Section 5: TAKING ACTION – ACTIVITIES TO SUPPORT TOBACCO USE PREVENTION
LETTING OUR VOICES BE HEARD

Now that you have a better understanding of what it takes to develop a tobacco-free policy for your school, you might be wondering what can help your efforts be a success.

You are in luck – there are so many activities that will help raise the visibility of your policy efforts! These activities will also help improve the likelihood of your policy being adopted by school officials.

Another advantage that you have in working on a school policy is that youth are great partners in these efforts. Youth get fired up about an issue – especially one where huge corporations are targeting them and trying to manipulate them. The energy that you can get from their outrage can really help your efforts take off.

Well planned activities are a part of a comprehensive approach to tobacco use prevention and control. The activities described in this section offer a variety of ways to conduct effective activities in your community. These are activities that have been proven to impact long-term tobacco control goals such as tobacco-free campuses or smoke-free policies. When activities are implemented consistently and correctly, they really make a difference. Know that the work you are doing is helping to achieve real and lasting change in your community’s health.

This section provides a list of numerous activities that can be done at your school to raise the profile of what tobacco is doing in your community. Use these as a guide and encourage students to personalize the activity to make it their own. Some activities are classroom-based and some are activities that can be done with the broader community. These activities raise awareness and give both youth and adults a way to positively channel their outrage at what the tobacco industry is doing to addict and kill tens of thousands of Americans every year.

Action Planning Guide/Checklist

Having trouble getting started?

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

Where do I begin?

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

What issue/cause are you tackling?

- Tobacco-Free Schools
- Tobacco Industry Marketing
- Hollywood and the Tobacco Connection, etc.
Why are you tackling this issue? How do you know it is an issue?

- Tobacco use is a problem at your school.
- You want teens in your community to know that the tobacco industry is targeting them ($19.7 million is spent each year in South Dakota alone).
- You want to spread awareness about Hollywood’s relationship with the tobacco industry.

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

- Increase awareness among your peers.
- Recruit more members to your group.
- Implement a tobacco-free campus policy for your school or school district.
- Offer resources to help youth tobacco users quit.

What are you going to do?

- See what other youth are doing across the state. Check out Tobacco: ReThink It to see what amazing activities teens have done to expose the truth about tobacco.
- Find out if there are local people or groups who would be willing to get involved in your efforts. Your local tobacco prevention coalition, school health council, American Cancer Society chapter, and concerned parents can help spread your message.
- Do you think your group can realistically pull it off? If not, modify your plan to ensure success.
- Be aware that different actions and messages influence different audiences.

What’s Next?

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

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

- Choose a leader for your group.
- Make assignments for specific tasks (get supplies, schedule date, find location, etc.)
- Determine due dates for tasks. Set realistic deadlines that you will be able to accomplish.
- Decide how you will hold the group members accountable for their assigned tasks/responsibilities.

When do you want to hold your event?

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

- Make a budget for these supplies/materials and decide who is responsible for making sure you stay within your budget.
- Are there items that could be donated? Make a list of businesses, organizations or individuals you can ask for donations.
- Fundraising activities are useful. Here are some healthy fundraising alternatives to the traditional candy sale: (from Policy In Action: A Guide to Implementing Your Local School Wellness Policy – link to full resource can be found in Section 8)
  - Balloon bouquets
  - Bumper stickers and decals
  - Coffee cups and mugs
  - Coupon books and cards
  - Flowers, bulbs and plants
  - Pet treats/toys/accessories

If you are seeking donations, here are a few tips:

- Be aware that businesses often would like a letter explaining the event, what their donation will be used for, how it will benefit the group and community, and what kind of recognition they will receive.
- Call and ask for the name of the business manager/owner and ask when would be the best time to reach them. You never want to go to a business or restaurant when they are busiest.
- Write a letter explaining your activity or event.
- Dress appropriately! You don’t have to wear your Sunday suits or dresses, but make sure you are not wearing anything that might be offensive to some people (don’t wear clothes that are too revealing or show tattoos, etc.).
- Ask for donations in person and be respectful. This allows the business manager or owner to associate a face with the group.
- Take along two copies of your letter: one for you and one for the manager. This way you can use your copy as a reference when explaining your activity.
- ALWAYS follow up your meeting with a hand-written, mailed thank-you note.

Resources:
There are many resources for the activities included in this section noted in the activity description. In addition, there are many other resources that will be included in Section 8.

One great resource that is available in South Dakota is the TATU Program – Teens Against Tobacco Use (TATU). Developed jointly by the American Cancer Society, American Heart Association and American Lung Association, TATU is a tobacco prevention program designed to help teens teach younger children about the hazards of tobacco use and the benefits of making healthy choices.

The TATU Program involves students from area middle schools and high schools who use a peer-led model to teach elementary students to avoid tobacco. This informative and interactive program focuses on the effects of tobacco, peer pressure, tobacco advertising, and the positive things about being tobacco-free.
The Tobacco Control Program of the South Dakota Department of Health has funding to provide free training for South Dakota schools (for advisors and students in grades 7-12) on TATU. There may also be funding available for mini-grants to support school activities. Check with your local Tobacco Prevention Coordinator for more information.

**Involving Youth in Tobacco Control Efforts:**
In a school environment, it is important to make sure that you involve youth in planning activities. Young people are an incredible resource to help support tobacco control efforts. Teens and pre-teens are smart, creative, and bring new perspectives and energy to the process. They can help to increase community awareness, provide student-to-student training, and reach media sources and policy-makers that may not be influenced by hearing these messages from the adult population. Involvement can also provide youth with an enriching leadership experience, helping them to develop skills in public speaking, event planning, and community health advocacy.

