION OF TOBACCO PRODUCTS

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On June 22, 2009, President Obama signed the Family Smoking Prevention and Tobacco Control Act, which gives the U.S. Food and Drug Administration the authority to regulate the manufacturing, marketing and sale of tobacco products.

### **The law does a whole lot of things and here are some of the most important:**

- Restricts tobacco marketing and sales to youth:
  - Bans all remaining tobacco-brand sponsorships of sports and entertainment events;
  - Bans free giveaways of any non-tobacco items with the purchase of a tobacco product or in exchange for coupons or proof of purchase;
  - Bans outdoor advertising near schools and playgrounds after further FDA review;
  - Restricts vending machines and self-service displays to adult-only facilities.
- Grants the FDA authority to further restrict tobacco marketing:
  - The Secretary of Health and Human Services (HHS) can develop regulations that impose restrictions on the advertising and promotion of tobacco products consistent with and to the full extent permitted by the First Amendment to the Constitution. These regulations would be based on whether they are appropriate for the protection of the public health. This authority gives the agency the flexibility to respond to inevitable tobacco industry attempts to circumvent specific restrictions.
- Requires detailed disclosure of ingredients, nicotine and harmful smoke constituents:
  - Tobacco companies are required to disclose to the FDA the ingredients in each existing tobacco product by brand and by quantity in each brand, including all smoke constituents.
  - They must also inform the FDA of any changes to existing products.
- Regulates “reduced harm” claims about tobacco products to prevent inaccurate and misleading claims:
  - The law prohibits the use of descriptors, such as “light,” “mild” and “low,” to characterize a product on labels or in advertising.
  - A manufacturer must file an application and receive an order before marketing any tobacco product as presenting a “modified risk.” (For example, any reference to the product being less harmful.) FDA has the authority to review the marketing of such products and determine if the product will significantly reduce harm and the risk of tobacco-related disease to individual tobacco users and benefit the health of the population as a whole – taking into account both users of tobacco products and persons who do not currently use tobacco products.
- Requires bigger, bolder health warnings:
  - As of June 22, 2010, requires large text warning labels for smokeless tobacco products that take up at least 30 percent of each principal display panel of the package and at least 20 percent of advertisements.
  - By September 2012, the law requires large, graphic cigarette warning labels that cover the top 50 percent of the front and rear panels of the cigarette pack and at least 20 percent of advertisements.
  - The FDA has the authority to revise labeling requirements, allowing the agency to require labels based on the best available science without new action by Congress.



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## TOBACCO ADVERTISING AND MARKETING

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- The tobacco industry spends nearly \$10.5 billion a year, more than \$28 million a day, on advertising and marketing to attract new customers.
- Tobacco companies spend over \$16 million a year on lobbying the U.S. Congress and contributions to federal candidates and political parties.
- Cigarette and smokeless-tobacco companies continue to advertise heavily at retail outlets near schools and playgrounds, with large ads and signs clearly visible from outside the stores.
- In August 2006, U.S. District Court Judge Gladys Kessler stated in her Final Opinion of a landmark case against the tobacco companies that "... [tobacco companies] continue to engage in many practices which target youth, and deny that they do so... Defendants continue to track youth behavior and preferences and market to youth using imagery which appeals to the needs and desires of adolescents. Defendants are well aware that over eighty percent of adult smokers began smoking before the age of 18, and therefore know that securing the youth market is critical to their survival. There is therefore no reason, especially given their long history of denial and deceit, to trust their assurances that they will not continue...their marketing to youth." Judge Kessler's ruling was upheld by the U.S. Court of Appeals in May 2009 and by the U.S. Supreme Court in June 2010.
- In 2007, R.J. Reynolds, the second largest tobacco company in the U.S. and producers of the Camel brand, began marketing a new line of "Light and Luscious" cigarettes – Camel No.9 – in slick, shiny pink and black packaging. R.J. Reynolds began its aggressive marketing of this new product by running colorful print ads with a floral motif in magazines popular among teenage girls such as Glamour, Vogue and US Weekly. It is estimated that R.J. Reynolds spent between \$25 and \$50 million to launch Camel No.9. Evidence has consistently shown that teens prefer to smoke the brands that tobacco companies spend the most money marketing. Check out Trinkets and Trash for more information about Camel No. 9, or [watch a video about it here](#).
- On November 15, 2007, R.J. Reynolds took out a 9-page ad in *Rolling Stone* magazine that featured a four page cartoon foldout. This is a direct violation of the 1998 state tobacco settlement that prohibits the use of cartoons to market cigarettes. R.J. Reynolds claims that the cartoons were not included as part of the ad, but rather were editorial content from *Rolling Stone*. However, the ad fully surrounds the cartoon and even features a spiral notebook similar to those used by school kids, with doodles of a guitar, spaceships and other images a bored student might draw. The public health community responded with outrage and several state Attorneys General sued R.J. Reynolds. In California, Pennsylvania and Washington, the Courts have ruled against R.J. Reynolds. Judges in Maine and Ohio, however, have ruled in favor of R.J. Reynolds. The company signed settlements in Maryland and Connecticut. Several suits are still pending.
- In May 2008, R.J. Reynolds launched a new cigarette, the Camel Crush. Inside each cigarette is a blue pellet that the user can crush to turn the regular cigarette into a menthol one. The cigarette is packaged in a sleek black and blue box to make it appeal to adults instead of children, however, the mere idea of crushing the cigarette is something a teenager would find cool. Camel Crush Bold was released in Summer 2011. It's described as a "full tobacco flavor with the same burst of freshness. Just squeeze the filter, click the capsule and change the taste from bold to fresh."
- Smokeless tobacco products are getting more attention from tobacco companies. According to internal company documents, UST developed a strategy some time ago for hooking new smokeless tobacco users – kids. As one document states:  
*"New users of smokeless tobacco – attracted to the product for a variety of reasons – are most likely to begin with products that are milder tasting, more flavored, and/or easier to control in the mouth. After a period of time, there is a natural progression of product switching to brands that are more full-bodied, less flavored, have more concentrated 'tobacco taste' than the entry brand."*

In other words, tobacco companies understand that kids are likely to be attracted to products that taste like candy.

- R.J. Reynolds Tobacco Co. recently developed three dissolvable smokeless products; a pellet (Camel Orbs), a stick the size of a toothpick (Camel Sticks) and a film strip for the tongue (Camel Strips). These products are packaged like candy and appeal to children. The Camel Orbs, resemble Tic Tacs, the Camel Sticks look like chocolate sticks and the film strip is very similar to a Listerine Strip. These products were out on the market originally in green and orange packs to designate the different flavors. Camel pulled these products from the market and re-launched them, redesigned in aluminum-like containers with black and blue designs. These products are currently in test markets in Charlotte, NC and Denver, CO. Other companies have followed in their footsteps. Now, Altria's Marlboro and Skoal have their own sticks, which are advertised as "spit-free," resemble the Japanese snack, Pocky, and come in different flavors.
- Smokeless products will not be subject to the same graphic warning labels as cigarettes, starting in September 2012. Their warnings will stay the same as they are as of June 22, 2010. These warnings are larger and more visible than the warnings were before the Family Smoking Prevention and Tobacco Control Act was signed.
- Some of the warnings on smokeless products include:
  - **WARNING:** This product can cause mouth cancer.
  - **WARNING:** This product can cause gum disease and tooth loss.
  - **WARNING:** This product is not a safe alternative to cigarettes.
  - **WARNING:** Smokeless tobacco is addictive.

These warnings are required on every pack and advertisement. They must be on 2 principle sides of the package, and take up at least 30 percent of the pack, in comparison to the 50 percent rule for graphic warning labels. You can read more about smokeless tobacco product warning labels [here](#).

## SPIT TOBACCO

- Spit Tobacco is known by many names including "chew," "chewing tobacco" or "snuff." The tobacco companies prefer to refer to it as "smokeless tobacco," in hopes that consumers will see 'smokeless' and think "harmless."
- Spit Tobacco is addictive and harmful. It contains nicotine as well as additives that increase the rate at which nicotine is absorbed into the body.
- There are lighter products for beginners with sweet fruity flavors and easy-to-use pouches. After someone uses smokeless tobacco for a long time, they will need to use products with more and more nicotine in order to achieve the same effect.
- Spit Tobacco contains 28 known carcinogens.
- Constant exposure to tobacco juice causes cancer of the esophagus, pharynx, larynx, stomach and pancreas. Smokeless tobacco users are at heightened risk for oral cancer compared to non-users and these cancers can form within five years of regular use.
- A 2008 study from the World Health Organization concluded that smokeless tobacco users have an 80 percent higher risk of developing oral cancer and a 60 percent higher risk of developing pancreatic and esophageal cancer
- Spit tobacco causes leukoplakia, a disease of the mouth characterized by white patches and oral lesions on the cheeks, gums, and/or tongue. Leukoplakia, which can lead to oral cancer, occurs in more than half of all users in the first three years of use.





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## CIGAR SMOKING

- Cigars are addictive and deadly – causing lung cancer, other cancers, heart attacks and more.
- Cigar smokers produce more secondhand smoke than cigarette smokers and secondhand cigar smoke is often even more harmful and deadly than secondhand cigarette smoke.
- While many believe that cigars are safer than cigarettes because cigar smoke is not inhaled, studies have shown that cigar smokers actually do inhale – even when smoking large premium cigars.
- Cigar smokers can spend up to an hour smoking a single cigar, which prolongs the exposure to dangerous secondhand smoking compared to a 10-15 minute cigarette smoking break.
- Cigar smoking is the second most common form of tobacco use among youth. 14.0 percent of high school students currently smoke cigars.
- In some states, cigar smoking among youth is even more popular than cigarette smoking. In Massachusetts, 18 percent of high school boys currently smoke cigarettes, but 22 percent smoke cigars.
- Part of the reason many youth start smoking cigars is because they are marketed in candy-like flavors, as well as fruit and chocolate-flavored. Federal law now prohibits cigarettes from having flavors that attract kids, but does not yet prohibit cigars from having such enticing flavors.
- Cigars are also taxed at a lower rate than cigarettes, which lowers the overall price and makes them more attractive to kids.
- Many people think of cigars as the big, bulky kind. That is no longer the case – to evade cigarette tax hikes and flavor bans, tobacco companies have made smaller cigars – little cigars. These products appeal to teens because they are flavored and cheaper than cigarettes, but they can be smoked just like cigarettes. There is very little difference between these little cigars and cigarettes – which allows for tobacco companies to still target youth with flavored products.

## YOUTH TOBACCO USE RATES

- Almost 90 percent of adults who have ever been regular smokers began smoking before they turned 18.
- More than 6.3 million children under the age 18 alive today will eventually die from a smoking-related disease, unless current rates are reversed.
- 15 percent of U.S. high school boys and 2.2 percent of high school girls currently use spit tobacco products.
- Approximately 8.2 percent of middle school students are current tobacco users. Of the 8.2 percent of middle school students who use tobacco, 5.2 percent smoke cigarettes, 3.9 percent smoke cigars, and 2.6 percent use spit tobacco.

## ETHNICITY AND SMOKING

- 19.5 percent of high school students are current smokers.
- Among African-American high school students, 9.5 percent are current smokers.
- Among Hispanic high school students, 18 percent are current smokers.
- Among Native Americans and Alaskan Native high school students in National Bureau of Indian Affairs funded schools, 56.5 percent smoke cigarettes.
- Among Asian-American high school students, 7.5 percent are current smokers.

# BIG TOBACCO'S GLOBAL EXPANSION

Now that you know what Big Tobacco is up to in the United States, it's time to tell you what they are doing around the world. With declining sales in the U.S. due to all the successful anti-tobacco advocacy and state government action, the tobacco industry has to go overseas for its future markets. In 1996, former Philip Morris CEO Geoffrey Bible said, "We are still in the foothills when it comes to exploring the full opportunities of many of our new markets."

Worldwide, the WHO predicts that six million people die from tobacco use every year. Tobacco use is expected to kill 8 million people a year by 2030. Eighty percent of those deaths will be in developing countries. In the 21st century, if current trends continue, it is expected that 1 billion people will die from tobacco use, this is a tenfold increase from the 20th century.

Big Tobacco has taken their savvy marketing strategies abroad where they portray smoking as a glamorous, sophisticated and popular habit imported from the U.S. and the Western world. For example, there are cigarette brands named after American cities such as Houston, and they use English words such as "liberty," "hope," "champion" and even "American dream."

When it comes to marketing their products to youth around the world, tobacco companies promote their brands through every possible medium. Some of the more obvious methods include television, magazines and newspapers, billboards, and the internet – but the companies also have a whole lot of "indirect advertising" techniques in their bag of tricks, none of which are still allowed in the U.S. These include sponsoring sporting events and teams, promoting rock concerts and discos, and placing their brand logos on t-shirts, backpacks and other merchandise that attract youth. Here are some more scary stats:

- Tobacco use killed one hundred million people in the 20th century and, if current trends continue, it will kill one billion people in the 21st century.
- Worldwide, approximately 5 million people die from tobacco-related illness each year.
- Almost one billion men (35 percent in developed countries and 50 percent in developing countries) and 250 million women (22 percent of women in developed countries and 9 percent in developing countries) smoke cigarettes.
- Worldwide, over 15 billion cigarettes are smoked every day.
- Every day, some 80-100,000 young people around the world become addicted to tobacco. If current trends continue, 250 million children alive today will die from tobacco-related disease.
- The top five cigarette-consuming countries are: China, United States, Russia, Japan and Indonesia.
- Philip Morris International, British American Tobacco (BAT), and Japan Tobacco are the world's three largest multinational tobacco companies.
- China is the largest cigarette manufacturer, followed by the U.S.

The sources for all of these facts, and other useful tobacco use information, can be found in the Campaign for Tobacco-Free Kids factsheets available at [www.tobaccofreekids.org](http://www.tobaccofreekids.org), <http://tobaccofreekids.org/research/factsheets> or <http://tobaccofreecenter.org/>. Additional information is available from the U.S. Centers for Disease Control & Prevention web site at <http://www.cdc.gov/tobacco/> with CDC state-specific data available at [http://www.cdc.gov/tobacco/data\\_statistics/index.htm](http://www.cdc.gov/tobacco/data_statistics/index.htm).

More information regarding spit tobacco can be found at the [Mayo Clinic's](http://www.mayoclinic.org) site. Help regarding quitting can be found at [www.chewfree.com](http://www.chewfree.com) and more information regarding spit-tobacco activities can be found at <http://www.throughwithchew.com/>.



# KICKING BUTTS ONLINE

## "Like" us on Facebook:

<http://www.facebook.com/KickButtsDay>  
<http://www.facebook.com/tobaccofreekids>

## Follow us on Twitter:

<http://twitter.com/KickButtsDay>  
<http://twitter.com/TobaccoFreeKids>

## HOW TO MAKE TWITTER WORK FOR YOUR KICK BUTTS DAY EVENT

By signing up for Twitter, you will be connected to a network of tobacco control advocates, your peers and news sources. Twitter is a great way to share news, successes, reach out to fellow organizations and learn about exciting events in the tobacco control community.

Twitter is also a part of the social media campaign for Kick Butts Day. As a follower of @KickButtsDay, you will be able to view Kick Butts Day announcements from the Campaign for Tobacco-Free Kids in 140 characters or less! You can also connect to other Kick Butts Day event organizers and youth advocates. It is a great way to let everyone know what you are up to and to find out what other advocates are planning. As it gets closer to Kick Butts Day, we may use Twitter to petition elected state officials in addition to letting you know updates from the Kick Butts Day HQ. A big part of Kick Butts Day and the work of the tobacco control movement is hearing from youth advocates and organizers on the ground – and Twitter is the perfect way to do that!

The screenshot shows the Facebook page for Kick Butts Day. The profile picture is a circular logo with a cartoon character kicking a cigarette. The cover photo is a banner with the text "KICK BUTTS DAY" and "2012". The page is set to "Public" and "Everyone (Most Recent)". The post shows a legacy study on cigar use, with a link to the American Legacy Foundation website. The post has 18 hours ago and 1,954 likes.

**facebook** Search

**Kick Butts Day**  
Non-Profit Organization · Edit Info

**Wall** Kick Butts Day · Everyone (Most Recent)

Share: Status Photo Link Video Question

What's on your mind?

**Kick Butts Day**  
A Legacy study shows that more and more young people are using cigar products, like little cigars and cigarillos.

**LEGACY** FOR LONGER HEALTHIER LIVES  
**New Study Shows Significant Rise in Cigar Use Among Young Adults - American Legacy Foundation**  
[www.legacyforhealth.org](http://www.legacyforhealth.org)

Like · Comment · Share · 18 hours ago

**Kick Butts Day**  
Check out helloCHANGE.org's website redesign and new commercial on Billions of Butts-- an effort to clean up 1 million cigarette butts in 2011.

**helloCHANGE.org**  
[www.hellochange.org](http://www.hellochange.org)

Grab some butts. Cigarette butts are the #1 littered item in the world. Help us grab 1 million butts in 2011. Here are some reasons why you should help: Butts are ugly Butts aren't biodegradable Butts are expensive for cities Butts harm wildlife and ecosystems Butts smell bad Butts belong in the trash.

**1,954**



### Getting started:

- If you don't already have one, sign up at <http://www.twitter.com> to create your own account.
- Go to <http://twitter.com/KickButtsDay> and click "Follow" to start following the Campaign for Tobacco-Free Kids' official Kick Butts Day Twitter account. "Following" other Twitter users is a lot like "friend-ing" someone on Facebook. To follow a Twitter user, visit their profile page and click on the "Follow" button featured prominently at the top of the page.

### Tweeting from your computer

- To send a "tweet" from your computer just go to the Twitter homepage, or use a Twitter application. Type your message into the box. Your message must be under 140 characters for some applications, including [twitter.com](http://twitter.com), but it is not necessary when using TweetDeck.

### Tweeting from your phone

- If you haven't already, you can connect your Twitter account to your mobile phone and use your phone's SMS texting function to post tweets to [twitter.com](http://twitter.com). Simply go to your account "Settings" page on Twitter, select "Mobile," and follow the instructions.
- Once you've hooked up your phone to your Twitter account, you can start sending 140-character tweets to "40404."

**IMPORTANT NOTE:** These tweets are SMS text messages that your phone sends to [twitter.com](http://twitter.com). So if your phone company charges you for sending text messages, you will be charged for tweets as well.

### Passing along other people's Tweets.

- If you see a tweet worth sharing, you can re-tweet it. Re-tweeting (or "RT") allows Twitter users to share other tweeters' great tweets with their own followers.



### To re-tweet, you have two options:

1. If you want to add your own comments to the tweet, you can go to the "What's happening?" box and type RT @username and then retype (or copy/paste) the message. This will allow you to modify the message (if you want) and add your own comments.

For example:

@KickButtsDay tweets: *Only 6 more weeks until #KickButtsDay*

You retweet by posting: *WOW! Can't wait! RT @KickButtsDay Only 6 more weeks until #KickButtsDay*

2. If you want to retweet the message exactly as it is, just hover over the tweet and click the "re-tweet" option when it appears. The message will then be re-tweeted to all of the Twitter users who are following you.

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## Hashtags: #KickButtsDay

One of the most unique, and confusing, features of Twitter is the hashtag. A hashtag is a topic with a hash symbol (“#”) at the beginning. Twitter hashtags, such as #KickButtsDay, help organize information on Twitter. For example, if you search for the hashtag #recipe, you will find hundreds of tweets containing recipes because Twitter user identified them as such.

So if everyone decides to put a certain hashtag on their tweets, finding tweets about that topic is easy. The more people who use a hashtag when tweeting, the more likely it is that it will appear in Twitter’s Trending Topics (on the right sidebar of the website). If a hashtag makes it into the Trending Topics, all of the users on Twitter can see it! You can also be a Trending Topic in your city – so make sure to get all of the people at your event tweeting about it and using your designated hashtag!

Hashtags can be inserted anywhere in your tweet. You can tack them on at the end or put them in the middle of your tweet – either ways works!

So remember to always include #KickButtsDay on your Kick Butts Day-related tweets!

## How to Post Pictures to Your Twitter Feed

There are many different websites that help you post pictures on your Twitter account. Many of these are easy to use from a smartphone ([Instagr.am](#) or [yfrog](#)) and are available through the [twitter](#)/[UberSocial](#) applications. There are ways to tweet pictures from your computer. Here are the steps:

1. Log in to <http://www.twitpic.com> using your Twitter username and password.
2. From your computer, just go to “upload a photo.”
3. To upload a photo from your phone, first log in to [twitpic.com](#) on your computer and go to “settings” to find your twitpic upload address. To send a picture from your phone, simply send it to your twitpic address.

## What Can You Tweet About?

1. Your event planning process. For example: “Wow! Just collected 1,200 shoes for our #KickButtsDay numbers event” or “Just chose Tobacco-Free Facilities as our #KickButtsDay event. Anyone have tips?” Use hashtags instead of saying “Kick Butts Day” in the tweet).
2. “Live tweet” on Kick Butts Day and let the online world know what your group is doing! On March 21st, we are encouraging advocates to live tweet from their events around the country using the hashtag #KickButtsDay. Keep us updated on your progress in real-time. If enough people post live using the #KickButtsDay hashtag, Kick Butts Day could become a “trending topic” on Twitter, which would mean that thousands of people see it! Also, the tweets that use #KickButtsDay will be featured on [www.kickbuttsday.org](http://www.kickbuttsday.org), and might be retweeted by @KickButtsDay!
3. Tweet pictures from the day of the event (and even beforehand, as you are planning your event), using twitpic or one of the other Twitter photo programs.
4. Tweet for media attention! A LOT of reporters have Twitter accounts. You can find their accounts usually from their blog/newspapers’ website. You can then tweet at them about your event, or send them your press release. If they cover your event, then you can thank them for their work, and tweet the article’s link to your followers!

To learn more about Twitter, visit <http://support.twitter.com/groups/31-twitter-basics>.



CAMPAIGN  
for  
TOBACCO-FREE  
Kids®

TOBACCO - PUT IT OUT BE IT PUTS U OUT

ACTIVITIES



# KICK BUTTS DAY 2012 ACTIVITIES AT-A-GLANCE...



Here's a quick guide to some of the activities Kick Butts Day 2012 has to offer. Remember, you can adapt any activity for your group regardless of age or budget; just be creative and plan an event that works for you and your community. And don't forget that these activities are not just for Kick Butts Day – they are great any time of the year! If you want to do more, check out [KickButtsDay.org](http://KickButtsDay.org). And remember to REGISTER your event at [KickButtsDay.org](http://KickButtsDay.org).

ACTIVITY	ESTIMATED PREPARATION TIME	APPROXIMATE COST	PAGE NUMBER
<b>HEALTH FAIR</b>	2–3 months	\$50–\$100 or more	21
<b>KICKING BUTTS ON FILM (...AND RADIO!)</b>	1–2 weeks	\$0–\$200	24
<b>THEY PUT WHAT IN A CIGARETTE?!</b>	3–4 weeks	\$10–\$20	27
<b>NUMBERS CAMPAIGN</b>	2 months	\$20 or more	30
<b>PLEDGE/GRAFFITI/MEMORIAL WALL</b>	2–3 weeks	\$10–\$60	32
<b>CIGARETTE BUTT CLEAN UP</b>	4 weeks	\$30	34
<b>PIRING OUT BIG TOBACCO'S DIRTY LAUNDRY</b>	2 months	\$25–\$100	36
<b>ANTI-TOBACCO RALLY</b>	6 months	Varies	38
<b>SEND A MESSAGE TO (____)!</b>	2 weeks	Varies	41
<b>TOBACCO PUTS YOUR HEALTH IN JEOPARDY</b>	2–3 weeks	\$0–\$20	43
<b>GUERILLA POLLING</b>	1 week	\$10–\$30	45
<b>CONTACT YOUR STATE LEGISLATORS</b>	1 month	\$0–\$20	47
<b>TOBACCO CONTROL COMPLIANCE CAMPAIGN</b>	3 months	\$30	48
<b>GIRL TALK</b>	5 months	\$20–\$100	49
<b>KICK BUTTS DAY PROCLAMATION</b>	1 week–2 months	\$0	51
<b>QUICK AND EASY</b>	Varies	Varies	53

# STEPS TO PLANNING A SUCCESSFUL KICK BUTTS DAY EVENT



All successful events require extensive planning. Continuously refer back to the following schedule while planning your Kick Butts Day event. Not every event will fit perfectly into this schedule so you'll have to use your best judgment on when to begin planning other aspects of your event. Some individual events contain additional timeline elements noted on the activity sheet.

## 6-8 WEEKS BEFORE THE EVENT:

- Establish the core message and visualize exactly what you want your event to accomplish. This will be the message that you deliver throughout the event and repeat over and over again.
- Decide where and when your event will be held.
  - Think of places in your community that get a lot of car and foot traffic – usually someplace in a downtown area or at your city hall.
  - Also think of the specific criteria your location will need to meet for you to put on a successful event. Should it be inside or outside? Do you need a large space with room to spread out?
  - Consider your audience. This will determine whether you want to hold your event at your school or in the community.
- Apply for a permit or other permission once you have chosen your location.
  - You will need to get a permit from your local city government in order to hold an event in many public places. This can be done at your city hall. You will have to decide your location and time before you apply because the permit is only good for a specific day and time. It can sometimes take up to a month to get the approval, so do this early! If you are hosting your event at school, talk with your principal to get permission to use a location on school grounds.
- Consider how to acquire harder-to-get materials, such as costumes, microphones, speakers and other large items.

## 4-6 WEEKS BEFORE THE EVENT:

- Register your event at [KickButtsDay.org](http://KickButtsDay.org).
- Contact any important people you'd like to attend your event such as local leaders and the media.
- Continue collecting materials that you will need for your event.
- Begin to recruit volunteers to help you prepare for the event and to help with specific tasks the day of your event.
  - If your school or organization requires participants to have permission slips, begin collecting them now.
- Create a Facebook event and start recruiting your friends to attend.



## 2-3 WEEKS BEFORE EVENT

- Send out invitations to people in your community to attend or contribute to your event.
- Prepare flyers and palm cards
  - A palm card is a flyer, usually a double-sided, half-sheet or quarter sheet of paper that you can 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 include a strong graphic that makes people want to read it. You could have palm cards to advertise your event in the weeks before, but you should also have something small to give to your event attendees that day so that they can become more involved in the cause. This may include a website URL, and a message to tell people to take action. Usually a palm card does not have a lot of space, so you want to have as little text as possible, for example, a legislator's name, phone number and 1-2 talking points about a current issue.
- Update your Facebook event, and continue to post updates about things that you are planning, in order to make the event more appealing to potential attendees.

## 1-2 WEEKS BEFORE THE EVENT

- Finalize volunteer tasks and responsibilities.
- Contact local media.
- Create a press release and media advisory. See **page 64** in the Getting Noticed section for more information on how to create press releases and news advisories.
- Assemble press kits.
  - Include your media advisory, press release, a fact sheet with the main facts about your issue and contact information. See the Getting Noticed section on **page 61** for more details on how to promote your event to the media.
- Confirm your event space reservations. Make sure to ask the event space for any materials you may need, if applicable, including internet, tables, chairs or sound equipment.
- Begin to create posters or other promotional materials you will need for the event.
- Organize all of your materials and figure out how to get anything you're missing.
- Continue to use Facebook and Twitter to recruit for your event, and push any sort of policies you're advocating for. Tweet at your local press and other important people (including legislators) to tell them about your cause.

## 2-3 DAYS BEFORE EVENT

- Make press calls to local media including newspapers, television stations and radio stations.
  - Fax the press a copy of your media advisory or email your local press contacts.
- If you haven't already, download Facebook and Twitter applications on your phone. That way, on the day of the event you can be ready to share about your event to your social networks.





## DAY OF EVENT:

- Bring the press kits with you to the event so you can hand them to media in attendance.
- Bring your city permit in case it is needed as proof that you are allowed to do this.
- Have fun! This is a great opportunity to get your message out not only to the people attending your event but also the people that watch the news on TV or read the newspaper.
- Make sure to have your phone with you, ready to go with Facebook and Twitter applications installed. Be sure to post pictures and status updates throughout your event, so your social networks will be encouraged to join your activity! If this is an in-school event, be sure to follow your school's cell phone policy. If you can't use your cell phone, take pictures anyway and post them later to your Facebook event page and your personal profile.

## WAYS TO INCORPORATE POLICY INTO YOUR KICK BUTTS DAY EVENT

Policies you can push for in your state or local community:

- Smoke-free air laws in bars, restaurants, parks, schools or other public places or workplaces.
- Comprehensive tobacco control program funding for your state.
- Tax increases on cigarettes and other tobacco products including smokeless tobacco.
- Cessation coverage including access to quitlines and other quit materials for people in your community who want to quit.
- Restrictions on sale and distribution at the state level.
- Limitations on the number or size of tobacco product ads at retail outlets.
- Encourage your legislators to pass a law that forbids tobacco ads at children's eye level, or forbids advertisements in store windows.
- Restrictions on (or elimination of) "power walls" of cigarettes being offered for sale at retail outlets.

## THINGS YOU CAN DO AT ANY EVENT:

*Always give people at your event a way to take action. It makes your event more effective and also engages your participants. If participants feel like they are useful members of the movement, they are more likely to attend an event again and become solid advocates! Here are a few ideas:*

- Have a petition for people to sign. It can be a petition for anything. It can ask for a legislator's support for a specific policy issue; it can be a petition to an actor who smokes on screen asking them not to smoke in movies rated for a youth audience. It could also be a local ask – for your favorite park to go smoke-free, or for a local kid-friendly restaurant to implement a smoke-free policy. Have a "letter-writing" station with a computer. Pick a specific issue to tackle and have guests write a letter/email encouraging your public officials/the appropriate stakeholder to take action.

*Always make sure the media and the public know what policy issue your Kick Butts Day event is tied to.*

- Make sure you include your policy issue in all of your media materials. Is your event asking your city officials to pass a tobacco-free parks and playgrounds ordinance? Are you urging your state legislators to pass a 100 percent smoke-free workplaces and public places law? Make it clear in your press release, media advisory and all of your publicity materials.



# KICK BUTTS DAY HEALTH FAIR



A Kick Butts Day Health Fair is a fun way to give people important information about tobacco use and how to quit. It's also a great way for youth advocates to lead the fight for policies, programs and practices that protect people from tobacco use and secondhand smoke. Basically, you can combine several different “mini-event” ideas into one!

**AGE GROUP:** Middle school and above can organize the event, but invite all age groups to attend.

**NUMBER OF PARTICIPANTS:** As many as possible.

**PREPARATION TIME:** 2–3 months.

**RESOURCES:** Tables and chairs, posters, markers, banners, food – whatever it takes to build a fun health fair.

**COST:** \$50–\$100 or more. The cost depends on your budget and what kind of booths you decide to include.

## PLANNING YOUR EVENT:

- Partner with other tobacco control groups, public health organizations and student groups to reach a larger audience. Give each organization a table at your event and ask them to bring materials like flyers, pamphlets, banners, gear and other give-a-ways for their table. For example, you could invite:
  - Your local American Cancer Society, American Lung Association, and American Heart Association chapters.
  - Your county or city Health Department.
- Invite local medical organizations – including hospitals and clinics. See if they will donate their services to provide free screenings and services such as blood pressure checks on-site.

## BOOTH/STATION IDEAS:

### Mr. Butts and Quit Kits

- For this station, have someone dress up as Mr. Butts and hand out Quit Kits (kits designed to help tobacco users quit) and other giveaways to adults and youth. Your Quit Kits can include information on resources available to help people quit, chewing gum, lollipops, tobacco facts and notes of support from the youth advocates organizing the event.
- At the table, encourage people to write your governor and express their support for funding tobacco prevention and cessation programs.

## THEY PUT WHAT IN A CIGARETTE?! STATION

- Create a display on a table that tells others about the ingredients in cigarettes. See [page 27](#) for details.



## COLD TURKEY TRADE

At this station, you will give participants a cold turkey sandwich in exchange a pack of cigarettes (or a can of dip), or even just a single cigarette in exchange for a pack of cigarettes, can of dip, or other tobacco product. If the participant doesn't use tobacco, ask them to sign a pledge to remain tobacco-free instead.

To cut your costs, ask restaurants in your area to donate the cold turkey sandwiches. If they cannot donate sandwiches, see if they would be willing to sell them at a discounted price. Explain the purpose of the event and let them know that it is a great opportunity for free publicity. Don't be afraid to approach more than one restaurant in order to obtain enough sandwiches for the event.

Design and print materials to hand out with your turkey sandwiches. Quitting tobacco "cold turkey" is not recommended by health experts. It's been proven that using nicotine replacement therapy (NRT) and counseling help boost the success rate of quitting tobacco use. You want to have plenty of materials on hand in order to provide visitors with information on how they can quit using tobacco. Additionally, it's a good idea to have information available for the friends and family members of tobacco users. You can find this information on the websites below:

- [www.smokefree.gov/resources.html](http://www.smokefree.gov/resources.html)
- [www.tobaccofreekids.org](http://www.tobaccofreekids.org)
- [www.cancer.org/downloads/GAHC/WhenSmkrQuit.pdf](http://www.cancer.org/downloads/GAHC/WhenSmkrQuit.pdf)
- [www.cancer.org/docroot/PED/content/PED\\_10\\_3x\\_Help\\_Someone\\_Quit.asp](http://www.cancer.org/docroot/PED/content/PED_10_3x_Help_Someone_Quit.asp)
- [www.cancer.org/docroot/PED/content/PED\\_10\\_13X\\_Guide\\_for\\_Quitting\\_Smoking.asp](http://www.cancer.org/docroot/PED/content/PED_10_13X_Guide_for_Quitting_Smoking.asp)

It would be helpful to have a certified counselor available to talk to tobacco users who are ready to quit. If not, you can ask your health department if they can donate some NRT products and information about the quitline for you to hand out at the event.

- Don't forget to have signs at your table recognizing the restaurant(s) that provided the cold turkey sandwiches.

## LETTER-WRITING OR PETITION STATION

- Before your health fair, pick a policy issue, either at the city, state or national level, to target. Here are some suggestions:
  - Ask local restaurants, bars and other public facilities to go smoke-free.
  - Ask your state county or state officials to pass a 100 percent smoke-free workplaces and public places policy.
  - Ask your state legislators to raise tobacco taxes.
  - Urge your city council to pass a tobacco-free parks and playgrounds ordinance.
  - Ask your governor to support funding tobacco prevention and cessation programs at the CDC-recommended level.
- At your health fair, make one of your tables a letter writing or petition station. Encourage youth and adults at your carnival to write letters to the people, companies or organizations you chose for your policy issue. Or, instead of letters, create a petition for your issue and ask health fair attendees to sign. Depending upon your resources, the petition could be online (change.org) and you could have laptops or computers set up. That way, people can sign the petition (which could be emailed to the legislator/target), and you wouldn't have to do much work after!
  - If you write letters the old-fashioned way, after the fair, mail your letters or present your petition to the appropriate public official.





## OTHER BOOTH SUGGESTIONS:

- **Lungs Exposed:** Set up a display for students to see the lung damage caused by smoking. You could use anything - photographs, chest X-rays or an educational model.
- **Help Center:** Have physicians or cessation therapists on-site to talk to students about smoking and how to quit.
- **Guess the Number of Cigarette Butts:** Collect cigarette butts from the ground in your community (be sure to wear plastic gloves to pick them up). Count them and then put them in a jar. At the carnival, ask people to guess how many cigarette butts are in the jar. You could have them write their answer on a slip of paper and announce the winner at the end of the carnival, or choose winners throughout the day.

## WAYS TO INCORPORATE POLICY INTO YOUR EVENT:

- **Before your fair,** pick a policy issue, either at the city, state or national level, to focus on. Here are some suggestions:
  - Ask local restaurants, bars and other public facilities to go smoke-free.
  - Ask your state county or state officials to pass a 100 percent smoke-free workplaces and public places policy.
  - Urge your city council to pass a tobacco-free parks and playgrounds ordinance.
  - See the **list on page 20 for more ideas!**
- **At your fair,** make one of your stations a “letter writing” station. Encourage youth and adults at your carnival to write letters to the people, companies or organizations you chose, advocating for your policy issue.
- **Make sure to let the media know about your policy goal!** Assemble a press kit, with media advisory and press release, which clearly state the action you want your public officials, or local businesses, to take.



# KICKING BUTTS ON FILM (...AND RADIO!)



Are you an aspiring filmmaker or broadcaster? Do you or the youth you work with love acting? Here's a chance to share your message with the world.

AGE GROUP: Middle school, high school and above.

NUMBER OF PARTICIPANTS: The more the merrier.

PREPARATION TIME: 1–2 week(s).

RESOURCES: Camcorder, digital camera, microphone, computer or cell phone with video or audio recording.

COST: \$0–\$200.

## WHAT IS A PUBLIC SERVICE ANNOUNCEMENT (PSA)?

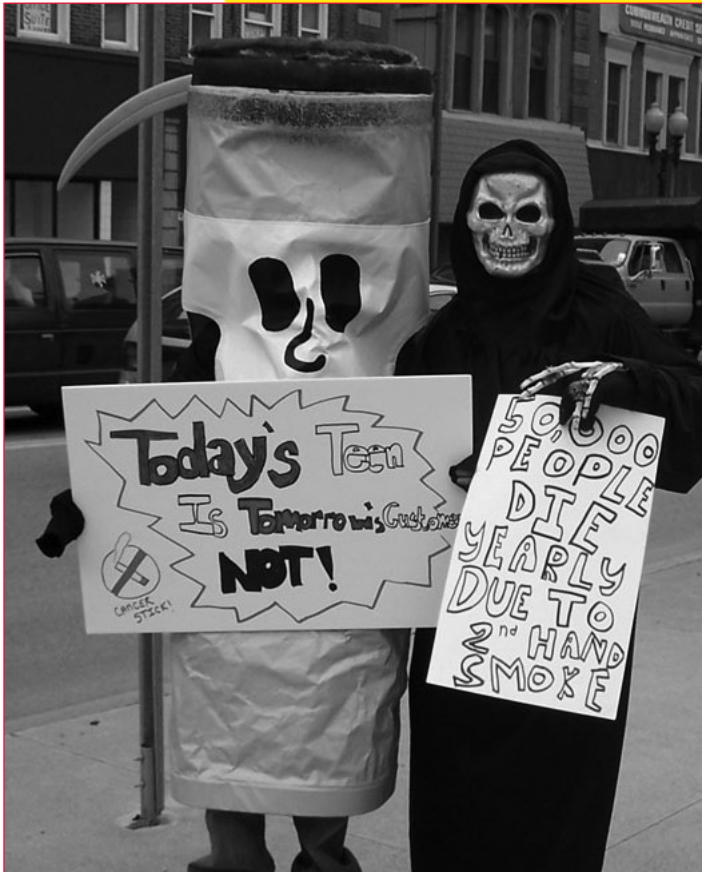
A PSA is a free advertisement broadcast on radio and/or television that promotes information for the public good. PSAs are intended to influence public attitudes by raising awareness about specific social issues.