To tap the skills and energy of young community members, it is important to have supportive adults who will help guide them through the planning process, keep them focused on their goals, and provide logistical support and training so that they can succeed at their activities. Here are some lessons learned from successful youth development programs:

- Give youth a voice in issues that affect them.
- Give decision-making power to youth.
- Make the project fun!
- Offer meaningful opportunities to build new skills and experiences.
- Provide a safe and positive environment.
- Encourage youth and adult partnerships.
- Offer training that is relevant, hands-on and interactive.
- Provide opportunities for reflection and feedback.
- Acknowledge the efforts of youth, personally and publicly.

Of course, working with students will add a few challenging elements that will require thought. It is important to consider appropriate meeting times and locations. There may also be issues that arise regarding youth schedules and transportation. Incentives for participation might also be useful, and can include food or snacks, prizes for activities accomplished, media recognition, or community service credits. Allowing youth to have legitimate decision-making power requires that adult leaders must be willing to accept their decisions, even if they face the prospect of learning from their mistakes.

**Media**
Getting media coverage for your activity is very important. It helps you reach so many more people than just those who attend the event. When people hear about your efforts on the radio or read about it in the newspaper, it seems to make what you are working on so much more important. Your issue becomes a bigger issue than it would if there were no media coverage at all. This section will give you a few pointers on how to score the best coverage for your tobacco-free activities.

“Before TATU I kinda knew how to be a leader. Now… I know how to reach out and make a difference. To me as long as I reach one kid, I’ve done my job.”

– Holly Gerberding  
Student, Sturgis Williams Middle School

“Teens Against Tobacco Use is a very positive group for Sturgis Williams Middle School. It is a group that students always want to be a part of. The TATU team’s favorite activity is showing students the difference between a healthy pig lung and a ‘smoker’s’ pig lung. It is so much more powerful to show kids the effects of smoking instead of just telling them about it.”

– Karyl Boldt  
School Counselor and TATU Team Coordinator  
Sturgis, SD
Why Is Getting Media Coverage So Important?
Media coverage can:
- **Publicize** your event beforehand, so more people will be there to support it.
- **Educate** lots 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:
- Develop your message.
- Choose your media contacts and get in touch with them.
- Grab reporters’ attention with tools such as media advisories, press releases, and more.
- Make your activity so eye-catching that you’ll be sure to attract crowds and cameras.
- Offer to send photos of your event and to write an article about what you did.

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. The following section offers 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.
  - For your three key messages, they should be no more than 27 words (total) and take no more than 9 seconds to say!
- Spread the facts, such as, “1000 kids become regular smokers every day” or “Smoking in public is like peeing in a pool.”
- Inspire people to take some action, like, “We are doing this to encourage people to support tobacco-free schools in our community.”

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

- A more specific message helps the media give more effective coverage.
  A specific message would be, **“We want our school’s leaders to stand with kids by making all school property tobacco-free 24/7.”**

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

Here is an example of some key messages used by the CDC Office of Smoking and Health:
- Damage from tobacco smoke is immediate.
- The chemicals in tobacco smoke pose a danger right away.
- There is no safe level of exposure to tobacco smoke.
Looking at this example, you can see that there are 26 words in these three messages and that you can say all three of the messages in less than 9 seconds. It takes work to boil down your thoughts but it can be done – and is important to effective communication!

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. You want to make sure that everyone is speaking from the same page.

**Develop Your Media List**

After you've decided on your key messages, the next thing to do is make a list of media you will contact. Start by making a list of all local TV stations (if any – and don’t forget community access TV), radio stations and newspapers. Each station and newspaper may have reporters who cover different types of news. Think about which ones would want to cover your story.

Don’t forget about groups that might be interested in what you are doing, such as environmental groups, health organizations and various youth groups that might be in your community. Some of these may have newsletters that go to their members or their own list of press contacts. Sending these groups a news release or advisory 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. Start building your own media list!

**Develop The Tools**

Write up a simple media advisory that lists the basic information about your event: Who, What, When, Where and Why. This should be a very simple one-page description that talks about:

- what your event is
- who is sponsoring it
- who is going to be there
- when it is going to be held
- where it is going to be held
- why it is happening

Make sure that you put contact information on the advisory so that the radio station or newspaper can get in touch with you. List all phone numbers where you can be reached (office, home, cell) as well as an email address if you have one. Make sure they can reach you when they try to follow up!

A press release gives a bit more information about the event. It will include background information, quotes from participants, and more detail about what happened at the event. Press releases can be written before the event so they anticipate what will happen. Press releases can also be written after the event and sent to the media to encourage follow-up coverage.

An example of both a media advisory and a press release can be found in Appendix D.

**Deliver The Goods**

Get the information into the hands of the media as many ways as possible. One of the best ways to communicate is in person. Take a copy of the media advisory to the radio station or newspaper. That way
they are able to associate your face with the issue and event. Personal contact is essential. Usually folks at newspapers and radio stations are very busy. Unlike big city locations, local media tend to have very few staff and sometimes the staff is volunteer. Be aware of the time you spend with them but be polite and get your message across quickly.

In addition to hand-delivering the information, sending it via fax or email is also an option. Mailing is not the best way to get the advisory or release in their hands.

The remainder of this section is a list of activities that you can do in your school. Several of these are great to do in partnership with your community.

### SUMMARY OF ACTIVITIES

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**EVENT**

**BAG O’ BUTTS FOR TOBACCO-FREE SCHOOLS**

**Type of Activity:** School Event  
(Middle School or High School)

**Time:** 1 hour to 1 day activity; takes about 2 weeks to plan

**Goals and Objectives:**
- Increase tobacco awareness
- Increase support for tobacco-free school campus

**Cost:** Less than $30

**Materials:** Gloves, clear trash bags

**Description:** Just like you can tell a lot about a person by walking into his or her home, you can tell a lot about what is valued and supported at school by looking around. Do cigarette butts litter the school grounds? School campuses should promote health and wellness. Unfortunately many campuses can be quite unhealthy due to the large number of cigarette butts found all over the ground. This activity will showcase how many cigarette butts there are at a given school and will help publicize the need for school campuses to be tobacco-free.

**Target Population:**
- Adults
- Youth (all ages)

**Time of Year or Linkage to Special Event:** Can be done at any time but late spring, summer or fall are best. This event is great to do in conjunction with Earth Day (April) or it can be linked to the Great American Smokeout (November).

**3 weeks before event:**
- Line up volunteers to help. Many hands make light work!
1 week before event:
• Confirm volunteers.

Day of the event:
• Have some food available for volunteers.
• Pick up all trash on campus. Separate the cigarette butts into a separate clear trash bag. Dispose of other garbage but keep the bag of cigarette butts.

After the event:
• You should probably have a pretty large number of cigarette butts. Depending on how many cigarette butts were collected – if you would like to have more – schedule another clean-up day soon.
• After you have collected a large number of butts, schedule a time to go to your school board meeting to show the members what you have collected. Let them know over what period of time these butts were collected. Share with them the facts about the dangers of cigarette litter and the need for smoke-free outdoor recreation facilities. Some suggested talking points:
  ◦ **Schools are established to promote healthy activities.** Schools need to model healthy behaviors, and tobacco-free policies fit with this idea.
  ◦ **Secondhand smoke harms everyone.** The Surgeon General has determined that secondhand smoke is a human carcinogen for which there is no safe level of exposure. Exposure to secondhand smoke has immediate health consequences on the cardiovascular and respiratory systems.
  ◦ **Secondhand smoke is harmful in outdoor settings.** According to Repace Associates, secondhand smoke levels in outdoor public places can reach levels as high as those found in indoor facilities where smoking is permitted.
  ◦ **Cigarette litter is dangerous.** Discarded cigarettes pollute the land and water and may be ingested by toddlers, pets, birds, or fish.
  ◦ **Tobacco-free policies help change community norms.** Tobacco-free policies establish the community norm that tobacco use is not an acceptable behavior for young people or adults within the entire community.
  ◦ **Tobacco-free environments promote positive community role modeling** and protect the health, safety, and welfare of community members.
• Let your local newspaper and radio station know that you are going to present your findings (literally) to the school board. At the school board meeting you should have a fact sheet that outlines what you found and what action you want taken – this can be given to the local media. Take pictures and send them to your local newspaper or community newsletter.

Resources:
• The Bottles of Butts (BOB) project of Forget Tobacco (http://forgettobacco.com/portfolio/butts/) provides information on butts clean-up events. A new campaign will start in March 2013.

Source: South Dakota Community Tobacco Use Prevention Toolkit and Kick Butts Day, Campaign for Tobacco Free Kids
**BODY BAGS**

**Type of Activity:**
- Community Education
- Opportunity for Earned Media

**Description:** Creating a powerful visual display can help people in your community realize the deadly consequences of tobacco use and the tactics used by the tobacco industry to market their products.

**Target Population:** Middle school and above can organize the event, but invite all age groups.

**Cost:** $10—$70.

**What’s Needed:** Body Bags (ask your local police department or hospital, or research online), computer paper, newspaper and other “stuffing” for the body bags, play money, posters, markers.

**Time of Year or Linkage to Special Event:** Can be done at any time but late spring, summer or fall are best. This event is great to do in conjunction with Kick Butts Day (March) or it can be linked to the Great American Smokeout (November).

**2 weeks before event:**
- Fill body bags (or just one bag can still serve as a strong visual) with newspaper (at the bottom) and fake money (at the top). 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 (find the local price), 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.

**Day of the event:**
- Set up the body bags and have people available to hand out information and answer questions.
- If you would like, you can set up a table with more information about your group and have template letters people can use to write to policymakers about relevant tobacco control legislation.
BREATHE EASY TRACK MEET

Type of Activity: School Event
(Elementary or Middle School with help from High School track team members)

Time: Half-day activity; takes about 1-2 weeks to plan

Goals and Objectives:
- Increase tobacco awareness
- Increase support for tobacco-free school campus

Cost: Less than $20

Materials: Straws or coffee stirrers, empty paper towel or aluminum foil roll, track meet supplies, poster board, rolls of banner paper or butcher paper, markers, tape measure, tobacco advertisements from magazines.

Description: Organize a school track meet to show how cigarettes and other tobacco products can affect peoples’ ability to perform well as athletes. You can either organize a special track meet or add the theme to one of your school’s scheduled meets. Either way, you will be educating students and adults about the harmful effects and hazards of tobacco. The meet consists of several different events that highlight the impact that tobacco use has on the body’s ability to perform.