## WHY CREATE A PSA?

You can reach hundreds of people by making a PSA and posting it on YouTube. This is a great opportunity for youth to stand out, speak up, and seize control against Big Tobacco.

If you are working towards a specific policy in your community or state, such as a smoke-free playground ordinance, a clean indoor air law, or a tobacco tax increase, a PSA is a great way to get your message out.

If you are thinking about creating a PSA prior to your Kick Butts Day event, you can enter it in to the official [Kick Butts Day PSA contest](#). Then, in addition to educating your peers and your community, you can enter to win prizes and be featured on Tobacco Unfiltered, the Campaign for Tobacco-Free Kids' blog, and the Campaign for Tobacco-Free Kids YouTube channel!



## HOW DO I GET STARTED?

You'll need a camcorder, digital camera, microphone, computer or a cell phone that can capture video or audio. The equipment you'll need will depend on whether you decide to do a television PSA or a radio PSA. Choose your topic, write your script, shoot your video (or record your audio), and edit it with software such as iMovie or Windows Movie Maker to add titles and special effects. It doesn't matter if you're the next Stephen Spielberg – take a crack at it. Find out how to use [iMovie](#) or [Movie Maker](#) here.

## MAKING AN EFFECTIVE PSA

### Step 1 – Pick a topic. Here are some suggestions:

- **Send a message to Big Tobacco.** Let tobacco companies know they can't target you! Find out more in Expose Big Tobacco on [page 6](#).
- **What's in a cigarette?** For starters, arsenic, carbon monoxide and formaldehyde. Get more facts in They Put What in a Cigarette?! on [page 27](#).
- **Why Smoke-Free?** Are you pushing for a smoke-free policy in your community or state? Whether you're trying to pass a smoke-free playground ordinance or a clean indoor air law, a PSA is a great way to educate others about the importance of your policy.

### Step 2 – Make a plan and make movie magic!

After you've researched your facts, choose one key point or lesson you want people to get from your PSA, write your script, then shoot (or record) and edit it. The finished PSA should only be 30 seconds.

**Step 3 – Post it on YouTube!** After you're finished editing, post your PSA on YouTube.

For help posting on YouTube, visit:

<http://help.youtube.com/support/youtube/>.

## TIPS ON MAKING A GREAT PSA:

- **Keep to the time limit** – Make sure your spot is exactly 30 seconds – it's like a TV or radio commercial so edit accordingly!
- **Consider your audience** – Keep in mind that you are trying to reach people your age. Also remember that if you win the 2012 Kick Butts Day PSA contest, your PSA will be broadcast on the web and maybe TV or radio, so keep it appropriate and G-rated.
- **Focus your message and theme** – You only have 30 seconds so use your words and/or images and time wisely. Pick one of the three themes and leave your audience with one easily understood take-away message.
- **Brainstorm ideas** – Search the web and listen to (or watch) PSAs created by an advocacy group to help jog your creativity. Also, it's helpful to test your ideas on others. While solo film makers or broadcasters are welcome, don't underestimate the creativity of a group of friends, class or club.
- **Identify your "hook"** – You have to grab your audience's attention to get them to hear your message, so think of ways to "hook" them! A hook can be a funny message, a statistic, a personal experience, an emotional story, etc.
- **Check your facts** – Make sure all of the information that you use is accurate and up-to-date. You can find good, reputable sources by checking out our Resources guide on [page 73](#), or looking at the Campaign for Tobacco-Free Kids website.
- **Think of creative visuals** – Your PSA can be live-action or animated, and include anything from people to puppets. If you are already planning a Kick Butts Day event, use footage (or sound) from your event (or past events) to spice up your PSA!
- **Speak slowly and clearly** – Make sure all dialogue is understandable. For video PSAs, make sure that anyone who is speaking is facing the camera.
- **Make text readable** – If your spot displays text, make sure the words are on the screen too long and the text is large enough for the average person to read. It's also important to make sure the words are not blurry.
- **Video Specs** – Film in high-resolution and save your video in .mov, .avi, .wmv or .mpg format.
- **Keep your raw materials** – Until the contest is over, keep your original video and computer files!



## I CREATED A PSA – NOW WHAT CAN I DO WITH IT?

Your PSA can make an impact on many people. Thousands of local television stations across the country accept PSAs promoting information for the public good.

### Here are some suggestions and tips:

- **Ask around about local television and radio stations in your area** – You may know some of them by name, but ask your family and friends what stations are in your area so you can begin contacting them.
- **Research contact information** – Go online and search the web for the specific television or radio stations that you wish to contact. Many stations also include guidelines on their websites for PSA submissions. If your station does not, call or email the station and tell them about your PSA and ask how to submit it.
- **Talk to the right person** – Many television and radio stations have a PSA department that handles all PSA submissions. Usually the main person to get in touch with is called a PSA Director, Community Affairs Director, or Program Manager. If they don't have a person by those titles, ask who is the best person to handle PSA submissions.
- **Describe your PSA** – Television and radio stations usually only accept PSAs from non-profit organizations. Begin your conversation with the PSA Director by describing that your PSA is for Kick Butts Day, an event organized through the Campaign for Tobacco-Free Kids. If you are doing your PSA through your school or youth group, also mention that. Be sure to describe what is taking place in your video or radio PSA and state your overall message or theme.
- **Ask for the preferred length** – For the Kicking Butts on Film (...and Radio!) contest, you have to submit a 30 second PSA. Many stations accept 30 second PSAs; however, others require 10, 15, and 20 second PSAs and sometimes up to one minute long. Make sure to find out the correct length before submitting and editing your PSA.
- **Ask for the correct format** – Stations vary in the types of formats they want a PSA to be submitted in. Some stations require Beta SP or DVC Pro formats while others accept submissions online or on a CD or DVD. Make sure to ask for the appropriate format and if they prefer to receive your PSA through the mail (hard copy) or online (attached file).
- **When is the deadline?** – Contact the station and find out how far in advance they need your PSA for it to run on Kick Butts Day, March 21st. We suggest submitting your PSA a few weeks ahead of Kick Butts Day. Some stations require you to submit your PSA two to six weeks prior to an event. Other stations accept PSAs throughout the year regardless of a specific event, but make sure to plan accordingly if you are planning on submitting your PSA to air on Kick Butts Day.
- **When will I see my PSA?** – Most stations broadcast PSAs early in the morning or very late at night. Ask the station to consider placing your PSA in an available day or prime-time spot.
- **Be easy to contact** – Make sure to include your contact information, regardless if you are submitting online or via the mail, and a description of your PSA. The PSA Director should contact you if the station plans on using your PSA, but make sure to keep their contact information on hand if you need to follow-up in the future.



# THEY PUT WHAT IN A CIGARETTE?!



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.

**AGE GROUP:** Any age, however younger youth will need to be supervised.

**NUMBER OF PARTICIPANTS:** It only takes one, but the more the merrier.

**PREPARATION TIME:** 3–4 weeks.

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

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



## 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 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:

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- **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 everyday?



## WAYS TO INCORPORATE POLICY INTO YOUR EVENT

Are your visitors disgusted by the contents of a cigarette?

They should be! Give them the tools to do something about it.

- On June 22, 2009, President Obama signed the bill, H.R. 1256/S. 982, known as the Family Smoking Prevention and Tobacco Control Act. This new law gives the FDA the **authority** to require product changes that the FDA finds are “appropriate for the protection of the public health” and to require manufacturers to reduce or eliminate harmful substances, including those found in tobacco smoke.
- At your They Put WHAT in a Cigarette?! table, provide letter templates to your guests and ask them to take a **second** to write a letter to the FDA urging them to require **the reduction or elimination** of the harmful substances found in tobacco products.
- Mail the letters to:  
Center for Tobacco Products  
Food and Drug Administration  
9200 Corporate Boulevard  
Rockville, M.D. 20850-3229
- Alternatively, if you have access to a laptop with internet at your health fair/event, you can have people sign a [Change.org](http://Change.org) petition, which would send letters straight to the Center for Tobacco Products' email inbox at [AskCTP@fda.hhs.gov](mailto:AskCTP@fda.hhs.gov).



# NUMBERS CAMPAIGN



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. Khoa Ma, a youth advocate in Cincinnati, Ohio, developed this activity and Kaitlyn Reilly of Dover, NH, worked with Dover Youth2Youth to develop a similar event at her state capitol. Since then, groups all over the country have used variations of this activity.



**AGE GROUP:** High school and college students, but can be modified for any age group.

**NUMBER OF PARTICIPANTS:** The more the better! If you're organizing a large event it is helpful to have at least 10 – 15 people for the actual event to make a bigger impact.

**PREPARATION TIME:** 2 months.

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

**COST:** Varies depending on your numbers campaign.

In Oklahoma, 16 people die every day from tobacco-caused disease. This event is about making people realize that statistics are not just numbers but that they represent mothers, fathers, sons and daughters. To do just that, the S.W.A.T. team at Whitney Middle School in Oklahoma set up a Numbers Campaign cemetery. They created 16 “body bags” and attached a tag to each body bag. Each tag featured a tobacco-caused disease such as lung cancer, mouth cancer, asthma, S.I.D.S. and emphysema. (You can find more tobacco-related diseases or causes of death [here](#).) They also designed tombstones to sit behind each body bag, which prominently featured facts about tobacco's toll.

At Southeastern Louisiana University, students placed 690 shoes in a high traffic area on their campus to represent the number of deaths each year in Louisiana due to secondhand smoke. They positioned signs around the shoes so that passersby would understand what the shoes represented.

In Illinois, REALITY Illinois members at Peotone High School 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 the 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 prevention information to students. At the end of the day, they revealed what the number 51 represented.

In New Hampshire, Dover Youth2Youth coordinated a campaign that alerted the public and elected officials about the fact that 308 youth start smoking every month in New Hampshire. They had 308 lunchboxes, each representing one youth who started smoking that month. They chose lunchboxes because colorful lunchboxes are associated with youth rather than with adults. The lunchboxes were displayed at the state capitol and quickly got the attention of lawmakers and the media.

## OTHER IDEAS TO BRING NUMBERS TO LIFE:

- In the days before your Kick Butts Day event, find ways to post the statistic around your school and town. Announce your number over the PA system at school, hand out flyers or buttons with the statistic on them, hang posters – whatever you can do to get your message out. Make sure that you keep the meaning behind the number a secret, but tell people around your school and community that it will be revealed on Kick Butts Day. That way, you're creating another reason for people to get involved on the day of Kick Butts Day!
- Organize a rally at the mall or another busy public place with teens holding posters with tobacco statistics (you can find these statistics and other state-specific numbers [here](#)).
- Hold a rally in front of city hall.
- Head to a park and make chalk tracings of your bodies, to represent the statistic.

## 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 (see [page 20](#) for examples). 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.
- Make sure the media knows about your policy ask. Assemble a press kit, with a media advisory and a press release, which clearly states the action you want your public officials to take. See the Getting Noticed section on [page 61](#) for more information on assembling a press kit.





# PLEDGE/ GRAFFITI/ MEMORIAL WALL



All three of these walls have the same general organizational requirements, but slightly different focuses. Consider doing one or creating a wall with different sections and do all three.

AGE GROUP: Any age.

NUMBER OF PARTICIPANTS: Any number, but the more the better – at least 10–15 people for the actual event to make a bigger impact.

PREPARATION TIME: 2–3 weeks.

RESOURCES: Long paper roll, poster board or banner paper, markers, paper and photocopier, duct tape, possibly candles and a bell or gong.

COST: \$10–\$60.

Do you have a parent, grandparent, friend or other loved one who smokes or chews tobacco? You can use the Pledge Wall during Kick Butts 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 graffiti.

Have you lost a loved one to tobacco-related disease? Use Kick Butts Day as an opportunity to honor those who have lost their lives because of tobacco use and to send a message to the tobacco industry. Organize a memorial and have participants gather messages in memory of loved ones lost, and tell the tobacco industry to stop targeting kids as "replacement customers."

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 death every 6.3 seconds! Still need convincing? Smoking kills more people than AIDS, car accidents, illegal drugs, murders, and suicides COMBINED.

Memorialize those who have died and use Kick Butts Day as your chance to help your loved ones 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 before. This is your chance to give them some extra help, support and encouragement!





## DAY OF EVENT:

- Set up materials such as markers or other art supplies, pledge cards, and memorial props such as candles, flowers, and pictures.
- On the Graffiti 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 smokes or chews 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.
  - For the Graffiti Wall ask everyone to write their personal feelings or stories about tobacco on the poster. Can’t come up with a personal feeling? Try using a fact!
  - For the Memorial Wall ask people to leave a tribute to a loved one or a message to Big Tobacco.
- During your event, have people hand out flyers and other information about resources for those looking to quit. You can also create memorial cards that double as tribute cards and a message to Big Tobacco.
- 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 Facebook page!

## EVENT FOLLOW-UP:

- 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 Kick Butts Day, to serve as a constant reminder of the dangers of tobacco use.

## OTHER IDEAS:

- Ring a bell or a gong every 72 seconds to signify another tobacco-related death.
- This event can also serve as a reminder 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. It adds to the somber tone of the memorial, attracts a lot of attention and symbolizes that Big Tobacco continues to target kids with manipulative marketing strategy. Other participants can talk to people who pass by and have questions.
- If you live in a state without smoke-free laws, instead of doing a pledge wall, you can create banners that say “We believe in 100 percent Smoke-Free Workplaces. We are the Future.” The day before Kick Butts Day, either during announcements or homeroom, explain to students that they are the future workers and leaders in the community. Provide them with information about secondhand smoke and explain that all employees deserve smoke-free workplaces. Let students know that you will be set up in the lunch room the next day (or wherever you can meet) with a banner for them to sign to show their officials that they support 100 percent smoke-free workplaces.

## WAYS TO INCORPORATE POLICY INTO YOUR EVENT

- The pledge or memorial wall activity presents a great opportunity to encourage your state to fund tobacco prevention and cessation.
- Prevention and cessation funding is vital to saving lives and averting the most preventable cause of death in America. Tobacco prevention and cessation programs work to keep children from beginning to smoke and help current smokers quit, creating a win-win solution.
- At your event, encourage people to write your governor and express their support for funding tobacco prevention and cessation programs. If you want, you can use the Kick Butts Day proclamation template on [page 52](#) as sample talking points to have on hand at your event. However, it’s a good idea to encourage the letter writers to personalize their letter.

# CIGARETTE BUTT CLEAN-UP



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.

AGE GROUP: Middle school or high school.

NUMBER OF PARTICIPANTS: As many as possible.

PREPARATION TIME: 4 weeks for media and planning, 1 hour to 1 day for actual event.

RESOURCES: Gloves and garbage bags.

COST: Approximately \$30.

Do you love being outside? Has your favorite beach or park been ruined by tons of cigarette butts? Think there's nothing you can do? Think again! Across the country, many groups have already taken the step to restore their favorite places to the clean, natural environment they used to be. Check out the [Billions of Butts campaign by helloCHANGE](#), which is a nation-wide effort to clean up cigarette butts in cities.



## 4 WEEKS BEFORE THE 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! See the Getting Noticed section on [page 61](#) for tips.
- 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). See **page 64 and 65** for tips. 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!



# AIRING OUT BIG TOBACCO'S DIRTY LAUNDRY



How do you expose Big Tobacco's manipulative practices to your community? By "airing out Big Tobacco's dirty laundry!" Tobacco use killed one hundred million people in the 20th century and, if current trends continue, will kill one billion people in the 21st century. It's time to spread the word!

**AGE GROUP:** Any age, however, younger youth need to be supervised.

**NUMBER OF PARTICIPANTS:** As many as possible. You will need more depending on how many clothing items you want to hang up!

**PREPARATION TIME:** 2 months.

**RESOURCES:** T-shirts, string, sweaters, clothes pins or fabric pins, markers or paint, and a cloth banner.

**COST:** \$25–\$100.

In Iowa, a group of Davenport city youth exposed Big Tobacco's lies and manipulations to their community. The youth put up a clothes line and hung various clothing items, which had tobacco statistics and tobacco industry quotes pinned on them. The display also included a banner that said "Big Tobacco's Dirty Laundry."

## 6-8 WEEKS BEFORE THE EVENT

- Pick a location for the event. A high-traffic area, such as a school cafeteria, public park or mall, works best.
- Don't forget to apply for a permit or ask for permission to use the space once you have chosen your location. You will need a permit from your local city government in order to hold an event in most public places.





## 2-4 WEEKS BEFORE THE EVENT

- Buy or collect the supplies you will need, such as string for the clothes line, pins, clothing items, markers or paint, and something to make a cloth banner out of.
- If you plan to have a table nearby the site of the display, create a banner for the table and make sure you have resources available about tobacco's toll, your group and how to get involved in the fight against Big Tobacco. You could have a sign up sheet for passersby who want to get involved, template letters on hand or a laptop set up for people to write a letter to their legislators about relevant tobacco control legislation.
- Choose the messages you want to convey. Here are some ideas!
  - *"The base of our business is the high school student."*  
- Lorillard Tobacco memo, August 30, 1978.
  - *"Deceptive? Of course it's deceptive. What are we going to say - 'Buy our product, it'll kill you'?"*  
- Fritz Gahagan, Former Market Research Executive.
  - *"Some women would prefer having smaller babies."*  
- Joseph Cullman, then Chairman of the Board of Philip Morris, Inc., 1971, in regards to smoking mothers having an increased risk of stillbirth and infant death.
  - *"We really need something for people to die of."*  
- British American Tobacco, November 20, 1978.
  - *"Very few consumers are aware of the effects of nicotine, i.e., its addictive nature and that nicotine is a poison."*  
- Internal Brown & Williamson memo, 1978.
- Create eye-catching, easy to read posters to pin to the clothes using the messages you choose. Or, you can use paint or permanent marker to write the messages directly on the clothing.
- You'll also want to create a large banner that says "Big Tobacco's Dirty Laundry" to hang in the center of the clothes line so that people know what your display is about. Make sure your banner includes a way for people to get more information. Linking to a website is a good idea. You could use your group's website, [KickButtsDay.org](http://KickButtsDay.org) or [tobaccofreekids.org](http://tobaccofreekids.org).

## EVENT FOLLOW-UP:

- Send thank you notes to all of your volunteers to thank them for helping organize the event.
- If you collected any names and email addresses at your event, send a follow-up email immediately to thank them for stopping by. Make sure to include a way for them to take action. This could be as simple as inviting them to your next event, giving them a link to your website, or asking them to write a letter to a legislator.



# KICK BUTTS DAY ANTI-TOBACCO RALLY



It's Kick Butts Day and you're ready to speak out! What better way than a rally? Gather as many youth advocates as you can and speak out in support of strong tobacco control policies.

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AGE GROUP: Middle school and high school.

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NUMBER OF PARTICIPANTS: 50 or more – as many as possible!

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PREPARATION TIME: 6 months.

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RESOURCES: Varies – paper, markers, sound equipment (microphone, loudspeakers, megaphone), podium (for your speakers), and transportation.

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COST: Varies, depending on the supplies you need and the cost of transportation.

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This activity is a great opportunity to broadcast that youth can be major players in changing policy. Here's a secret to youth empowerment: don't ever think that you can't make a difference. Youth advocates often receive a better response from elected officials than adults do, so don't be afraid to schedule appointments with your lawmakers or their aides after your rally, to address your concerns and push for important tobacco control policies.

There may be people already working on these issues in your state. Touch base with your local American Heart Association, American Lung Association or American Cancer Society chapter. They will most likely have the best contacts for you and would be open to coordinating to advocate for tobacco control policies!