- Breathe Through A Straw

At the beginning of the meet, give an overview of the events and have all of the athletes participate in a quick activity. This event is not a contest – it is just a demonstration of the impact of smoking on one’s ability to perform athletically. Anyone with asthma or other breathing disorder should not participate in this activity. Give everyone a soda straw or coffee stirrer and ask them to breathe only through it. Then have the participants hold their noses (to make sure that they aren’t unconsciously breathing that way) and ask them to continue to breathe through the straw. Tell them you are going to make it a bit harder by asking them to run in place. Have them run in place for 30 seconds. Now ask them to run a bit faster for another 30 seconds. Then a bit faster for 15-20 seconds... Stop and ask people how they feel – what did it feel like to have to breathe only through a straw? Get feedback from the participants. Then let them know that this is how a person with a breathing problem, such as emphysema, feels when they try to breathe. This also is meant to show how it feels for a smoker to breathe while participating in physical activities. Remind everyone to keep this in mind while they are running their races. (This activity is also listed on page 5-43).
• **Relay: Get Rid of that Cigarette as Fast as You Can!**  
Have a variety of relays so everyone can participate (by age or grade). The first thing to do is to decorate your baton (a track baton or an empty paper towel or aluminum foil roll) with paper or paint to look like a cigarette. Then cover the “cigarette baton” with hazard and warning labels. For example, use some of the new health warning labels proposed by the Food and Drug Administration (http://www.fda.gov/TobaccoProducts/Labeling/Labeling/CigaretteWarningLabels/default.htm). You can also be creative and use your own labels and warnings. For the relay, tell everyone that they need to get rid of the “cigarette” as fast as they can by passing it off to their teammates.

• **Individual Events: Breathe Easy!**  
Get ready to race! Hold individual events from the 50 meter dash to the two-mile run. Remind the participants at the beginning of the event of how it felt to breathe through a straw. Keep people aware of the simple fact that if they were to smoke, they would not perform as well because they would not be able to breathe as easily while running.

• **Shot Put Event: Crush Big Tobacco!**  
The “Crush Big Tobacco” shot put event is just like a normal shot put event – everyone is trying to throw the shot put as far as possible. For the distance markers, you have a number of options:  
  - You can decorate the posts to look like cigarettes for each distance line.  
  - Make a line of tobacco advertisements for the kids to “crush” as they throw the shot put. Paste ads from magazines or the internet on poster paper and line them up on a string.  
  - Be creative – come up with your own ideas for the event!  
If you don't have an official “real” shot put, use a basketball, volleyball or soccer ball – any ball will do!

• **Long Jump Event: How Far Will You Go?**  
For this event, continue the focus on staying tobacco-free by asking participants to jump as far as they can to stay tobacco-free and to stop Big Tobacco (Go LONG to stay Tobacco-Free!). If you have a long jump pit at your track, all you have to do is let students take turns jumping. If not, you can do this event on a field. All you need is a line to start running from, and a tape measure to keep track of how far people jump. In this event you can also put up posters and ads as markers for the participants to jump towards.

• **Additional Ideas:**  
  - Decorate the track with posters with statistics regarding tobacco use and its impact on communities in South Dakota. Line up the posters around the inside or the outside of the track so that people can read the messages as they run by.  
  - Contact your newspaper editor to let him or her know about the event. Ask them to put a notice about the event in their publication. Take pictures of the event and send them to the editor afterwards for additional coverage.

Source: Kick Butts Day, Campaign for Tobacco Free Kids
“DID YOU KNOW?”: COMMUNITY FORUM ON TOBACCO USE AMONG YOUTH

**Type of Activity:**
- Community Education and Organizing
- Opportunity for Earned Media

**Description:** A community forum is a great way to draw attention to the issue of tobacco use, educate parents and policymakers on the issues, and provide an opportunity to get some media coverage. A forum is most effective when there is new information to present and/or if there is an outside speaker being brought in to speak on tobacco use. This activity could be a collaborative program done in conjunction with a statewide or community organization such as the American Lung Association, your local PTA, etc.

**Target Population:**
- Adults
- Youth (teens)

**Cost:** $100 and up (depending on the speaker fees)

**What's Needed:**
- Most recent data from Youth Risk Behavior Survey or Youth Tobacco Survey
- Panel of youth
- Panel of adults (parent, law enforcement, teacher, etc.)
- Moderator
- Guest speaker

**Time of Year or Linkage to Special Event:** This activity could be done at any time of the year. It could also be tied to Kick Butts Day (March).

**6 Months before event:**
- If you are going to have an outside speaker, make arrangements now.

**2 Months before event:**
- Locate a venue for the event. A community center, church, community college or school could provide a large space that would work. A location that has a stage would be most effective.

**6 weeks before event:**
- Recruit panelists. Find local adults that understand tobacco use and are concerned about it. A parent of a youth smoker, a teacher or coach, youth court coordinator or local law enforcement official would be good choices – you know your community so pick people who are articulate and passionate. Two to three adult panelists would be a good number. For youth panelists, three would be an ideal number. Recruit youth that have used tobacco – both cigarettes and spit tobacco – as well as youth advocates. Make sure that the youth are willing to talk “on stage” and are not too shy.
Find youth who can honestly speak about why they used tobacco and the problems that may result from that use.

- Invite someone who can briefly present on youth tobacco use data in your community (get someone who can present the information in a way that average folks can understand and is not too technical).
- Identify a moderator for the event. Get someone who can keep the event moving and who can facilitate a panel discussion. A well-regarded elected official, principal or coach could be a good choice.
- Develop an invitation (flyer) to send to parents and to post in community locations. If there is to be a guest speaker, promote this.

**4 weeks before event:**
- Send out invitations to parents.
- Send a community calendar item to your local radio station.
- Send a media advisory to your local newspaper and/or local TV stations.
- Order materials to have on an informational table (South Dakota Department of Health, Campaign for Tobacco-Free Kids, etc.)
- If you are serving refreshments at the Forum, make these arrangements.
- If you have an outside speaker, make lodging arrangements if necessary.

**3 weeks before event:**
- Arrange to speak on local radio station during the week of the event. If you have a guest speaker, offer this person as a potential radio guest.
- Continue to talk up event in community.

**1 week before event:**
- Continue to make announcements about the event in schools and at other organizations.
- Send a reminder invitation to parents.
- Send another media advisory to newspaper and radio.
- Confirm speakers. Meet with all panelists to review the format. Ask speakers to be at the event 30 minutes before event begins.
- Make signs and other materials necessary for the event (directional signs to auditorium, parking signs, sponsorship, name tents for panelists, etc.)
- Designate someone to be the greeter at the event and to staff the sign-in table.
- Develop sign-in sheet for attendees; get name, address, phone and email.

**Day of the event:**
- Arrive at site early (2-3 hours) to make sure that everything is in place (chairs, table for panelists, microphones, information table, sign-in table, refreshments, etc.).
- Have moderator greet speakers when they arrive.

**After the event:**
- Send out thank you notes to speakers.
- Follow-up with participants using the contact information provided on the sign-in sheet (meeting summary, “thank you for attending” letter, etc.).
DOOR DECORATING CONTEST

**Type of Activity:** School Event (Elementary, Middle School or High School)

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

**Age Group:** All ages can participate.

**Number of Participants:** Varies.

**Preparation Time:** 1—2 weeks.

**What’s Needed:** Posters, colored paper, markers, other craft supplies.

**Cost:** $10—$40 or more depending on the prizes awarded.

**Time of Year or Linkage to Special Event:** This could be done at any time of year but would be especially good tied to Kick Butts Day (March) or the Great American Smokeout (November).

**2 weeks before the event:**
- Publicize contest. Develop flyers to let classes know about it (theme, rules, prizes).
- Make frequent announcements about the contest on the school’s PA system.
- Recruit judges.

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

FAME AND SHAME AWARDS

Type of Activity:
- Community Education
- Opportunity for Earned Media

Description: With limos, a red carpet, and glamorous “stars,” the Fame & Shame Awards show looks like its more famous cousin in Hollywood. But these awards are designed to expose the tobacco industry’s influence in Hollywood, and to point out how popular actors and movies encourage young people to start smoking.

Youth presenters hand out “Shame Awards” to actors, actresses, directors and producers who glamorize smoking in youth-rated G, PG and PG-13 movies.

Target Population:
- Adults
- Youth (middle and high school)

Cost: $100 and up

What’s Needed:
- Red carpet
- A couple of fancy cars (a limo would be cool!)
- Adults to play the role of paparazzi and escorts
- “Fame” and “Shame” Awards (be creative)
- Video clips of nominated films

Time of Year or Linkage to Special Event: Tie the event to Kick Butts Day (March) or the Academy Awards (February).

2-3 Months before event:
- Find location. A movie theatre or performing arts venue is best. A location that has a stage and projection equipment is necessary.
- Find films that are the most offensive in terms of smoking imagery. The website SceneSmoking.org provides ongoing film reviews that are done by youth and young adult reviewers.

6 weeks before event:
- Arrange for food at the event. Popcorn would be a great option.

4 weeks before event: Let youth know that this is a dress up event. Contact local merchants and secondhand stores to see if they have formalwear that they could loan youth for the evening of the event. Let them know that they will get publicity for their support.

I love Fame and Shame Awards because they teach me what actors are choosing to smoke in movies and who doesn’t. It really allows you to see what an actor stands for!

– Megan
Student, Mitchell High School

Mitchell High School students Alex Martinson Holznagel, Cara Beck, and Josie Burkinshaw present “Fame Awards” to three 2012 films that did not portray smoking: “Thor,” “Cars 2,” and “Harry Potter and the Deathly Hallows, Part 2.”
• Identify youth to present the awards and to serve as the emcee for the event.
• Recruit adults to serve as paparazzi and escorts.

3 weeks before event:
• Send a media advisory to your local newspaper and radio stations (TV if you have). Let them know this event is very visually interesting.
• Send out permission slips to parents for youth participants.

1 week before event:
• Send out reminder to media.

Day of the event:
• Arrive 3-4 hours before event to check equipment, set up props, and roll out the red carpet.
• Have adult sponsors stationed along the red carpet to serve as paparazzi and as escorts to guide the “stars” to their seats.

Resources:
• SceneSmoking.org – Home of the Thumbs Up, Thumbs Down Project and the Hackademy Awards: http://www.scenesmoking.org

Mitchell Fame and Shame Case Study

2013 will be the fourth year for the Mitchell School District to host its “Fame & Shame Awards.” “We felt that this was a perfect fit for us because it provides a great educational opportunity to clearly demonstrate the deceptive relationship between the tobacco industry and Hollywood,” said Karen Allen, Prevention Specialist for the Mitchell School District. “We felt that so many young children, youth, and parents have no idea that the tobacco industry often uses product placement in movies to encourage children and youth to try their product,” she added.

A benefit of Fame and Shame is that it helps build team and leadership skills among the youth participants. “Students are given the daunting task of standing up in front of a large audience and presenting the awards. It truly is a great way to teach youth activism, give students the opportunity to use their voice, and make a difference in the community,” Allen noted.

As with any large event, there are always challenges. “The biggest challenge for us is putting together a fresh presentation that showcases the current year’s Oscar picks and focuses on a different aspect of the industry’s deceptive tactics,” said Allen. “Our team spends many hours each year researching to come up with the latest information, movies with and without smoking, and characters for students to portray.”