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## PLANNING YOUR EVENT

If you want to coordinate a large rally, you have to start early. This activity involves a lot of planning, such as finding speakers, arranging for press coverage and staging the event. Put together a dedicated team of individuals (including adults!) to cover all of this important preparation.

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## 3 MONTHS BEFORE THE EVENT:

- **Create an event planning team.** Invite students from your school, community, and even others across the state, as well as teachers and advisors. It might be helpful to create specific “rally committees” to plan different parts of the event. You can start by creating publicity, transportation, and recruitment teams.
- **Choose your key message.** Your message should be clear. Do you want your state legislature to pass a 100 percent smoke-free workplaces and public places law? Do you want your state to provide tobacco prevention and cessation funding at the [CDC recommended levels](#)? Maybe you want your city to pass a 100 percent smoke-free parks and playgrounds ordinance. Whatever you want, make sure your message and the action you want your public officials to take comes through loud and clear! There may be people already working on these issues in your state. Touch base with your local American Heart Association, American Lung Association or American Cancer Society chapter. They will most likely have the best contacts for you and would be open to coordinating to advocate for tobacco control policies!
- **Pick your location.** You want a high-traffic area so that your rally will be seen and heard by as many people as possible! After you've chosen your location, obtain the necessary permission to use the space. This might require obtaining a permit from the police department or city council.
- **Find co-sponsors.** Recruit other people who can help you publicize and finance your event, including companies and local organizations. Publicity is incredibly important! If you have help financing for your event, you can have more supplies and tools at your disposal for planning your event. As an incentive, tell potential co-sponsors that you will include their name or logo on all of your publicity materials.

## 2 MONTHS BEFORE THE EVENT:

- **Create a transportation plan.** Transportation is a key part of your event. If your school or group can't provide buses, start organizing carpools.
- **Decide what you want to do at your rally.** You can have any combination of speakers, chants, cheers, dances, skits, posters, and any other form of demonstration! Your rally should fire up all participants and motivate them to take a stand against tobacco. Here are a few YouTube videos illustrating rallies that other youth have held for Kick Butts Day:
  - [Sweet Addiction Activism Event](#)
  - [Hawaii REAL Kick Butts Day 2010 Event](#)
  - [The 84 State Capitol Rally](#)
- **Decide what visual materials to have at your event.** You will likely need banners, posters, or other visual materials. If you decide to have any banners professionally made, check with businesses in your area to see if they will donate some or all of their services. You want to make it eye-catching so you'll catch crowds and cameras.
- **Recruit speakers.** Invite a couple of individuals to speak at your rally, such as a legislator or another local celebrity to give your group visibility. One great way to generate excitement and news coverage is to get a legislator, the attorney general, or even your governor to come out and speak.
- **Develop your publicity and media materials,** including flyers to put up around your community, a media advisory for the news and also a press kit (fact sheets, visuals, and a press release) for the media. For tips on media outreach and media materials, refer to the Getting Noticed section on [page 61](#) of the Kick Butts Day guide.
- **Invite other youth!** Design and print a simple flyer that tells other youth about your event and how to register. Don't forget to include a deadline for registration. It also needs to include the date, time, cost (if applicable). The flyer also should list any individual or corporate sponsors. Put the flyers up around your school and in other prominent places in the community such as malls, movie theaters, bulletin boards in places of worship, supermarkets, etc.
- **Identify and secure any sound equipment you require.** If you are having distinguished guests speak at your rally, you will need a microphone and sound system. If you plan to do chants or cheers, you might want a megaphone. If your group does not have access to sound equipment, check with local businesses and organizations to see if they would be willing to donate the equipment for the day of your event.

## 1 MONTH BEFORE THE EVENT:

- **Follow-up with your registered participants.** Send an information packet to each school or group that is participating. Make sure to include a fact sheet on the issue you are rallying for. Visit the [Campaign for Tobacco-Free Kids Research page](#) for facts and statistics on tobacco issues. Encourage each school/group to conduct learning activities related to teen tobacco use so that your participants are equipped with information before the event.
- **Review the final rally schedule** to identify and solve any potential problems with attendance, transportation, event materials, speakers' schedules or other program needs.
- **Invite your elected officials!** Mail a general invitation to all elected officials encouraging them to participate. Be sure to include all special guests, speakers and sponsors on your invitation.
- **Designate someone as the official historian!** Arrange to have somebody photograph and videotape the event. It might be best to have one person photograph while another person videotapes.



## 1 WEEK BEFORE THE EVENT:

- **Finish and print your event press kits** to distribute to members of the press who attend your event. The press kit should include a press release, a fact sheet and information about your partners and corporate sponsors. You should also create a media advisory, which you will send out later to let the media know about your event.
- **Follow-up with your registered participants.** Send a second mailing to all participating schools/groups with an event agenda, maps, assignments for parking and any other necessary information.
- **Double check that your permits are in order.** If necessary, meet with law enforcement officials to finalize plans for the rally.
- **Confirm speakers.** Call speakers to confirm their participation and what time they will speak.
- **Notify the media.** Send out the media advisory to all of your local newspapers, radio and television stations.

## 1-2 DAYS BEFORE THE EVENT:

- Conduct follow-up calls to the newspapers, radio stations and television stations that should have received media advisories. Encourage them to attend, let them know key **facts about your** message and highlights about your rally (how **many people** are expected to attend, what notable guests are **invited/confirmed**).

## AFTER YOUR EVENT:

- Send thank you letters to everyone who helped with your rally. This includes schools, your speakers, special guests and all of your sponsors.
- Follow-up with the youth who participated in your event. Give them a way to continue to take action. For instance, you could send them an online petition in support of the policy goal you rallied for, and ask them to share it with their friends to gather signatures.

## OTHER THINGS YOU CAN DO WITH YOUR EVENT:

- To double your impact, schedule visits with your legislators or other public officials after your rally! Educate them about the importance of your tobacco control issue and ask them to take action to protect their constituents.





# SEND A MESSAGE TO (-----)!



Positive tobacco messages are everywhere – including on the screen, in magazines, at concerts and on the internet. This event provides youth with a great opportunity to speak up and take action to stop the promotion of tobacco use.

AGE GROUP: Any age!

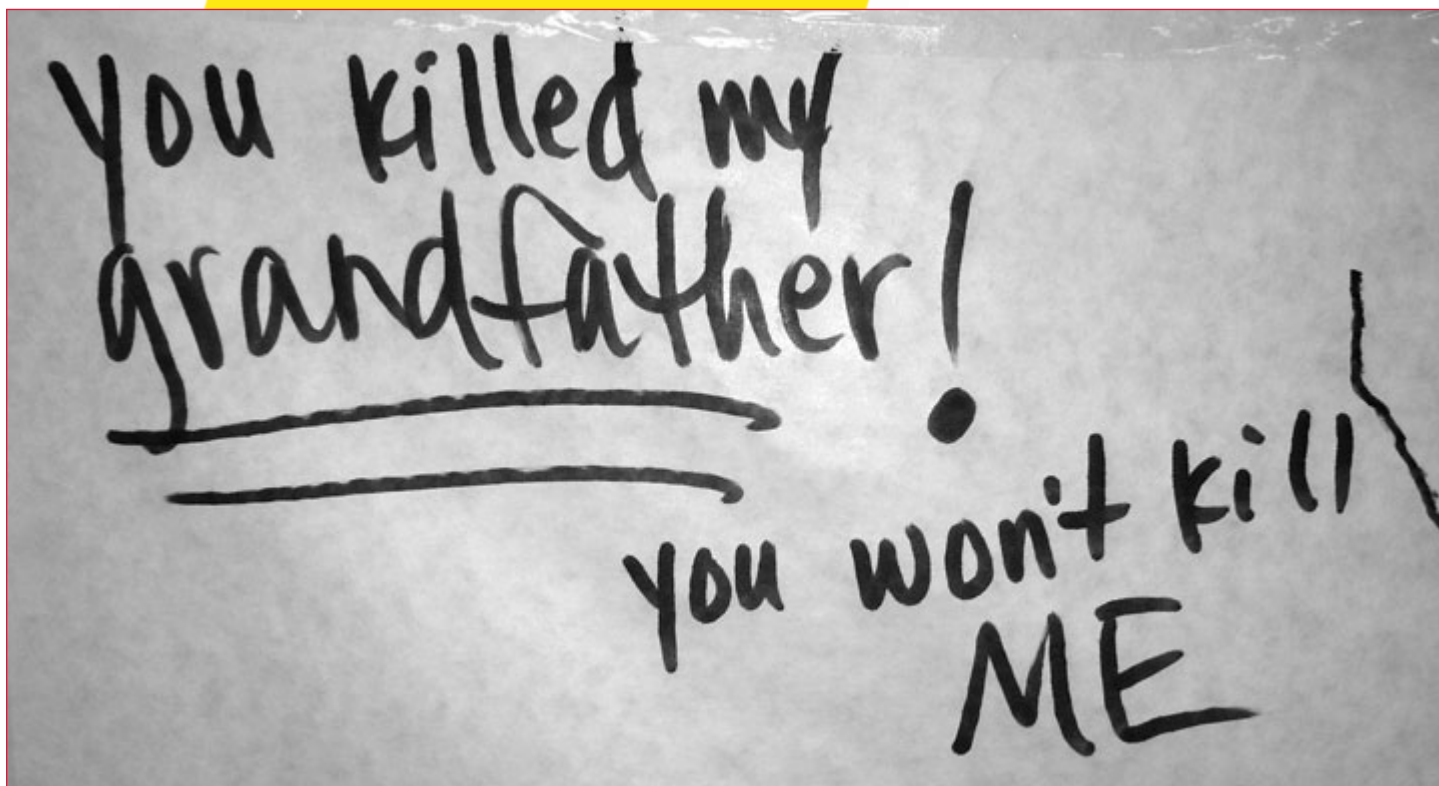
NUMBER OF PARTICIPANTS: The bigger the group, the better.

PREPARATION TIME: 2 weeks.

RESOURCES: A camcorder or digital camera that can capture video and video editing software (for example, Windows Media Maker or iMovie).

COST: Varies.

Youth from Rhino's Youth Center in Indiana took video cameras to their schools and around their community to ask youth to send a message to James Cameron about the smoking in AVATAR. They compiled the video clips on Kick Butts Day, posted the final video to YouTube and sent a copy to Cameron's production company.



## PUTTING ON THE EVENT

Decide who to send a message to! Make it specific so that it is more effective. In other words, choose just one actor or or one movie company to target.

**Not sure who you should send a message to? Here are a few ideas:**

- An actor who recently smoked on screen in a G, PG or PG-13 movie.
- One of the companies that own the major movie studios (Disney, Time Warner and Sony). Ask them to stop producing G, PG and PG-13 movies that show tobacco use.

### **Robert Iger, CEO** **THE DISNEY COMPANY**

500 S. Buena Vista St.  
Burbank, CA 91521-9722  
Fax: 818-560-1930

### **Sir Howard Stringer, CEO** **SONY CORPORATION**

550 Madison Ave.  
New York, NY 10022  
Fax: 212-833-6956

### **Rupert Murdoch, CEO** **THE NEWS CORPORATION**

1211 Avenue of the Americas,  
8th Fl.  
New York, NY 10036  
Fax: 212-85207145

A magazine editor of a magazine with a large youth readership that allows tobacco advertising.

An artist who is being sponsored or promoted abroad by a tobacco company.

### **Jeffrey Bewkes, CEO** **TIME WARNER**

1 Time Warner Center  
New York, NY 10019  
Fax: 212-489-6183

### **Brian Roberts, Chairman and CEO** **COMCAST CORPORATION**

1 Comcast Center  
Philadelphia, PA 19103  
Fax: 215-981-7790

**Chris Dodd,**  
**Former Senator**  
**Chairman and CEO**  
Motion Picture  
Association  
of America  
1600 Eye St. NW  
Fax: 202-296-7410

Once you've chosen who to send a message to, start filming! Hit the streets or your school hallways. Before you start filming, explain what you are doing to each person that you approach. Make sure they understand why the issue you have chosen to address is a problem. Then record their messages! After you've collected plenty of shout outs from youth in your school and community, it is time to start editing your final video! Be creative. You can add special effects or text if you want. Keep it short – if it is under five minutes, there is a better chance that more people will watch it. After you've finished editing your video, post it on YouTube and mail a copy to the person are targeting! Promote your video using Twitter and Facebook. You can also send the video to your local paper to let others in your community know about your efforts.

# TOBACCO PUTS YOUR HEALTH IN JEOPARDY



This game was created to be a fun way to present tobacco facts students. It is based on the game show Jeopardy.

**AGE GROUP:** Have older students (middle school and above) organize the event and present it to 5th and 6th graders.

**NUMBER OF PARTICIPANTS:** At least four to present, but more will be needed as participants.

**PREPARATION TIME:** 2–3 weeks.

**RESOURCES:** Computer, printer, and a prize.

**COST:** \$0–\$20.



## PLANNING YOUR EVENT:

- Research facts about tobacco and Big Tobacco's marketing tactics. You can use the information on **pages 6-12**. Or, for more facts, visit <http://www.tobaccofreekids.org> where you will find a wealth of information in our research and facts section.
- Choose your audience and location. Do you want to present to a fifth grade class at your local middle school? Would you rather do a school assembly and invite all fifth and sixth graders to attend? Either way, you will need two to four students to compete against each other. If you are doing one fifth grade class and one sixth grade class, you could have a student from each class compete as a representative of their class. Work with the middle school to set up a date for your presentation.
- Identify the facts most relevant to your audience. If smokeless tobacco is a big problem where you live, you might include more smokeless tobacco facts than if you lived somewhere that has a lower rate of smokeless tobacco use.
- Divide the facts up into categories, just like Jeopardy. For example: Tobacco's Toll, Big Tobacco Overseas, To Chew or Not to Chew, Health Harms, etc. The questions and answers should follow the same format as Jeopardy, meaning the contestants will be shown a fact and must answer in the form of a question.
- Assign 5 facts to each category. Assign a point value to each fact, so that fact one is worth 10 points, fact two is worth 20 points, and fact five is worth fifty points. The number of points should correspond to the level of difficulty.
- Create a board for your Jeopardy game.
  - On card stock, print the numbers 10 through 50, five times on different colors (each category is a different color).
  - Write or type the fact on the back of each point card.
  - To make the board, you can use a blank wall, a blackboard, or presentation board. Post the categories across the top and line up the point cards in order below the corresponding category.
  - Make sure to create an answer key for your presenters.
- One week before the event, post the facts from your Jeopardy game, plus additional tobacco facts as well, around the middle school. Make sure the teachers know why the facts are there and ask them to have their students keep an eye out for them.
- Determine what the prize will be. For example, it could be a class pizza party for the winning team.

## THE DAY OF THE EVENT:

Here are the rules:

- One student from each team will represent their team by answering the questions.
- Have the students flip a coin to determine who will go first.
- The first student must pick a category and point amount (i.e., Tobacco's Toll for 20 points). They have ten seconds to answer the question.
- If they cannot answer, the other team may try to answer the question.
- Then, let team two choose a category and point level. The game continues until all of the questions have been answered. You can make one of the questions a daily double (worth double points) if you want.

While the points are being tabulated, show a public service announcement. Reveal the winning team and their prize.



# GUERRILLA POLLING



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.

**AGE GROUP:** Middle school and above, but younger youth will need to be supervised.

**NUMBER OF PARTICIPANTS:** It only takes one, but the more participants you have, the more data you will be able to collect!

**PREPARATION TIME:** 1 week.

**RESOURCES:** Paper, writing utensils, a computer.

**COST:** \$10–\$30.

## BEFORE THE EVENT:

- 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 on marketing a year?
- 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.

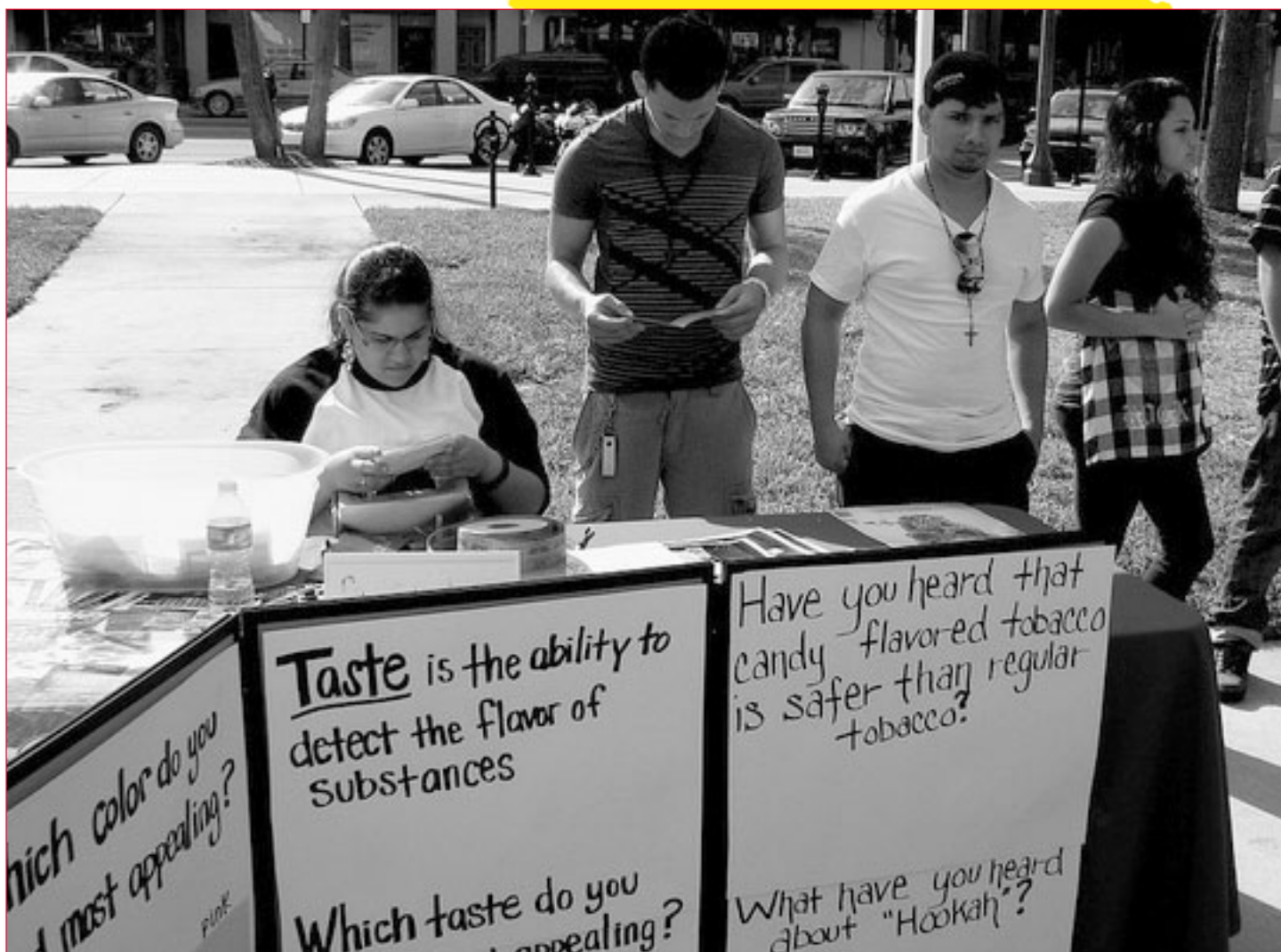


## DAY OF THE EVENT

- 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 people who participate 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! For more information on creating a press release, see [page 64](#).



# CONTACT YOUR STATE LEGISLATORS



AGE GROUP: 11 and up.