Allen cautioned that the event can be costly due to venue and food costs. “We’ve been able to offset some of the costs by doing fundraisers and/or finding donors that are willing to provide the food. Whether it is a full meal, desserts, or a nacho bar, food greatly adds to the evening’s success.” Another cost that needs to be factored in is the cost to students. “All participants come dressed in ‘Oscar Attire’ (prom dresses, gowns, jewelry, suits, etc.) so we try to offset their costs by asking for donated or used prom dresses that we loan to our younger students whenever possible.”
A key pointer that Allen offered was to allow enough time for set up. “Students want plenty of time in the afternoon to get dressed, so we’ve found it works best to designate the entire morning to set up the room and hang all decorations. We also ask the students to arrive early so we can run through the show once more before guests arrive.”

In summary, Allen encourages other schools to give it a try. “If you’re looking for a challenging and impactful event, this is it! Fame and Shame truly makes everyone involved feel special and valued, and leaves a lasting impression on the families and community members that attend.”

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**FLASH MOB**

**Type of Activity:**
- Community Education and Organizing
- Opportunity for Earned Media

**Description:** A flash mob can be used to capture attention and promote your message in a visual and creative way. Here is a video of a previous flash mob held in honor of Kick Butts Day.

**Preparation Time:** 2-3 weeks to plan.

**Cost:** $0—$50.

**Age Group:** Any age, however, younger youth will need to be supervised.

**Number of Participants:** As many as possible.

**Resources Needed:**
- Markers, paper for posters
- Transportation (if the flash mob is held somewhere other than your school).
- Since a flash mob is designed to capture attention, you will need to be in a location that has a medium-to-large group of people.
- A table near the site of the flash mob with flyers and information to hand out during and after the event.

**1-3 weeks Before Event**
- Pick a location for the event. A busy area, such as a school hallway or a mall, works best.
- Plan to hold your flash mob at lunch or in between classes — whenever there are a lot of people in one location.
- Recruit interested dancers for your flash mob, including a choreographer.
- Plan a flash mob routine and teach it to those who will be participating. Choose a time, or a signal, so that participants know when to freeze and when to join in the flash mob.
1 week Before Event
- Create eye-catching, easy to read posters with messages about tobacco’s toll. If you plan to have a table at the site of the flash mob, create a banner for the table and make sure you have resources available for participants here.
- For added effect, plan to have participants all wear the same colored shirt. This can help attract people’s attention.

Day of the event:
- 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.

Resources:
- Kick Butts Day Activity Guide:
  http://www.kickbuttsday.org/search-activities/detail/activity_10

GRAFFITI WALL

Type of Activity: School Event
(Elementary, Middle School or High School)

Time: Takes about 2-3 weeks to plan

Goals and Objectives:
- Increase tobacco awareness
- Increase support for tobacco-free school campus

Cost: Less than $30

Materials: Long poster paper roll or banner paper, markers

Description: Are you sick of Big Tobacco’s lies and manipulation? Get your thoughts out on paper... lots of paper! Create a long paper banner and cover it with anti-tobacco graffiti. A variation on this is to make the wall an opportunity for students to show support for a tobacco-free campus policy. Show your School Board that you want your school campus to be tobacco-free 24/7!

Day of Event:
- Set up paper banner and markers and other art supplies. Have the banner in a central location in your school.
- On the Graffiti Wall, write a large phrase such as, “Hello, Big Tobacco from the Youth of [insert your school or town name here]”
If you are focusing on showing support for a tobacco-free campus policy, write a phrase such as, “The Students and Faculty of [insert school name here] Support a Tobacco-Free Campus Policy.”

Ask everyone to write their personal feelings or personal stories about tobacco on the Wall. If doing a policy-focused wall, students and faculty can just sign their names.

Have tobacco facts available in case someone can’t come up with a personal feeling or something to say.

Take LOTS of pictures of the event — maybe even a video that you can upload to YouTube.

Send pictures to your local newspaper along with a brief description of what you did and why you did it. Post pictures on your Facebook page!

If your wall supports a school policy effort, take the banner to the next school board meeting to show members the campus support for the policy change.

Ask if you can leave the banner up for a week or more to highlight your school’s efforts to reduce tobacco use and to demonstrate support for policy change.

Source: Kick Butts Day, Campaign for Tobacco Free Kids

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**EVENT**

**GREAT AMERICAN SMOKEOUT**

**Type of Activity:**
- Community Education and Organizing
- Opportunity for Earned Media

**Description:** For over 37 years, the Great American Smokeout (GASO) has maintained an annual tradition of encouraging people to try to stop smoking for just one day. The Great American Smokeout, and the American Cancer Society continues a legacy of providing free resources to help smokers quit. The Great American Smokeout was inaugurated in 1976 to inspire and encourage smokers to quit for one day. Now, 39.8% of the 43.4 million Americans who smoke have attempted to quit for at least one day in the past year, and the Great American Smokeout remains a great opportunity to encourage people to commit to making a long-term plan to quit for good.

**Target Population:**
- Adults
- Youth (teens)

**Cost:**
- $0 and up – depends on types of activities planned

**What’s Needed:**
- A large number of materials are available from the American Cancer Society

**Time of Year or Linkage to Special Event:** Third Thursday in November
2-3 Months before event:
- Contact your local/regional American Cancer Society office to get the most up-to-date information on GASO materials.
- Recruit local businesses, colleges, and other local organizations to participate in GASO.
- Contact local city or county official or school superintendent to issue proclamation for GASO (see CDC information below for sample).

6 weeks before event:
- Order materials from the American Cancer Society.

3 weeks before event:
- Send out e-mails to participating organizations. These e-mails can be forwarded to employees (see ACS information noted below).
- Send out notice to your local radio station and newspaper on the GASO events happening in your community.
- Develop public service announcement for your radio station to let community know about GASO.