NUMBER OF PARTICIPANTS: Varies,  
1–3 for actual meetings.

PREPARATION TIME: 1 month.

RESOURCES: Paper, pens, phone.

COST: \$0–\$20.

## ORGANIZE A LETTER WRITING CAMPAIGN

Before your letter writing campaign, pick a policy issue, such as asking your state legislature to pass a 100 percent smoke-free workplaces and public places policy. For more policy issue ideas, see [page 20](#).

Then, gather a large group of people to write letters to your state legislators to tell them how you feel about Big Tobacco targeting youth. In the letters, urge your legislator to protect your state's youth by taking action on the policy issue you chose. Ask your school to set aside time one day (potentially on Kick Butts Day) for students to write letters to their legislators or have a letter writing campaign as part of another event, like a health fair.

You could also create a form letter or petition that people can quickly sign, either on paper or on the computer. Collect signatures from your community, or enlist volunteers to go around schools to collect signatures from as many people as possible. You could also email out the petition link ([change.org](https://www.change.org), for example) to all of your friends and family members to sign. This will allow you to collect hundreds if not thousands of signatures! Be sure to clearly explain what you are trying to accomplish and why it is important for them to participate.



## SET UP A MEETING WITH YOUR STATE LEGISLATORS

An even better way to reach your state legislators is in a face-to-face meeting. This shows even greater concern and dedication.

To begin setting up a meeting, contact your state legislator's office and ask the staff about the procedure for requesting a meeting. If you fail to set up a meeting on your first try, be persistent. If your state legislator sees how dedicated you are to your cause, he or she may decide to have a meeting with you after all.

When you get a meeting, prepare what you want to say and practice in advance. Be prepared to answer questions and respond to any objections that may be made. Don't allow your state legislator to side-track you and be sure to stick to your message. It is helpful to bring graphs, statistics and samples of marketing you feel is aimed towards youth. Also, be sure to bring along a fact sheet and other information about your campaign. It's helpful to make the legislator a folder with all of the resources they need to make an informed decision. This could include a fact sheet on your issue, op-eds or editorials written in local press, general facts about the issue and state/local facts about the issue. Find ideas for helpful resources in the Resources section of the guide.

You will generally receive a business card from the staff member or legislator you meet with. Follow up on your meeting with a thank you note. Thank your state legislator or the staff member for taking the time to meet with you and repeat your message again.

# TOBACCO CONTROL COMPLIANCE CAMPAIGN



AGE GROUP: Middle school and above.

NUMBER OF PARTICIPANTS: 3 or more.

PREPARATION TIME: 3 months.

RESOURCES: Paper, computer, pens, telephone.

COST: \$30.

Many states have enacted tobacco control laws, such as youth access laws, restrictions on tobacco products in vending machines, smoke-free air laws, and restrictions on advertising and promotion. Additionally, all states have state tobacco tax laws. But how well are these laws enforced? Allowing residents to report tobacco law violations using an online form or a hotline is a highly effective means of enforcement. However, not all states have these enforcement measures in place.

If you live in a state that does not have an online form and/or hotline available for residents to report tobacco control or state tobacco tax law violations, you can do something about that! You can work to ensure that your Attorney General establishes an online form and phone hotline for reporting tobacco control law violations. Likewise, you can urge your state's department of revenue to set up an online form and phone hotline to report tobacco tax violations.

To find out if your Attorney General's office and your state's department of revenue have an online reporting form as well as a hotline, visit their respective websites.

## 10-12 WEEKS BEFORE EVENT:

- Send a letter to your Attorney General and/or your state's department of revenue explaining the need for an online form and phone hotline for reporting tobacco control and tax law violations. Request in the letter that they set up an online form and phone hotline.
- Follow the letter with a phone call, ensuring that your letter was received, and follow up with the correct person in the Attorney General's office. If you did receive a response to your letter, thank the office for their response and have a conversation about the potential for an online form and hotline.
- If the office does not respond to your letter or return your phone call, or says no, prepare to move on with your campaign.

## 6-8 WEEKS BEFORE EVENT:

- Draft an open letter to the Attorney General and/or your state's department of revenue requesting that an online form and phone hotline be made available for residents to report violations. An open letter is a letter in which the audience includes both the person to whom it is addressed as well as the public. Send the letter to your local newspapers and ask them to print it.
- Create a petition. Collect signatures and get as many signatures as you can for a month or more. You can create a petition online, have paper petitions, or a combination of the two methods.

## 2-4 WEEKS BEFORE THE EVENT:

- Send copies of the petition to the Attorney General and/or your state's department of revenue as well as the media with a letter discussing your efforts.
- Create flyers that ask people to call the Attorney General's office and/or your state's department of revenue to request that an online form and hotline be established.
- Call the Attorney General and/or your state's department of revenue again. Request to meet with someone in their office to discuss the possibility of setting up an online form and hotline.

## ADDITIONAL IDEAS

You aren't just limited to the ideas above! There are other things you can do to put pressure on your Attorney General's office and/or department of revenue. For example, you could:

- Stage a press conference and reach out to the media.
- Write letters to the editor.
- Use this model to fight for another issue that concerns your state or community. The combination of persistent phone calls, contact and media attention helps to promote change in communities.



**AGE GROUP:** High school females.

**NUMBER OF PARTICIPANTS:** 1 speaker, three high school students for the planning committee, 20–50 participants.

**PREPARATION TIME:** 5 months.

**RESOURCES:** Location, items related to prom to giveaway (flowers, hair cut gift certificates, restaurant gift cards, etc.), two speakers, computer, printer, paper, food and drink.

**COST:** \$20–\$100.

The tobacco industry has a long history of developing cigarette brands and marketing campaigns that target women and girls, with devastating consequences for women's health. Youth groups across the country have been hosting events for girls to learn how the tobacco industry targets them.

In Montana, reACT, Montana's teen-led movement against Big Tobacco, held a fun after school event two weeks prior to the high school prom to educate girls about Big Tobacco's aggressive marketing tactics targeting women and girls. The girls had a chance to win fun prom-related door prizes, browse tables set up by local merchants, and snack on delicious food, while learning about how Big Tobacco targets them.



## 5 MONTHS BEFORE THE EVENT:

- Talk to your school administrators to get the event approved. If you have more than one high school in your area, check to see if it is okay to invite students from other high schools.
- Choose a date and time for your event. The date should be close enough to prom that students will be excited about the event, but not so close that they will have already bought everything they need for prom and therefore won't be able to use their door prizes. Consider holding it a half an hour after school ends, so that students are more likely to attend.
- Recruit a committee of girls or tobacco control advocates who are interested in tobacco use. The committee members will be in charge of all organizational aspects of the event, and each person will have a specific duty to deal with. For example, decorations, prizes, educational materials, publicity and finding speakers. You may also want to partner with existing student organizations, like the prom committee or student council.

## 4 MONTHS BEFORE THE EVENT:

- Send letters to local businesses, such as flower shops, hair salons, restaurants, tuxedo rental stores, and jewelry stores, inviting them to participate. Ask them to donate an item or service for a door prize at the event. Gift cards are perfect, but if they do not want to provide a gift card or an entire service for free, ask if they would be willing to offer a special discount coupon. Offer each business a table at your event where they can set up with information about the service or products they offer. They can even bring products to sell if they want!
- Two weeks after the letters go out, visit each business in person to follow-up.

## 3 MONTHS BEFORE THE EVENT:

- Create flyers advertising your event.
- Find someone to speak at your event. Having someone from the area who is an expert on tobacco control will increase the event's appeal.

## 1 MONTH BEFORE THE EVENT:

- Hang the posters up around the high school(s) where the event is being held as well as places in your community that are popular with high school girls.
- Make a Facebook event and have all of your committee members circulate it widely among their friends. Also include the name of the Facebook event on any flyers you display throughout the school. Do prepare to have more guests than the Facebook attendees, because some people may decide to attend (or not attend) at the last minute.

## THE WEEK OF YOUR EVENT:

- Confirm your speaker.
- Tell your local radio stations and newspapers about your event. See **page 62** for more information on getting media attention.
- Buy food and drinks for your event. At the event in Montana, they provided participants with smoothies, cheese, vegetables, dip and crackers.
- Send out reminder messages using your Facebook event page. Urge people who have indicated that they “may” attend to switch to “Yes” or “No” RSVPs.

ADVERTISEMENT

# DRESSED to the 90s

The most fashion forward woman takes her cue from timeless vintage looks. Inspire your inner style maven with a visit to a vintage hotspot in your city.

**MAKE IT YOURS**

Style your vintage look with your own personal touch.

HERE'S HOW:

- Start with a little black dress from your favorite era.
- Mix in sophisticated accent pieces, like an antique necklace or bold bangles.
- Wear sleek, stylish stilettos to complete the look.

**JOIN THE VINTAGE VANGUARD.**

Update your closet at top vintage shops across the US. Find out where at [camelsmokes.com](http://camelsmokes.com).

\*WEBSITE RESTRICTED TO LEGAL-AGE TOBACCO CONSUMERS

ONE OF A KIND VINTAGE FASHION BY PEGGY PARDON

Visit the store for more unique finds.  
153 HUDSON ST.  
NEW YORK, NY

## DAY OF THE EVENT:

- Give the local businesses time to set up their tables before the event starts.
- Set up a table with the food and drinks.
- As students enter the room, have them sign up for door prizes.
- Give the students time to browse the tables set up by local businesses.
- Allow students to grab some food and mingle.
- About fifteen minutes in, have students take a seat and start the presentation.
- Consider breaking the presentation up into two parts, with a five or ten minute break in the middle so that students can grab more food or drinks.
- Announce the door prize winners at the end.

## WAYS TO INCORPORATE POLICY INTO YOUR EVENT

- Add a letter writing campaign to your event. Have the participants write letters to the editors of popular magazines, such as Glamour and Marie Claire, asking them to keep tobacco advertisements out of their magazines.
- Instead of a letter writing campaign, organize a “return to sender” activity at the end of your event. Prior to your event, gather subscription cards to popular women’s magazines and buy big blank address labels. Here is a list of women’s magazines that consistently run tobacco advertisements:
  - Glamour
  - Marie Claire
  - Vogue
  - People
  - US Weekly
  - Entertainment Weekly
  - InStyle
- Have the participants write a fact they learned from the presentation on the label, along with a request for the magazine to stop running tobacco advertisements. Stick the label on the back of the subscription card (where the subscriber’s information should go) and place all of the cards in the mail after the event.

For more information about Big Tobacco, Women & Girls, check out our Deadly in Pink report: [http://www.tobaccofreekids.org/what\\_we\\_do/industry\\_watch/womens\\_report/](http://www.tobaccofreekids.org/what_we_do/industry_watch/womens_report/).

# KICK BUTTS DAY PROCLAMATION

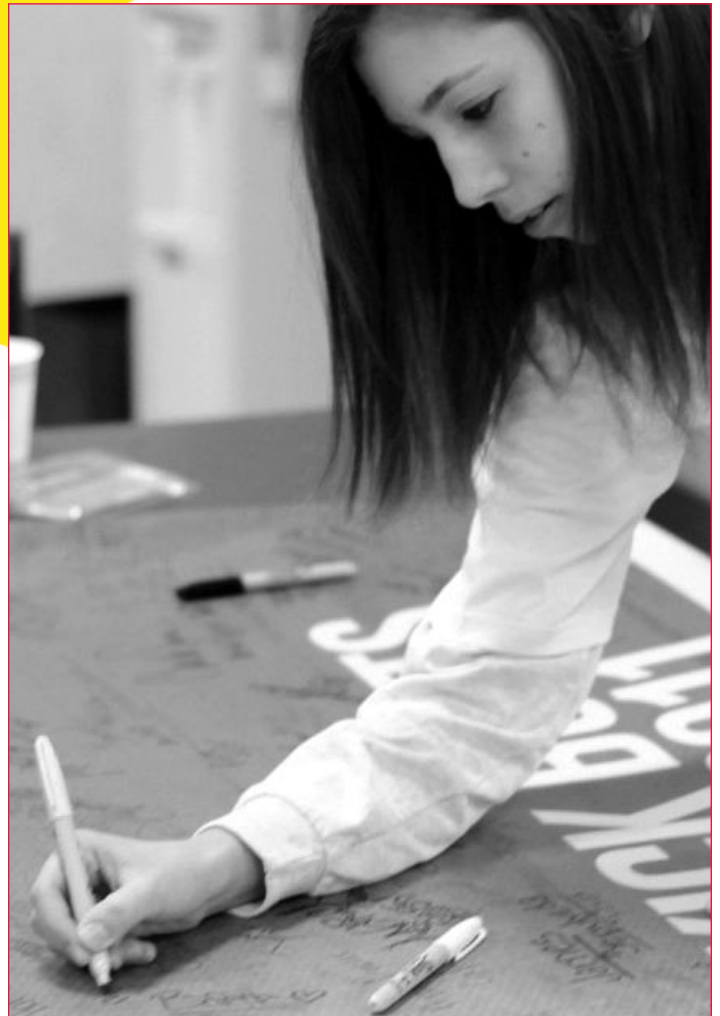


A great way to spread the word about Kick Butts Day is to have your mayor or governor issue a Kick Butts Day proclamation.

In some areas, this might require legislative action, while in others it might only require the mayor or governor's approval. To be safe, it is best to start the process a couple months in advance.

## PASSING A PROCLAMATION:

1. To find out how passing a proclamation in your city or state works, call your mayor or governor's office.
2. Use the template proclamation provided below as a starting point. You can customize it with relevant statistics about the toll of tobacco in your city or state.
3. If your mayor or governor does not seem willing to issue the proclamation, seek support from other community members. Ask leaders in your city or state to contact the mayor or governor to encourage them to sign the Kick Butts Day proclamation.
4. If you must go through the legislative process to get a proclamation passed, find a legislator who supports tobacco control and ask them to sponsor your proclamation. After you have a sponsor, continue reaching out to legislators and ask for their support. Educate them about the toll of tobacco and explain why Kick Butts Day is important.
5. After the proclamation has been issued, thank your mayor or governor. As a thank you, invite them to your Kick Butts Day event to present the proclamation. After Kick Butts Day, send a thank you letter to everyone who helped you with the proclamation.



By the [mayor/governor (or city council/state legislature for a resolution)]  
of the [city/state]

**Whereas**, nationwide, nearly one fifth of all high school students (grades 9-12) are current smokers; along with nearly one out of every fourteen eighth graders;

**Whereas**, three million high school students are current smokers; and more than a third of all kids who ever try smoking a cigarette become new regular, daily smokers before leaving high school;

**Whereas**, one out of three youth smokers will ultimately die prematurely from smoking-related diseases, unless current trends are reversed;

**Whereas**, smoking kills more than 400,000 Americans each year, representing more deaths than from AIDS, alcohol, car accidents, murders, suicides, drugs and fires combined;

**Whereas**, most of these deaths could be prevented;

**Whereas**, Kick Butts Day is an annual national initiative sponsored by the Campaign for Tobacco-Free Kids that makes elementary, middle and high school students leaders in the fight against youth tobacco use and exposure to secondhand smoke; and

**Whereas**, the children of [city/state] will no longer tolerate the tobacco industry's efforts to manipulate them into buying lethal and addictive products through insidious advertising campaigns and marketing practices; and

**Whereas**, the [mayor/governor] of [city/state] wishes to stand up with the children of [city/state] in opposition to the sale, advertising and marketing of tobacco products to children;

**Therefore**, be it resolved, that today, is hereby declared **"Kick Butts Day 2012"** in [city/state].

(Proclamation or resolution should be signed by an elected official)



The following events are all events that you could put together to make a big impact with only a little time, money, and/or volunteers. But that doesn't mean you can't be creative. Don't be afraid to add your own touches to these events to make them as large and powerful as you want.

## TOBACCO INGREDIENT COLLECTION COMPETITION

AGE GROUP: Any age, however younger youth will need to be supervised.

NUMBER OF PARTICIPANTS: As many as possible, your whole school or group.

PREPARATION TIME: 2 weeks.

RESOURCES: Household items.

COST: \$0–\$10 for promotional materials.

- Some of these products can be dangerous if used incorrectly so be sure to get permission from your school first.
- Instead of doing a presentation, get your entire school or group involved. Have everyone bring in as many of these products as they can (have them label them with their names so you can return them after the event.) Use the ingredient list from the “They put what in a cigarette?!” Activity on [page 27](#).
- Each class can compete to collect the most ingredients. Collect as many of each household product as possible.
- Advertise a week before your event by placing posters around your school and making announcements over the PA system.
- At the end of the collection period, get permission to display the items in the main hallway of your school, in the school parking lot, or at another highly visible location. Just imagine huge piles or bins full of each of the household products – this will create an even harder-hitting visual than a classroom presentation.
- Post signs and banners around your display, hand out flyers – be creative!
- Remember to keep all products tightly sealed in their original packaging. After all, these are dangerous chemicals!
- Figure out who brought in the most materials. Give out small prizes to the class or group that brings in the most products.

## MISSING YOU

AGE GROUP: Any age.

NUMBER OF PARTICIPANTS: As many as possible.

PREPARATION TIME: 1–2 days.

RESOURCES: Markers, construction paper, rubber cement, and photos of family and friends who have died due to tobacco use.

COST: \$10.

The number of people who die from tobacco use is more than just a statistic. Help people in your community realize that tobacco kills mothers, fathers, sons and daughters by posting “missing” flyers around your community.

- Make “missing” posters using pictures of friends and family members. Make sure you include that they died from tobacco use.
- Hang the posters **up around** your community. Remember to get permission **before hanging up the posters**.



## TOMBSTONES

AGE GROUP: Targets all age groups.

NUMBER OF PARTICIPANTS: As many as possible, but at least 4–5 are needed to organize the event.

PREPARATION TIME: 1–2 weeks.

RESOURCES: Cardboard, spray paint, paint/markers, any other art supplies.

COST: \$10–\$50.

- Create tombstones from the cardboard and art supplies.
- Choose a location to place them where a high volume of people will walk by (i.e., school entrances). Don't forget to ask for permission and apply for a permit if necessary!
- Place names on the tombstones to make the event more personal. You can pick number the tombstones or write the names of loved ones who were affected by tobacco, etc.
- You can use some simple math and list how much money each person was worth to the tobacco industry. (For example, one pack a day multiplied by \$5.00 a pack, or the average cost of a pack in your community, by 365 days and by 25 years).
- If you would like to, you can set up a table with more information about your group or Kick Butts Day in general, and have template letters people can write to their public officials about relevant tobacco control issues.

## BODY BAGS

AGE GROUP: Middle school and above can organize the event, but invite all age groups.

NUMBER OF PARTICIPANTS: As many as possible.

PREPARATION TIME: 2 weeks.

RESOURCES: Body Bags (ask your local police department or hospital, or research online), computer paper, newspaper and other "stuffing" for the body bags.

COST: \$10–\$70.

- Fill body bags (or just one bag can still serve as a strong visual) with fake money and leave the body bags slightly open.
- On the bags write: If you smoke 1 pack a day this is what Big Tobacco thinks your life is worth \$\_\_\_\_\_.
- To come up with your numbers, multiply the number of packs smoked a day by the price per pack (different in every state), multiply that by 365, and then multiply that by the number of years the "person" has smoked.
- You can use a variety of packs per day and years smoking to come up with different dollar amounts for each bag.
- If you would like, you can set up a table with more information about your group or Kick Butts Day in general, and have template letters people can write to their legislators about relevant tobacco control legislation.



## CUPS IN A FENCE

AGE GROUP: Targets all age groups.

NUMBER OF PARTICIPANTS: 2–5.

PREPARATION TIME: 1 week.

RESOURCES: Plastic cups.

COST: \$10–\$40 depending on how many cups you need.

- Find a fence in your community that many people pass by every day.
- Remember to get permission.
- Write out a message by putting plastic cups through the holes in the fence. Previous groups have used simple messages such as “Tobacco Lies.”
- Have flyers or palm cards to hand out to those who pass by the fence and be prepared to give them more information.
- Take pictures of the participants with the fence. Send the pictures to a media outlet and/or an elected official with a description of how “Tobacco Lies” to youth, and ask for a policy change in your community (for example, a tobacco tax increase).

## LIVING BILLBOARD

AGE GROUP: Targets all age groups.

NUMBER OF PARTICIPANTS: Depends on your message, a small group.

PREPARATION TIME: 1 week.

RESOURCES: Posters, pens, markers, other poster making supplies.

COST: \$0–\$20.

- Choose a message that you want to convey to your community.
- One message displayed in the past was “Kool Kills” (in reference to the brand, Kool) and drew each letter of their message on a separate poster and held the signs in order to display their message.
- Be creative. Choose an imaginative message and create colorful and eye-catching posters.
- Hold up your posters along a well traveled road or other heavily trafficked area.



## THE COST OF SMOKING

AGE GROUP: Middle school and high school.

NUMBER OF PARTICIPANTS: As many as possible.

PREPARATION TIME: 1 week.

RESOURCES: Paper, pens, calculators.

COST: \$10–\$25.

- Find the average price of a pack of cigarettes in your community.
- Calculate the costs for a week, a month, a year, five years, etc. for a person who smokes a pack of cigarettes a day .
- Display the financial cost of smoking. Be creative. You can put up posters, use fake dollar bills, or turn the activity into a worksheet to be completed in class.

## KICKING BUTTS WITH ART

AGE GROUP: All ages.

NUMBER OF PARTICIPANTS: As many as possible.

TIME: 1 month.

RESOURCES: Prizes for the winners.

COST: \$10–\$100, depending on the number of prizes and the type of prizes you award the winners.

- Host an anti-tobacco art contest. All entries should be related to the fight against tobacco, such as the harmful effects of tobacco products. You decide what types of art will be accepted, but it can be anything, including songs, photography, or poetry.
- Award prizes to the winners.
- If possible, put the winning pieces on display.





## DOOR DECORATING CONTEST

AGE GROUP: All ages can participate.

NUMBER OF PARTICIPANTS: Varies.

TIME: 1–2 weeks.

RESOURCES: Posters, colored paper, markers, other craft supplies.

COST: \$10–\$40, or more depending on the prizes awarded.

- Get your entire school involved by challenging all of the classrooms to decorate their doors with a Kick Butts Day 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. The prizes can be anything you'd like, in order to incentivize involvement (as long as it's approved by the school), such as a pizza party for the winning classroom.



## FLASH MOB

AGE GROUP: Any age, however, younger youth will need to be supervised.

NUMBER OF PARTICIPANTS: As many as possible.

PREPARATION TIME: 1–2 weeks.

RESOURCES: Markers, paper for posters, and transportation (if the flash mob is held somewhere other than your school). Another option is to have a table near the site of the flash mob with flyers and information to hand out during and after the event.

COST: \$0–\$50.

A flash mob is designed to capture attention. For this event, you will need a medium-to-large group of people.

- Pick a location for the event. A busy area, such as a school hallway or a mall, works best.
- Create eye-catching, easy to read posters with messages about tobacco's toll.
- If you plan to have a table nearby the site of the flash mob, create a banner for the table and make sure you have resources to place on the table regarding tobacco's toll and tobacco cessation.
- Choose a time, or a signal, so that participants know when to freeze and make sure everyone knows what it is. You should also try to have your flash mob at a time where the most people will see it, like at lunch or in between classes – whenever there are a lot of people in one location.
- Your group should disperse and wander through the area, blending in with the other people in the crowd.
- At the pre-determined time or signal, all participants will freeze. While freezing, participants can hold up their signs with tobacco-free messages.
- For added effect, participants can all wear the same colored shirt. This can help attract people's attention.
- See examples of previous Kick Butts Day flashmobs here: [“Stay Away from the Pack” in 2010](#) and [Kick Butts Day 2011](#).

## TOBACCO-FREE MERCHANT AWARD

AGE GROUP: Targets all age groups

NUMBER OF PARTICIPANTS: Small group

PREPARATION TIME: 1 week

RESOURCES: Computer, picture frame

COST: \$0–\$20

- Is there a store in your community that has chosen not to advertise and/or sell tobacco products? If so, you can honor them with the Tobacco-Free Merchant Award.
- Create the award using a Word template or another computer program and print it out on nicer paper. If you have the resources, frame it so that the merchant can display it in the store.
- Have a small ceremony to present the award to the store owner, or incorporate this into a larger community event.
- Use the resources in the Getting Noticed section on [page 61](#) to get media attention.

## RESTAURANT PLACEMATS, TABLE TENTS, AND TAKE-OUT STICKERS

AGE GROUP: Targets all age groups

NUMBER OF PARTICIPANTS: Any

PREPARATION TIME: 1 month

RESOURCES: Design for stickers, placemat, table tents

COST: Ideally, this would be paid for by the local restaurant/vendor

- Contact local restaurants to see if they would be willing to use placemats, table tents, or take-out stickers that can be placed on pizza boxes and take-out bags with your message on them.
- This can reach countless people and is an opportunity to form lasting relationships with community businesses.
- Here is an example of a placemat that could be used for this activity:



Photo Courtesy of Through with Chew

## TEXT CHAIN

AGE GROUP: Targets all age groups.

NUMBER OF PARTICIPANTS: The more the merrier!

PREPARATION TIME: None.

RESOURCES: Cell phone.

COST: Based on your cell phone plan, you may be charged extra for sending text messages.

- Create a text message with talking points about tobacco, or use text messaging to spread the word about your Kick Butts Day event.
- Send the message to all your phone contacts and encourage the receivers to forward the message to others.
- Include a link to a website, like KickButtsDay.org or a petition where people can get involved. You can also text out a simple statistic, as shown in the Numbers campaign. Your friends may ask you why you texted them that number, and then you can reveal that the number is significant to tobacco related deaths in your town or state, or another relevant statistic.



## SOCIAL NETWORKING

AGE GROUP: Targets all age groups

NUMBER OF PARTICIPANTS: The more the merrier!

PREPARATION TIME: None

RESOURCES: Computer or cell phone with internet

COST: None

- Don't forget to use social networking sites such as Facebook, Twitter, and YouTube to promote your Kick Butts Day event, but you can also raise awareness last minute on Kick Butts Day by simply updating your social networking sites with tobacco facts.
- Create an event on Facebook and invite your friends.
- You can create a promotional video, or record your event and then post it on YouTube. Then, post the link to your YouTube video on your Facebook and Twitter pages.
- Become a fan of [The Campaign for Tobacco-Free Kids](#) and [Kick Butts Day](#) on [Facebook](#) to learn about upcoming events and speak your mind on the wall.
- Visit the Campaign for Tobacco-Free Kids' Flickr page and take a look at pictures of what we have been up to at [www.flickr.com/photos/tobaccofreekids/](http://www.flickr.com/photos/tobaccofreekids/).

Be sure to upload photos from your Kick Butts Day activities to the Kick Butts Day 2012 at the [Campaign for Tobacco-Free Kids Flickr page](#).

# KICK BUTTS DAY FOLLOW-UP



Contact your elected officials!  
Encourage your friends and people who are helping you out to write, fax or email letters and call their elected officials to tell them about your Kick Butts Day event and the importance of tobacco prevention.

- **Find their contact info.** Gather mailing and email addresses, phone and fax numbers. For local officials, call your town or city hall. For state officials, call your state capitol building. Even easier, you can find this information online on your local and state websites. For Congress, you can find full contact information for U.S. Senators at [www.senate.gov](http://www.senate.gov), and for U.S. Representatives at [www.house.gov](http://www.house.gov).
- **Host a letter writing or call-in campaign.** This is something you can do at any event. Have everyone at the event write letters or call in right at your event. All you need is some paper, a computer with internet or a few cell phones to spread your Kick Butts Day message to your elected officials.
- **Send them news coverage of your event!** So you organized a successful Kick Butts Day event (or other tobacco control event) and got lots of media coverage – what now? Clip those newspaper articles and copy that tape of the evening news and send them to your elected officials. They are always interested in what their constituents are doing, especially on the policy level. You can then follow up with them to have a discussion about your work and how they can be involved in them about Big Tobacco and the dangers of tobacco use at the same time.
- **Send a big “thanks” to your supporters!** Where does your organization get its support? If you are a school-based group, send a thank you and photos to your principal and any teachers who helped out. If you are part of a statewide program, let staff at the program, and your governor, know how your Kick Butts Day event went. Send photos, newspaper articles and thank-you’s for their support. Individuals and other organizations that support your efforts are always interested in hearing the latest news about your events.
- **No media coverage?** That’s okay! Even if the media couldn’t make it to your event, let local media know what happened. Send them photos from your event with an email reporting on the outcome of your event. Encourage them to write a feature on your event or group, and to use one of your photos in their next edition.
- **Stay involved!** Take a look at the “Staying Involved” section of the guide. Interested in more? Check out [KickButtsDay.org](http://KickButtsDay.org) to find out more about the fight against tobacco and what youth advocates across the country are doing to take action.
- **Contact us!** Don’t forget to let the Campaign for Tobacco-Free Kids know how your Kick Butts Day event went. You can email us photos (the higher the resolution the better), media coverage and other info about your event at [kbdinfo@kickbuttsday.org](mailto:kbdinfo@kickbuttsday.org) or upload the pictures to the [Kick Butts Day 2012 flickr pool](https://www.flickr.com/photos/kickbuttsday/).



A black and white photograph of four young women smiling and signing a large white tote bag. The bag is covered in handwritten signatures and has a circular logo on the right side. The women are holding markers and are positioned around the bag. The background is a red surface with a yellow torn-paper border.

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TOBACCO-FREE  
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**GETTING NOTICED**

Want to reach thousands of people in your community and across your state with your Kick Butts Day message? It can happen if you work hard to let the media know about your exciting event. Getting noticed in newspapers, radio and television is just as important as planning your activity. Just think – if you have a rally at your state capital with 500 people, then 500 people hear your message...but if you have a rally and convince television stations and newspapers to cover it, your message could be seen and heard by thousands, even millions of people, depending on how far your coverage goes!

## WHY IS GETTING MEDIA COVERAGE SO IMPORTANT?

Media coverage can:

- **Publicize** your event beforehand, so more people will be there to support it.
- **Educate** thousands of people about your issue and your message.
- **Inspire** more people to follow your lead and get involved in taking on tobacco companies.
- **Attract the attention of public officials who determine tobacco-control policies**

## WHERE TO BEGIN

The first step is to let the media know about your event. The best way to do that is to **REGISTER your event at [KickButtsDay.org](http://KickButtsDay.org)**. Your event will then be listed on our Kick Butts Day website specific to your state, and our Media Team will be available to answer any questions you may have. Once you register, you'll be able to tell reporters all about your media-friendly event and convince them to cover it. Here's an overview of the steps:

- Develop your message.
- Choose your media contacts and get in touch with them.
- Grab reporters' attention with tools such as media advisories, media alerts, press releases, press kits and more.
- Make your activity so eye-catching that you'll be sure to attract crowds and cameras.

## DEVELOP A STRONG MESSAGE

Before you contact any media, you must have a clear, convincing message. Think about what you will say so that reporters will understand what you are trying to accomplish, and their coverage will help your cause. Here is some advice on how to develop an effective message:

As a group, think about the two or three most important pieces of information you would want people to gain. These are usually referred to as key messages.

### Key messages should:

- Be short and easy to understand.
- Explain to reporters exactly why you have asked them to cover your Kick Butts Day event.
- Spread the facts, such as, “1/3 of all tobacco users die of a tobacco-caused disease.”
- Inspire people to take some action, like, “We are doing this to encourage people to support smoke-free workplaces in our town.”

Your key messages should be specific. Anyone who hears them should understand why your group is taking action.

- A more specific message helps reporters give more effective coverage.

A specific message would be, ***“We want our state’s leaders to stand with kids by funding a statewide tobacco prevention program.”***

A less specific (and less effective) message might be, ***“We are here because we hate tobacco.”***

Once you have developed your key messages, make sure everyone in your group knows what they are and can explain them in their own words.

## DEVELOP YOUR MEDIA LIST

After you’ve decided on your key messages, the next thing to do is assemble a list of media you will contact. Here are some pointers on how to do this.

Start by making a list of all local TV stations, radio stations and newspapers:

- Each station and newspaper has many reporters who cover different types of news. Think about which ones would want to cover your story.
- With newspapers, start with “metro” or “city” reporters. After that, think of other sections where news about Kick Butts Day might fit, such as health, science, youth, education and lifestyle, just to name a few.
- At TV stations, you will be looking for specific producers. Again, start local and think of all the other possible angles they could use to report on your story.

Media directories are like giant phone books of all media outlets. They list TV stations, radio stations, daily and weekly newspapers, magazines and even some news shows. Best of all, they list most reporters, editors and producers and what each one covers, so you don’t have to bounce around looking for the right person when you call.

- You can find media directories at your local library and some offer free trials online.
- The most popular ones are Bacon’s, Burrelle’s, Hudson’s and [Gale’s](#).

Don’t forget about groups that might be interested in what you do on Kick Butts Day, such as anti-tobacco groups, environmental groups, health organizations and various youth groups. Some of these may have newsletters that go to their members or a list of press contacts. Sending these groups a news release could be a great way to get your message out to others.

Write down all the contact information you can collect for everyone in the media that you have decided to contact, including name, title, complete address, email, phone and fax numbers.



## CONTACTING THE MEDIA

Now that you've finalized your key messages and compiled a good list of people to contact, you will need to prepare your story and get it out there. There are a few standard ways to package your story so that reporters, editors and producers will read it when they receive it. Here are the major ways you could format your story and the different uses for each one. Examples can be downloaded from [KickButtsDay.org](http://KickButtsDay.org).

**1. News Advisory:** A news advisory tells the media about an upcoming event such as a press conference, rally or other event, and advises the media to cover it.

- You use a news advisory to tell them in advance when and where the news event will be.
- It should be only one page and should include specific "who, what, when, where, why" information, plus some general information on your group.
- Don't give away all the details! Make sure you catch their interest and convince them to come to the event to find out more.
- If interview, photo opportunities and great video opportunities will be available, be sure to say so.

**2. Press Release:** A press release announces news or information that will come out as part of your activity. For example, if you are launching a campaign or announcing findings from a survey of tobacco advertising, you would send out a press release to let the media know.

- You can send a press release a day or two before, the day of, or the day after.
- Include details of your event and news, such as attendance numbers, who will be (or was) there, and why.
- A press release should be written as if it is the news story itself. That way, journalists can write their stories just by using the release. \*\*If you do a really good job, sometimes a paper will make very few changes and run the press release as the news story.\*\*
- The opening paragraph should answer the basic questions: who, what, where, when and why.
- Try to include quotes to help you tell the story and make it more personal.
- At the top of the release, list one or two people who are available to speak to media. Be sure to include their phone numbers.
- Follow up with a phone call after you send the release.
- It's best to email it if possible, but you can also fax or mail it. However you send it, make sure to clearly write the name of the person who you want to receive it. If you are emailing, paste the release into the body of the email and try to avoid using an attachment. Many spam filters divert emails with attachments.

Watch for stories resulting from your release and keep copies.

Make sure to [send copies to Tobacco-Free Kids!](#)





**3. Letter to the Editor:** A letter to the editor is a great way to get a short piece about your ideas published in the newspaper. An effective letter should:

- Be related to a recent story in the news. This way, you can say, "I read the recent story on... and I wanted to add that..."
- Be short and to-the-point. Newspapers print many letters, so you should keep your to approximately 100-250 words.
- Express your opinion, as a young person, about stopping tobacco marketing that targets you.
- Tell them why the battle against tobacco is important to kids and adults in your community.
- Include your age, address and phone number.

**4. Opinion-editorial (Op-ed):** The op-ed gives you an opportunity to express your opinion, supported by facts, and stimulate others to think about an issue.

- It is longer than a letter to the editor, generally 500-600 words. Many newspaper websites indicate a suggested length for op-eds, so check that before writing.
- An op-ed is written by an individual and submitted to the newspaper, but it is different than a letter to the editor because it is in the style of an essay.
- The most effective op-eds stick to one topic and use the most convincing arguments to support that point.

**Helpful Tips:**

- Call the newspaper to find out length requirements and to whom you should send your op-ed.
- Once you've written it, have someone proofread it.
- Send your op-ed to only one newspaper at a time with a cover letter stating why their readers would be interested in the piece. Most newspapers prefer email, with the cover letter in the body of the email and the op-ed sent as an attachment.
- Try sending it several weeks before Kick Butts Day and mentioning in your cover letter that Kick Butts Day is a national event. This will give the newspaper more of a reason to print your op-ed.
- Follow-up to find out if it will be printed. If the newspaper does not accept your op-ed, you may submit it to another newspaper.
- Finally, be aware that the op-ed may not run for several weeks or even months. This means you should not include date-specific information that might keep it from being published.



## VISUALS: MAKING YOUR EVENT EYE-CATCHING

- Eye-catching events attract crowds and television cameras. So, when planning your event, make sure you build in a lot for others to see. Think of how you feel when you go to a school assembly and the entire time there is just one person standing in front of a podium talking. It's much more interesting to you, your audience and the media when some type of action is taking place. Check out the Quick and Easy part of the activity section on **page 53** for great ideas that you can add to any event.

**Be sure to mention all the exciting visuals in all your press materials when you speak to people in the media.**

## THAT EXTRA SOMETHING

If you look at any reporter's desk, you'll probably find a huge stack of media advisories, press releases and other things sent by people who want that reporter to cover them. Unfortunately, no matter how hard you work on yours, there is always a chance that a reporter might not get to it. It pays to put a little extra effort into getting your materials noticed. Here are some ideas.

One way to get reporters interested is to mail them something unexpected that supports your message and will make them curious about what you are doing on Kick Butts Day. For example, you could send out little bull's-eye stickers to the media with your message written on them: "We won't let Big Tobacco make us targets anymore!" If the item you want to send is too fragile or too big to be mailed, you could drop it off at the newspapers or TV stations you want to reach out to. But remember to clearly mark it with the name of the recipient.



## TIPS ON TALKING TO THE MEDIA

As you go through the process of getting media coverage, there may be many different opportunities to speak to members of the media.

- You will call reporters, editors and producers to follow up on things you have sent them (to convince them to cover your activity).
- You might get interviewed before or during your event.
- They may even call you afterward to get your reaction on how it went, or to ask you about other tobacco or youth issues they are covering.
- If a reporter comes to your event, you might call afterward to thank him or her for the coverage or to ask when the story might run.

You may have already had the opportunity to speak to a reporter as part of your involvement with Kick Butts Day or another activity. Or you may be new to all of this. Either way, talking to reporters gets easier the more experience you have and the more you understand about how the media works. Here are some guidelines to make any conversation with the media easy for you.