1 week before event:
- Get materials out to participating organizations.
- Finalize event preparations.

Resources:
- Centers for Disease Control & Prevention: [http://www.cdc.gov/tobacco/calendar/index.htm](http://www.cdc.gov/tobacco/calendar/index.htm)

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EVENT

GREAT AMERICAN SPIT OUT
(THROUGH WITH CHEW WEEK)

Type of Activity:
- Community Education and Organizing
- Opportunity for Earned Media

Description: Through With Chew Week (TWCW) and the Great American Spit Out were designed to raise awareness about the negative effects of spit tobacco use. It gives spit tobacco users the inspiration to quit for a day or even longer.

Target Population:
- Adults
- Youth (all ages)
Cost: $0 and up – depends on the types of activities planned

What’s Needed: The Through With Chew Week Toolkit (http://www.throughwithchew.com/perch/resources/twcwtoolkitweb12final.pdf) has a wealth of information regarding events that can be done in your community.

Time of Year or Linkage to Special Event: Through With Chew Week is held on the third full week of February each year and the Great American Spit Out is held on the Thursday of that week.

2-3 Months before event:
• Pull together a planning team to determine what activities you will do for TWCW. The TWCW Toolkit has a list of over 20 activities that can be done in your community with complete information for planning.

Resources:
• Through With Chew program website: http://www.throughwithchew.com/
• “How to Conduct a Through With Chew Week” brochure: http://www.throughwithchew.com/perch/resources/twcwbrofinalweb.pdf
• My Last Dip – an interactive website that helps young spit tobacco users quit: www.mylastdip.com
• National Spit Tobacco Education Program (http://oralhealthamerica.org/programs/nstep/) – The National Spit Tobacco Education Program’s mission is to prevent people, especially young people, from starting to use spit tobacco, and to help all users quit
• Kill The Can – This site is dedicated to helping people who are trying to quit the habit of chewing or dipping tobacco and to those who have successfully quit. The Community Forum is administered by 7 ex-dippers whose sole goal is to allow people to gain the same freedom from chewing that they have obtained. http://www.killthecan.org/

GUERRILLA POLLING

Type of Activity:
• Community Education and Organizing
• Opportunity for Earned Media

Description: 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.

Target Population: 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:** 1-3 weeks

**Resources:** Paper, pens and pencils, 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?
- Do you think the tobacco industry markets to youth?
- Do you think spit tobacco is addictive?
- Create flyers or palm cards containing the true answers to your survey questions to give to participants after they complete your survey.

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

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

Type of Activity:
- Community Education and Organizing
- Opportunity for Earned Media

Description: Kick Butts Day is a national day of activism that helps youth to speak up and take action against tobacco use at more than 1,000 events from coast to coast. Students from schools across the country hold hundreds of different events and activities that call attention to the problems caused by Big Tobacco and its attempts to market to youth. Thousands of youth in every state as well as around the world will let Big Tobacco know that they will not be controlled by the tobacco industry.

As a teacher, youth leader, or health advocate, you can organize these events and mobilize your kids to raise awareness about the problems of tobacco use in your school and community. The event will help empower youth to stand out, speak up and seize control against Big Tobacco with fun, educational activities and events.

Target Population:
- Adults
- Youth (all ages)

Cost: $0 and up – depends on the types of activities planned

What’s Needed: [http://www.kickbuttsday.org](http://www.kickbuttsday.org) has a wealth of information regarding events that can be done in your community. Register your event at the website so it will be included in the national list. This might even result in some media coverage!

Time of Year or Linkage to Special Event: Kick Butts Day is always held in March.

LIVING BILLBOARD

Type of Activity: School Event (Middle School or High School)

Description: Create a visual message for your community regarding the dangers of tobacco use. Instead of just having a billboard, a living billboard will give your message more interest and will be more eye-catching.

Time: Takes about 1-2 weeks to plan

Target Population: All age groups

Number of Participants: Depends on your message, a small group.
**Materials:** Poster board, pens, markers, other poster making supplies.

**Cost:** $0—$20.

**Before the Event:**
- 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.

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**NUMBERS CAMPAIGN**

**Type of Activity:** School Event (Middle School or High School)

**Time:** Takes about 2 months to plan

**Goals and Objectives:**
- Increase tobacco awareness
- Increase support for tobacco-free school campus

**Cost:** Depends on what kinds of props you use.

**Materials:** Markers, paper; may need stickers, t-shirts, lunch boxes, shoes, etc.

**Description:** How do you get people to realize just how deadly tobacco use is? Do it by coming up with a creative way to show the statistics of tobacco use for your community. Translate these “fatal figures” into things that people can understand – use props like t-shirts, shoes, lunchboxes, etc. to illustrate the numbers.

**6-8 Weeks Before the Event:**
- Determine what statistic you want to use. Will you use the number of deaths every year in South Dakota? The number of Americans that die as a result of tobacco use each year? The number of youth that start smoking each day? The choice is up to you. You can get more information in Section 1: The Big Picture or by checking out the Resources listed in Section 8. Make sure you pick a statistic that is big enough to be memorable and have an impact.
- Develop your message – what do you want people to remember about the event and about your number? This key message will be used throughout the event in the things that you say and signs and flyers that you will make.
- Determine how you want to illustrate your statistic. Will it be t-shirts, shoes, lunch boxes, body bags...? Be creative! Start collecting the items you will need.
- Talk with the principal to get permission to do this event on the school property.
2 Weeks Before the Event:
- Design a simple handout (1/2 sheet of paper is best) that contains your key message as well as some kind of graphic that makes people want to read about it.
- Plan how you will set up your props. Identify the exact location(s) and make sure that you have all of the things that you need. Determine how long you will have the display visible (in the morning, before an assembly, at lunch, all day, etc.) If you will have people standing with the props, determine who will be there and when. Also decide whether you will be handing out your flyer at that time.
- Contact your local newspaper to let them know about the event. Ask them to run an announcement before the event. Offer to write an article afterwards and to provide photos.