- Prepare yourself for each conversation. Remember the reporter's name, where they work and what they do. If you don't know your stuff ahead of time reporters might think you are wasting their time.
- Decide in advance what you need to accomplish with this conversation. Are you trying to get the person to run a blurb about the event, send a reporter to cover it, schedule a meeting with you, etc.? Tell the reporter the purpose of your call early on.
- When you reach a reporter, introduce yourself and ask if he/she has time to talk. If not, ask when might be a better time to call back.
- Remember to rely on your key messages. You already know that they will best sum up your reason for being involved in Kick Butts Day. Be sure to use them naturally and explain them in your own words if necessary.
- Speak clearly and concisely. Relax and don't ramble or mumble.
- Be helpful and prepared. Remember, you are helping them by providing something interesting and newsworthy.
- Be honest. If you don't know something the reporter asks, don't guess. If you know where to find the information, you can say that. Otherwise, refer him or her to [www.tobaccofreekids.org](http://www.tobaccofreekids.org), which has lots of information on these issues.
- When the conversation is ending, thank the reporter for his or her time and make sure he or she has your phone number if there are further questions.
- If a reporter leaves a message for you to call, do so promptly.

## IF AT FIRST YOU DON'T SUCCEED

Like the old saying goes, "Try, try again." Here are some things to do if you don't get a great reaction to your story at first.

- If newspaper reporters aren't biting, try reaching one of the photographers on their staff. If a photographer comes, you might get a photo and caption in the paper, which is just as good as a story.
- Go back through some recent newspapers to look for stories similar or related to yours and reach out to the reporters who wrote them.
- Seek out different reporters, editors and producers within the same newspapers or TV stations.
- Submit letters to the editor or an op-ed piece.
- If the media doesn't cover your activity, do a post-event press release that covers all the great things you accomplished.
- Try a different angle, such as writing a press release about a dedicated teacher who helped your group or one of the youth involved who has a personal story about tobacco.





## HOLDING A PRESS CONFERENCE

If you have the opportunity and resources to hold a press conference, it's a great way to let people know about the results of your Kick Butts Day effort. At a press conference, a spokesperson announces the news (or results or outcomes), and then takes questions from reporters. To make sure it goes smoothly, use the following checklist:

- Decide on a location for the press conference. Think about interesting places that support your message, such as the steps of your school. Make sure to get permission from the appropriate person to use your chosen location.
- Schedule it for a time when an audience and reporters are most likely to show up. Mid-morning on a Tuesday or Wednesday is generally the best time to get media to attend.
- Decide who will speak at the press conference and how long it will last. A good length would be about 30 minutes, including time to answer questions from reporters.
- Invite VIP guests early, such as the mayor or a local legislator.
- Decide what visuals will best convey your findings – these are crucial for good television coverage and for photos that can enhance the display of your story in a newspaper. You could create large posters showing your findings or compelling pictures.
- Include the Campaign for Tobacco-Free Kids logo on your visuals to tie your press conference to the national initiative, giving it greater recognition.
- Prepare a news advisory and email (or fax or mail) it to reporters on your media list so they'll see it one week before the press conference.
- A few days before the press conference, follow up by phone and encourage reporters to attend.
- Assemble handouts or press kits to give reporters that include written summaries of your findings, prepared statements to be read at the briefing, photos of your group fighting tobacco and/or graphics that help explain your findings. Press kits are information packets that explain your organization, purpose, goals and services. Press kits are often mailed to the media, and are sent to people or organizations you feel might be interested in your organization. A press kit should include items such as press releases, profiles of group members, a fact sheet and contact details.
- At the location, leave enough space for television cameras on the sides or in the back of the room.
- Ask all members of the media to sign in and provide contact information so you have a list of reporters to follow up with.
- Give all attendees an agenda for the press conference that includes who will be speaking and the timing for the press conference.
- Be sure you begin and end on time.
- Thank the media and your guests for attending.

Whatever you are planning for Kick Butts Day, remember that media coverage can help your message be seen and heard by many more people. Although seeking media coverage may seem like a lot of work, it is just as important as planning the activity itself. From the start, your group should include media in the planning. Divide the steps among the members of your group and remember to follow all the tips and suggestions included in this guide. Good luck and don't forget to tell us all about it! You can email photos, press materials, news clips and other materials about your event to the Kick Butts Day Team at [kbdinfo@kickbuttsday.org](mailto:kbdinfo@kickbuttsday.org).





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**STAYING  
INVOLVED**

# HOW TO SUPPORT THE CAMPAIGN FOR TOBACCO-FREE KIDS WITH DONATIONS FROM YOUR KICK BUTTS DAY EVENT

Kick Butts Day events are all about action! You take action when you hold a Kick Butts Day event and you inspire others to “do something” about protecting children and saving lives from tobacco’s deadly toll.

One action is to make a donation to support the hard work of fighting against tobacco. Another action you may take is raising money by selling t-shirts at your event (as an example).

Both help the fight against tobacco. As a non-profit, publicly-supported organization, the Campaign for Tobacco-Free Kids relies solely on the generosity of individuals and organizations to help us carry out our work and continue sponsoring programs like Kick Butts Day.\*

If you have donations from your event that you want to give us, here is how you can easily send them to us – no sweat required!

## **If you have raised money at your Kick Butts Day event:**

- Deposit the cash and checks you have received into a bank account.
- The bank account owner – you or the adult supervising your event – can then write us a check for the total amount. Make out the check to *Campaign for Tobacco Free Kids*.
- Send us a note with the check that explains it includes donations you raised from your Kick Butts Day event. Make sure we have your name and address so we can write you a thank you letter.
- Send them to us in the mail. Our address is on the right.

## **If someone at your Kick Butts Day event wants to make a donation:**

- Have them write out a check to the Campaign for Tobacco Free Kids. Make sure they write “Donation” in the corner of the check.
- Their name and address should be included on the check or on a note so we can write them a thank you letter as well because they will want a letter or receipt for their charitable gift.
- Collect all the donations made like this and send them to us in the mail. Our address is below.

## **If someone at your Kick Butts Day event wants to make a donation by credit card:**

- They should visit [www.tobaccofreekids.org](http://www.tobaccofreekids.org) and select the red donate button (on the right side of the website) to make a donation.
- All credit card donations are processed using a secure server.

Thanks for helping out the Campaign for Tobacco-Free Kids in this way. If you have questions, please contact Kick Butts Day Customer Service at (866) 889-7106 or email us at [kbdinfo@kickbuttsday.org](mailto:kbdinfo@kickbuttsday.org) and we'll get right back to you.

## **Donations should be mailed to:**

Campaign for Tobacco-Free Kids  
1400 I St. N.W.  
Suite 1200  
Washington, D.C. 20005

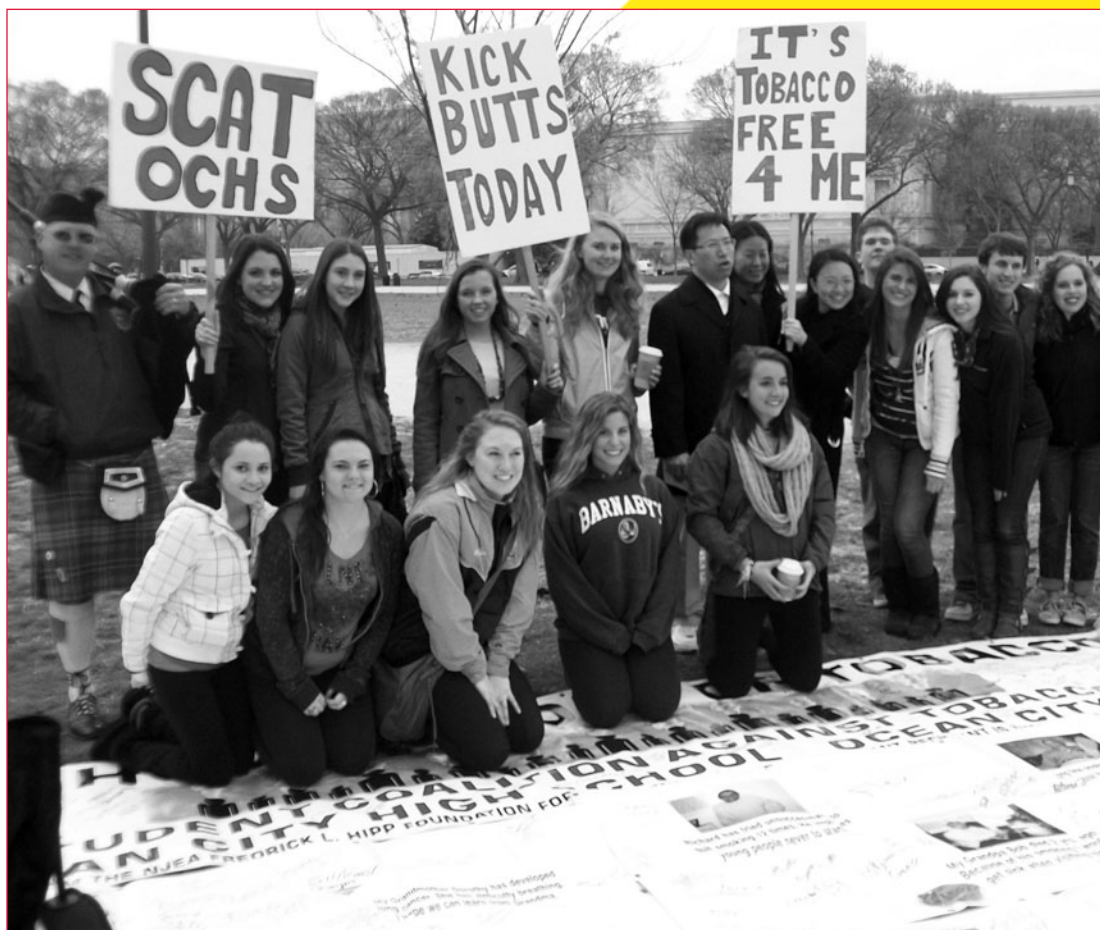
Again, thank you!

\*You can find out more about donating to us by visiting our Web site, [www.tobaccofreekids.org](http://www.tobaccofreekids.org).

# EMPOWERMENT

Youth movements that follow a youth empowerment model are the reason for many successful efforts within the tobacco control community. Youth are involved in all aspects of tobacco control programs, from the early planning to actually bringing the programs to life. They have developed effective messages that have motivated thousands of their peers across the country to take action in the fight against tobacco. This creative input and peer-to-peer messaging has helped the anti-tobacco industry message resonate with so many youth throughout the movement. They are not only designing messages that work, but also spreading those messages far and wide through advocacy events, activism, viral marketing and word of mouth. They do whatever it takes to get their messages out and recruit new advocates and leaders to sustain the tobacco control movement.

Empowering teens to take the lead in their programs is the key to success. Strong youth and adult partnerships create an important balance within these programs. Youth are often not used to having so much decision-making power. Adults are also often unaccustomed to handing over responsibility to young people. Strong partnerships between youth and adults establish a balance in which they each understand their roles and work together to accomplish their goals.





# RECRUITMENT

To make any activity a success on Kick Butts Day or throughout the year, recruitment is extremely important. It is key to get community members, friends, parents and legislators informed and outraged. It will show them how important tobacco control is and how many people are affected by it EVERY DAY! Events get the word out about your mission, get the press involved and enhance public awareness. The bigger the event, the stronger the youth and their message become.

There are tons of different ways you can get people involved. You can use facts, testimonials from people who have lost a loved one to tobacco-caused disease, pictures and anything else you can think of to show people the manipulations of Big Tobacco. Go to your school, clubs, sports teams, community center and parks to get the word out. Promote your event and recruit new advocates at other popular locations - concerts, sporting events, the mall or the movies - wherever is fun and attracts a crowd. Hand out information letting people know how they can get involved - be sure to include the details: a place, time and event description. Also, contact local coalitions in your area that support non-smoking efforts or cessation programs like your local health department, American Lung Association or American Cancer Society chapters. The key to recruitment is to get your organization's name and/or event out there as widely as possible - let everyone know what is going on!

Now all you have to do is give teens a good reason to get involved - give them incentives and show them that this cause is important to their future as well as their peers. Make sure everything is FUN, youth-led and exciting! If there are some giveaways available for your event, announce it! Who doesn't like free stuff and free food?! Let them know that there are **benefits** to getting involved - meeting new people, sending out a **serious message**, having a great time and becoming a part of a global movement.

A few benefits participants can expect to gain are:

- Leadership skills
- Recognition
- Personal satisfaction
- New friends
- Community service credit
- Learn from exciting and talented youth

In general, when recruiting new members:

- Use hard-hitting facts that will get teens psyched up.
- Expose the lies of the tobacco companies.
- Include EVERYONE, even smokers.
- Make it clear that the goal of the group is not to target smokers, but to inform youth about the harmful effects of tobacco use and about the tobacco industry's lies and manipulation.
- Get new members actively involved in planning and working on events to keep them engaged.
- After recruitment, the next step is to organize a session where the new members can be trained.

If you want to stay involved in the fight against tobacco beyond Kick Butts Day, take advantage of [KickButtsDay.org](http://KickButtsDay.org). Youth across the country have shared their ideas and experiences to create these resources. There is something for everyone, whether you are new to the issue and don't know where to start, a pro already leading your local campaign, or anything in between!





# RESOURCES

## GLOBAL RESOURCES:

### Action on Smoking and Health

(United Kingdom)

[www.ash.org](http://www.ash.org)

ASH is a public health charity located in the United Kingdom with the goal of eliminating the harm that tobacco use causes.

### Aprillage Inc.

[www.age-me.com](http://www.age-me.com)

What will you look like if you smoke as you get older? See the damage smoking does to people's faces with age-me.com, the online face aging tool from Aprillage Inc. used around the world in smoking cessation programs. The software is easy to operate with a PC computer, a simple digital camera, and an internet connection. Images can be shared with friends, on Facebook, or printed. It's always popular for in-class use, live demonstrations, community events and works as a great fundraiser, too! Works on anyone from ages 6–72. Special Offer – This special [age-me.com](http://www.age-me.com) offer is available for \$19.99 for participants in Kick Butts Day activities. This entitles you to do 50 “face agings” between March 15–30, 2012. How to order: Go to [www.age-me.com/kbd](http://www.age-me.com/kbd) to order age-me.com for your Kick Butts Day event. To contact us: [kickbutts@aprilage.com](mailto:kickbutts@aprilage.com).

### Campaign for Tobacco-Free Kids International Resource Center

<http://www.tobaccofreecenter.org>

The International Resource Center of the Campaign for Tobacco-Free Kids is a clearinghouse of resources for tobacco control advocates worldwide, and is part of the Bloomberg Global Initiative to Reduce Tobacco Use.

### Center for Disease Control and Prevention: Global Tobacco Control

<http://www.cdc.gov/tobacco/global/index.htm>

The CDC's Global Tobacco Control website offers Global Tobacco Surveillance System Data (data conducted all around the world of tobacco-related surveys) as well as reports about the collected data.

### Essential Action

[www.essential.org](http://www.essential.org)

The goal of Essential Action is to encourage citizens to become more involved in their communities by providing them with information on topics often neglected by policy makers and the media.

### Framework Convention Alliance for Tobacco Control

[www.fctc.org](http://www.fctc.org)

The Framework Convention Alliance (FCA) was created to support the ratification and implementation of the Framework Convention on Tobacco Control (FCTC). This website provides information on the treaty as well as links to other tobacco resources.

### GLOBALink

[www.globalink.org](http://www.globalink.org)

GLOBALink is an online resource bringing together tobacco control advocates from around the world and giving them a place to obtain and share information.

### Global Youth Advocacy Training Network (GYAT)

[www.GYATnetwork.org](http://www.GYATnetwork.org)

The Global Youth Advocacy Training Network is a group of tobacco control activists from around the world who are exchanging ideas to fight back against the tobacco industry.

### International Federation of Medical Students' Associations

[www.ifmsa.org](http://www.ifmsa.org)

The International Federation of Medical Students' Associations (IFMSA) is an independent, non-governmental and non-political federation of medical students' associations throughout the world. It exists to provide future physicians an introduction to global health issues.

### International Network of Women Against Tobacco

[www.inwat.org](http://www.inwat.org)

INWAT is a global network of tobacco control activists working to achieve increased equality for women and girls across the world through the elimination of exposure to and use of tobacco.

### International Union Against Cancer (UICC)

[www.uicc.org](http://www.uicc.org)

UICC brings together a wide array of organizations and exists to share knowledge and best practices in the fight against cancer.

### World Assembly of Youth

<http://www.way.org.my/index1.html>

WAY serves as a bridge between the youth of the world and the United Nations. It serves as an international coordinating body for youth organizations around the world.

### World Health Organization

[www.who.org](http://www.who.org)

The World Health Organization is the agency of the United Nations dedicated to health. The WHO exists with the objective of attaining the highest possible level of health for all people around the world.

## NATIONAL RESOURCES:

### American Cancer Society

[www.cancer.org](http://www.cancer.org)

1-800-277-2345

ACS provides advocacy, research, education, and service to eliminate cancer, including tobacco-related cancers, as a major health problem and organizes the annual Great American Smokeout each November.

### American Heart Association

[www.heart.org](http://www.heart.org)

1-800-242-8721

AHA provides advocacy, research, education, and other resources to reduce tobacco use and other risk factors for heart disease and stroke.

### American Legacy Foundation

[www.legacyforhealth.org](http://www.legacyforhealth.org)

202-454-5555

A national, independent, public health foundation located in Washington, D.C., Legacy is committed to working with other organizations that are interested in decreasing the use of tobacco by Americans. Among Legacy's top priorities are to reduce tobacco use by young people and to support programs that help people quit smoking. Legacy also runs the truth campaign to prevent youth from smoking, and the ex campaign to encourage smokers to quit.

### American Lung Association

[www.lungusa.org](http://www.lungusa.org)

202-785-3355

ALA provides advocacy, school programming, research, and services to fight emphysema, lung cancer, and other lung diseases, with a special emphasis on asthma, tobacco control, and environmental health.

### Americans for Nonsmokers' Rights Foundation

[www.no-smoke.org](http://www.no-smoke.org)

510-841-3032

The ANR Foundation creates comprehensive education programs for school-age youth on issues of smoking prevention and their right to breathe smoke-free air.

### APPEAL

(Asian Pacific Partners for Empowerment, Advocacy and Leadership)

[www.appealforcommunities.org](http://www.appealforcommunities.org)

510-272-9536

APPEAL is working to prevent tobacco use among the Asian American and Pacific Islander communities (AAPI) through five priority areas: network development, capacity building, education, advocacy and leadership development. APPEAL has established itself as the only national AAPI network providing key technical assistance and resources on tobacco control.

### ASPIRE

(A Smoking Prevention Interactive Experience)

[www.mdanderson.org/aspire](http://www.mdanderson.org/aspire)

713-792-2121

A web-based multimedia program developed by The University of Texas M.D. Anderson Cancer Center for adolescents. ASPIRE uses animations, videos and interactive activities to communicate the facts about smoking and tobacco use, and offers skills to adopt a tobacco-free lifestyle. With broadband internet access, use ASPIRE at home, in the classroom, the computer lab, the library or any public computer. ASPIRE is evidence-based and is available free of charge.

### Campaign for Tobacco-Free Kids

[www.tobaccofreekids.org](http://www.tobaccofreekids.org)

202-296-5469

The Campaign for Tobacco-Free Kids is building a healthier future for our children by changing public attitudes and public policies regarding tobacco use. It strives to prevent kids from smoking, help smokers quit, and protect everyone from second-hand smoke. Its site provides the latest data, state specific fact sheets, special reports, a tobacco ad gallery and more.

[www.kickbuttsday.org](http://www.kickbuttsday.org)

The Kick Butts Day website is your resource to create your own Kick Butts Day activity, and to stay involved in the fight against Big Tobacco throughout the year. Download a guide, register your event, and browse through activity ideas, media materials and additional resources.

### Centers for Disease Control and Prevention (CDC)

[www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)

Access the Surgeon General's reports on tobacco and other tobacco-related education and research materials.

<http://www.cdc.gov/tobacco/youth/index.htm>

A section just about youth tobacco prevention on the CDC website.

## NATIONAL RESOURCES: (CONTINUED)

### Corporate Accountability International

[www.stopcorporateabuse.org](http://www.stopcorporateabuse.org)

Corporate Accountability International, formerly Infact, is a national grassroots corporate watchdog organization and a resource on boycotting industry products.

### Do Something

[www.dosomething.org](http://www.dosomething.org)

Do Something inspires, supports, and celebrates young people changing their world.

### Healthy Monday

<http://www.mondaycampaigns.org/healthy-monday>

Healthy Monday is a non-profit public health organization and a movement to commit every Monday to behaviors and actions that will end preventable disease in the U.S.

### National Education Association/ Health Information Network

[www.neahin.org](http://www.neahin.org)

202-822-7570

The NEA/HIN provides NEA members with information and training geared toward developing health-enhancing behaviors, reducing health risks, and promoting a safe and healthy environment.

### National Network of Tobacco Cessation Quitlines

[www.smokefree.gov](http://www.smokefree.gov)

1-800-QUITNOW (1-800-784-8669)

Smokefree.gov is intended to help you or someone you care about quit smoking. The website was created by the Tobacco Control Research Branch of the National Cancer Institute, with important contributions from other nationally recognized agencies and organizations such as the Centers for Disease Control and Prevention and the American Cancer Society.

### Smoke-Free Women

<http://women.smokefree.gov/>

Smoke-Free Women provides free, accurate, evidence-based information and professional assistance to help support the immediate and long-term needs of women trying to quit smoking.

### National Spit Tobacco Education Network (NSTEP)

[www.nstep.org](http://www.nstep.org)

NSTEP is a program of Oral Health America that educates people, especially young people, about the dangers of smokeless use, and helping users quit.

### Office on Women's Health

[www.womenshealth.gov/owh/](http://www.womenshealth.gov/owh/)

The Office on Women's Health in the Department of Health and Human Services is the federal government's focal point for women's health issues, including tobacco use.

### Tar Wars

[www.tarwars.org](http://www.tarwars.org)

Tar Wars is an innovative and fun program that teaches fifth graders about the short-term, image-based consequences of tobacco use and how to think critically about tobacco advertising.

### Tobacco.org

(Tobacco News and Information)

[www.tobacco.org](http://www.tobacco.org)

This informative and comprehensive site addresses virtually every subject relating to tobacco. It includes links to other anti-tobacco sites, tobacco-related news, research information, lesson plans, and more.

### truth®

[www.thetruth.com](http://www.thetruth.com)

truth® is a nationwide teen tobacco prevention campaign.



## STATE RESOURCES:

### Alabama

Coalition for a Tobacco-Free Alabama,  
<http://www.tobaccofreealabama.org/>

### Alaska

Alaska Department of  
Health and Social Services,  
[www.hss.state.ak.us](http://www.hss.state.ak.us)

### Arizona

Arizona Smokers' Helpline,  
[www.ashline.org](http://www.ashline.org)  
Coalition for a Tobacco-Free Arizona,  
[www.tobaccofreeaz.org](http://www.tobaccofreeaz.org)  
Venomocity  
<http://venomocity.com/>

### Arkansas

Yes Team,  
[www.yesteam.org](http://www.yesteam.org)  
Stamp Out Smoking,  
[www.stampoutsmoking.com/](http://www.stampoutsmoking.com/)  
Coalition for a Tobacco-Free Arkansas,  
[www.arfreshair.com](http://www.arfreshair.com)

### California

California Youth Advocacy Network  
(CYAN) and Fusion,  
[www.cyanonline.org](http://www.cyanonline.org)  
California Department of Health Services,  
[www.dhs.ca.gov/tobacco](http://www.dhs.ca.gov/tobacco)

### Colorado

Colorado Department of Public Health  
and the Environment,  
<http://www.cdphe.state.co.us/pp/tobacco/index.html>

### Connecticut

Connecticut Department of Public Health,  
<http://www.ct.gov/dph>  
MATCH (Mobilize Against Tobacco  
for Children's Health) Coalition,  
[www.matchcoalition.com](http://www.matchcoalition.com)

### Delaware

Kick Butts Generation (KBG),  
[www.ysmoke.org](http://www.ysmoke.org)

### Florida

SWAT (Students Working Against Tobacco),  
<http://www.doh.state.fl.us/tobacco/SWAT.html>  
Florida Department of Health,  
[www.doh.state.fl.us/tobacco](http://www.doh.state.fl.us/tobacco)  
Tobacco Free Florida,  
[www.tobaccofreeflorida.com](http://www.tobaccofreeflorida.com)

### Hawaii

REAL,  
[www.therealmesssage.net](http://www.therealmesssage.net)  
Tobacco Prevention and Education Program,  
[www.hawaii.gov/health/healthy-lifestyles/tobacco/](http://www.hawaii.gov/health/healthy-lifestyles/tobacco/)  
Coalition for a Tobacco-Free Hawaii,  
[www.tobaccofreehawaii.org](http://www.tobaccofreehawaii.org)

### Idaho

Idaho Department of Health and Welfare,  
[www.healthandwelfare.idaho.gov](http://www.healthandwelfare.idaho.gov)  
Smokefree Idaho Campaign,  
<http://www.smokefreeidaho.org>

### Illinois

Illinois Coalition Against Tobacco,  
[www.ilcat.org](http://www.ilcat.org)  
Smoke-Free Illinois,  
<http://www.smokefreeillinois.org/>

### Indiana

Indiana State Department of Health,  
Tobacco Prevention and Cessation,  
<http://www.in.gov/isdh/tpc/>

### Iowa

Just Eliminate Lies,  
<http://www.idph.state.ia.us/tobacco/jel.asp>  
Iowa Department of Public Health,  
[www.idph.state.ia.us/tobacco/](http://www.idph.state.ia.us/tobacco/)

### Kansas

TASK (Teens Against Smoking in Kansas),  
[www.kstask.org](http://www.kstask.org)  
Kansas Department of Health  
and Environment,  
[www.kdhe.state.ks.us/tobacco/](http://www.kdhe.state.ks.us/tobacco/)  
Tobacco-Free Kansas Coalition,  
[www.tobaccofreekansas.org](http://www.tobaccofreekansas.org)

### Kentucky

Kentucky ACTION,  
[www.kentuckyaction.org](http://www.kentuckyaction.org)  
Kentucky Cabinet for Health Services,  
[www.chfs.ky.gov](http://www.chfs.ky.gov)  
Smoke-Free Kentucky,  
<http://www.tobaccofreekids.org/microsites/smokefreekentucky/>

### Louisiana

Defy,  
<http://www.defythelies.com/>  
The Louisiana Campaign for  
Tobacco-Free Living,  
[www.tobaccofreeliving.org](http://www.tobaccofreeliving.org)

### Maine

Partnership for a Tobacco-Free Maine,  
[www.tobaccofreemaine.org](http://www.tobaccofreemaine.org)

### Maryland

Maryland T.R.A.S.H.,  
[www.marylandtrash.com](http://www.marylandtrash.com)  
College Coalition,  
[www.marylandstops.com](http://www.marylandstops.com)  
Smoking Stops Here,  
[www.smokingstopshere.com](http://www.smokingstopshere.com)

### Massachusetts

The 84,  
[www.the84.org](http://www.the84.org)  
Make Smoking History,  
[www.makesmokinghistory.org](http://www.makesmokinghistory.org)  
Massachusetts Tobacco Control Program,  
<http://www.mass.gov/eohhs/gov/departments/dph/programs/mtcp.html>  
OPPOSE,  
<http://oppose.ning.com/>



## STATE RESOURCES: (CONTINUED)

### Michigan

Michigan Department  
of Community Health,  
[www.michigan.gov/mdch](http://www.michigan.gov/mdch)  
Smoke-Free Environmental Law Project,  
[www.tcsg.org/sfelp/home.htm](http://www.tcsg.org/sfelp/home.htm)

### Minnesota

Catalyst,  
<http://bethecatalyst.org/>  
Minnesota Department of Health,  
[www.health.state.mn.us/divs/hpcd/tpc](http://www.health.state.mn.us/divs/hpcd/tpc)

### Mississippi

Generation Free,  
[www.generationfree.com](http://www.generationfree.com)  
Mississippi State Department of Health,  
[www.msdlh.state.ms.us](http://www.msdlh.state.ms.us)  
The Partnership for a Healthy Mississippi,  
[www.healthy-miss.org](http://www.healthy-miss.org)  
RAT (Reject All Tobacco),  
<http://www.gorat.com/>  
Smokefree Air Mississippi,  
<http://www.smokefreeairms.com/>

### Missouri

Breathe Easy Missouri,  
<http://www.breatheeasy.mo.org/>  
Missouri Department of Health  
and Senior Services,  
[www.dhss.mo.gov/SmokingAndTobacco/](http://www.dhss.mo.gov/SmokingAndTobacco/)

### Montana

Montana reACT  
(Against Corporate Tobacco),  
[www.reactmt.com](http://www.reactmt.com)  
Montana Tobacco Use Prevention Program,  
[www.tobaccofree.mt.gov](http://www.tobaccofree.mt.gov)  
Native American Tobacco Coalition  
of Montana,  
[www.keeptobaccosacred.org](http://www.keeptobaccosacred.org)

### Nebraska

No Limits,  
[www.nolimitsnebraska.com](http://www.nolimitsnebraska.com)  
Nebraska Health and Human  
Service System,  
[www.hhs.state.ne.us](http://www.hhs.state.ne.us)

### Nevada

XPOZ,  
<http://xpozlv.com>  
Nevada State Health Division,  
<http://health.nv.gov/>

### New Hampshire

Dover Youth to Youth,  
<http://www.doveryouth.org/index2.shtml>  
Breathe New Hampshire,  
<http://www.breathenh.org/>

### New Jersey

New Jersey Department of  
Health and Senior Services,  
[www.state.nj.us/health](http://www.state.nj.us/health)

### New Mexico

Evolverment,  
<http://theevolverment.org/>  
MASCOT (Multicultural Advocates  
for Social Change on Tobacco) Coalition,  
<http://www.mascotcoalition.org/>  
New Mexico Department of Health,  
[www.health.state.nm.us/TheStink](http://www.health.state.nm.us/TheStink)

### New York

New York State Department of Health,  
[http://www.health.ny.gov/prevention/tobacco\\_control/](http://www.health.ny.gov/prevention/tobacco_control/)  
New York City Department of  
Health and Mental Hygiene,  
<http://www.nyc.gov/html/doh/html/smoke/smoke.shtml>

### North Carolina

NC Step,  
<http://www.tobaccopreventionandcontrol.ncdhhs.gov/youth/ncstep.htm>  
Tobacco. Reality. Unfiltered. (TRU),  
<http://www.realityunfiltered.com/>  
Question Why,  
[www.questionwhy.org](http://www.questionwhy.org)  
North Carolina Department of  
Health and Human Services,  
[www.tobaccopreventionandcontrol.ncdhhs.gov/](http://www.tobaccopreventionandcontrol.ncdhhs.gov/)

### North Dakota

North Dakota Tobacco Prevention  
and Control Program,  
[www.ndhealth.gov/tobacco](http://www.ndhealth.gov/tobacco)  
Breathe North Dakota,  
[www.breathend.com](http://www.breathend.com)  
Tobacco-Free North Dakota,  
[www.tfnd.org](http://www.tfnd.org)

### Ohio

Ohio Department of Health,  
<http://healthyohioprogram.org/healthylife/tobc2/tobintro.aspx>

### Oklahoma

OK SWAT  
(Students Working Against Tobacco),  
[www.okswat.com](http://www.okswat.com)  
Tobacco Stops with Me,  
<http://www.stopswithme.com>  
Oklahoma State Department of Health,  
<http://www.ok.gov/health/>

### Oregon

Tobacco-Free Coalition of Oregon,  
[www.tobaccofreeoregon.org](http://www.tobaccofreeoregon.org)  
Oregon Department of Human Services,  
[www.ohd.hr.state.or.us/tobacco](http://www.ohd.hr.state.or.us/tobacco)

### Pennsylvania

Tobacco-Free Northeast Pennsylvania,  
<http://www.tobaccofreene.com/>  
Tobacco Free Southwest Pennsylvania,  
<http://www.tobaccofreeswpa.org/>

## STATE RESOURCES: (CONTINUED)

### Rhode Island

Rhode Island Department of Health,  
<http://www.health.ri.gov/programs/tobaccocontrol/>

### South Carolina

Rage Against the Haze,  
[www.rageagainstthehaze.com](http://www.rageagainstthehaze.com)  
 South Carolina Department of Health and Environmental Control,  
[www.scdhec.net/health/chcdp/tobacco/index.htm](http://www.scdhec.net/health/chcdp/tobacco/index.htm)

### South Dakota

South Dakota Department of Public Health,  
<http://doh.sd.gov/Tobacco/Default.aspx>  
 South Dakota Tobacco-Free Kids Network,  
[www.sdtobaccofree.org](http://www.sdtobaccofree.org)  
 Be Tobacco Free SD,  
<http://www.befreesd.com/>

### Tennessee

Tennessee Department of Health,  
[www.state.tn.us/health/](http://www.state.tn.us/health/)

### Texas

Duck,  
[www.ducktexas.org](http://www.ducktexas.org)  
 Worth It,  
[www.worthit.org](http://www.worthit.org)  
 Texas Department of Health,  
<http://www.dshs.state.tx.us/tobacco/>

### Utah

Utah Phoenix Alliance,  
[www.utahphoenixalliance.org](http://www.utahphoenixalliance.org)  
 One Good Reason,  
<http://www.onegoodreason.net/>  
 Utah Tobacco Prevention and Control Program,  
[www.tobaccofreeutah.org](http://www.tobaccofreeutah.org)

### Vermont

Our Voices Exposed,  
<http://www.ovx.org/>  
 Coalition for a Tobacco-Free Vermont,  
[www.tobaccofreevermont.org](http://www.tobaccofreevermont.org)  
 Vermont Department of Health,  
[www.healthvermont.gov/prevent/tobacco/](http://www.healthvermont.gov/prevent/tobacco/)

### Virginia

Y St.,  
<http://ystreet.org/>  
 Ydouthink,  
[www.ydouthink.com](http://www.ydouthink.com)  
 Virginia Tobacco Settlement Foundation,  
<http://www.healthyyouthva.org/vtsf/>

### Washington

Youth in Action,  
[www.nostankyou.com](http://www.nostankyou.com)  
 Washington Tobacco Prevention and Control Program,  
[www.doh.wa.gov/Tobacco](http://www.doh.wa.gov/Tobacco)

### West Virginia

RAZE,  
[www.razewv.com](http://www.razewv.com)  
 Division of Tobacco Prevention,  
[www.wvdtpp.org](http://www.wvdtpp.org)

### Wisconsin

FACT,  
[www.fightwithfact.com](http://www.fightwithfact.com)  
 Smoke-free Wisconsin,  
[www.smokefreewi.org](http://www.smokefreewi.org)  
 Wisconsin Department of Health Services,  
<http://dhfs.wisconsin.gov/tobacco>

Visit [http://www.tobaccofreekids.org/facts\\_issues/more\\_resources/](http://www.tobaccofreekids.org/facts_issues/more_resources/) for links to additional online resources.



## USEFUL VIDEOS

### THE TRUTH CAMPAIGN

Take a look at these powerful anti-tobacco television advertisements from the Truth Campaign.

**1200,**  
[www.youtube.com/watch?v=gJTCWtcAews](http://www.youtube.com/watch?v=gJTCWtcAews)

**Body Bags,**  
[www.youtube.com/watch?v=c4xmFcrJexk](http://www.youtube.com/watch?v=c4xmFcrJexk)

**Gummy Bears,**  
[www.adgabber.com/video/smoking-is-addictive-you-know](http://www.adgabber.com/video/smoking-is-addictive-you-know)

**Replacement Smokers,**  
[www.youtube.com/watch?v=UPa52pbUWY4](http://www.youtube.com/watch?v=UPa52pbUWY4)

**Shards of Glass,**  
<http://www.youtube.com/watch?v=47dg1uxiF4o>

**Unsweetened Truth,**  
[http://www.youtube.com/watch?v=x7\\_B-90yZIs&feature=channel\\_video\\_title](http://www.youtube.com/watch?v=x7_B-90yZIs&feature=channel_video_title)

### STATE CAMPAIGNS

Check out these state campaign spots from across the country.

**FACT Wisconsin: They Killed 8000,**  
[www.youtube.com/watch?v=XfwHjzduQ\\_M](http://www.youtube.com/watch?v=XfwHjzduQ_M)

**Tobacco Free Florida: Dressed to Kill,**  
[www.youtube.com/watch?v=ywFMINbmBqc](http://www.youtube.com/watch?v=ywFMINbmBqc)

**Tobacco Free Florida: Light it Up,**  
[www.youtube.com/watch?v=ZpL\\_X5EhvYg](http://www.youtube.com/watch?v=ZpL_X5EhvYg)

**South Dakota: Masks,**  
[www.youtube.com/watch?v=sTa84M7FvKk](http://www.youtube.com/watch?v=sTa84M7FvKk)

**South Dakota: Sightings,**  
[www.youtube.com/watch?v=MQaNsylDWE](http://www.youtube.com/watch?v=MQaNsylDWE)

### LEGISLATIVE VICTORIES

Here is some of the media coverage garnered after the FDA bill was passed.

**CBS: FDA to Collar Joe Camel?,**  
[www.youtube.com/watch?v=layWZLdSXSw](http://www.youtube.com/watch?v=layWZLdSXSw)

**CBS: Tobacco Reform Bill Passes,**  
[www.youtube.com/watch?v=ElzOGIVxI3M](http://www.youtube.com/watch?v=ElzOGIVxI3M)

**President Obama Signs FDA Bill,**  
[www.youtube.com/watch?v=DjYSWmnZ0Sg](http://www.youtube.com/watch?v=DjYSWmnZ0Sg)

### KICK BUTTS ON FILM PSAS

Check out these video PSAs from our 3rd Annual Kicking Butts on Film contest.

**Ciggy Strikes Out,**  
[www.youtube.com/watch?v=mDFJXXnIVvI](http://www.youtube.com/watch?v=mDFJXXnIVvI)

**We are Not as Dumb as You Think,**  
[www.youtube.com/watch?v=EMxiIOYCo4o](http://www.youtube.com/watch?v=EMxiIOYCo4o)

**The Game,**  
[www.youtube.com/watch?v=LTWJJhmbqKE](http://www.youtube.com/watch?v=LTWJJhmbqKE)

**Girl Scouts in Nevada,**  
[http://www.youtube.com/watch?v=tB6axxW4u-4&feature=player\\_embedded](http://www.youtube.com/watch?v=tB6axxW4u-4&feature=player_embedded) (from 2011 Kick Butts Day)

### KICK BUTTS DAY MEDIA COVERAGE, PHOTOS AND VIDEOS:

**New York,**  
<http://www.youtube.com/watch?v=UzCN24mCmTs>

**Massachusetts,**  
<http://www.metro.us/boston/local/article/811712--youth-kick-butts>

**Indiana,**  
[http://www.wndu.com/localnews/headlines/St\\_Joe\\_County\\_Boys\\_and\\_Girls\\_Club\\_participate\\_in\\_\\_118544144.html](http://www.wndu.com/localnews/headlines/St_Joe_County_Boys_and_Girls_Club_participate_in__118544144.html)

**Nebraska,**  
<http://www.kptm.com/Global/story.asp?S=14310047>