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

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

After the Event:
- Write up an article and send it along with photos to your local newspaper.
- Follow up with the radio station to arrange having someone describe your event on the air.

In Illinois, members of a high school youth coalition took control of their high school for a day to let their peers know just how deadly tobacco really is. They created 51 body outlines to represent the 51 people who die in Illinois every day from tobacco and hung them up on the walls in common areas of their high school. They also wrote the number “51” on every classroom board and displayed posters with the number 51 around the school for the entire week. On Kick Butts Day, the students set up a table during lunch to hand out tobacco use prevention information to the students. At the end of the day, they revealed what the number 51 represented.

Source: Kick Butts Day, Campaign for Tobacco Free Kids
SCHOOL-WIDE HEALTH FAIR

**Type of Activity:** School Event
(Middle School or High School can plan the event but all ages can attend)

**Time:** Takes about 2-3 months to plan

**Goals and Objectives:**
- Increase tobacco awareness
- Increase support for tobacco-free school campus
- Create change in individual behavior

**Cost:** $50 or more – depends on what kinds of booths you have.

**Materials:** tables, chairs, posters, markers, paper, banners, food – whatever it takes to build a fun health fair.

**Description:** A Health Fair can be a great and fun way to give people important information about tobacco use and how to quit. It is 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. A health fair lets you combine several different “mini-event” ideas into one!

**Planning Your Event:**
- Partner with other tobacco control groups, public health organizations, health care services and student groups to reach a larger audience. Give each organization a table at your event and ask them to bring materials like posters, brochures, banners, gear and other giveaways to their table. In order to be most effective, make sure that these groups actually have an activity at their table instead of just handing out material. Potential groups to invite include:
  - A local tobacco coalition
  - Your regional coordinator from the South Dakota Tobacco Control Program
  - A neighboring school that is working on tobacco issues
  - Local health clinic or health care provider – ask them to provide free services such as blood pressure screening on-site
  - A local substance abuse prevention counselor or coordinator
  - Your local chapter of the American Cancer Society and other health-related groups

- If appropriate in your community, ask a tribal elder to be present to bless the health fair and to provide information on the difference between traditional, sacred tobacco and commercial tobacco products.
• Invite the community to participate in the event. Spread the word broadly through local radio and newspapers. Posters and signs around the community will also help get the word out.

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 the SD QuitLine and other resources to help people quit, such as chewing gum, sugar-free lollipops, cinnamon sticks, toothpicks, and tobacco facts. Notes of support from the youth advocates organizing the event are also great to include (a hand-written note saying something like: “I know it will be hard to quit using tobacco but I believe in you and have faith that you can. Sincerely, Kara T.”). Such a message would be very inspirational to someone who is trying to quit. Your message could actually give someone the boost they need to get over a tough time!

There are Mr. Butts costumes available on loan from several resources in the state: Youth and Family Services in Rapid City (Phone: 605-342-4195 or 800-937-9832), the Southeast Prevention Resource Center at Volunteers of American in Sioux Falls (605-335-6474), and the Northeast Prevention Resource Center at Human Service Agency in Watertown (605-886-0123).

They Put What in a Cigarette?! Station
• Create a display on a table that tells others about what’s really in a cigarette. See page 5-45 for details.

This year we set up a booth in the lunchroom for Kick Butts Day to give them more information about what is in cigarettes and what kind of harmful substances you were putting in your body. I think it was good for everybody to see different statistics and how much of an effect it has on their life.

– Rachel Richardt
TATU Member
Milbank High School
Petition Station

- Before your health fair, pick a policy issue as your target. Here are some suggestions:
  - Ask the School Board to adopt a policy to require all schools in the district to be tobacco-free 24/7.
  - Other policies may be under discussion in your community, so use your judgment regarding which issue(s) to choose for a petition.
- At your health fair, make sure one of your tables is a petition station. Encourage youth and adults at your health fair to sign a petition. Have a sticker that you give the person after they sign – it could say something like “I’m 4 Smoke-Free Air!”
- After the event, you can present the petition to the appropriate policymakers.

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. The South Dakota Tobacco Control Program has lung models available in each region which can be sent for use. Just contact your regional Tobacco Prevention Coordinator to arrange to borrow them.
- See if there is a respiratory therapist in your town that could help you get additional information for this display table.

Guess the Number of Cigarette Butts

- Use the cigarette butts you collected from the “Bag o’ Butts for Tobacco-Free Schools” activity. Count the number of butts and then put them in a jar or clear bag. At the health fair, ask people to guess how many cigarette butts there are in the jar. You could have them write their answer on a slip of paper along with their name and announce the winner at the end of the day (or throughout the day, if you wish).

Got Spit?

- Create a display on a table that tells participants about what’s really in spit tobacco. See page 5-39 for details.

Other Ideas?

- Be creative and think of as many interactive displays as you can – you’ll want to keep people doing interesting, engaging activities! Table after table of brochures can be very boring to participants.

Day of the Event:

- Make sure you have plenty of helpers to assist exhibitors in putting their displays together.
- Assign someone (or a couple!) to be the designated photographer. The photos can be posted to your Facebook page and also sent to the newspaper for additional coverage of the event.

After the Event:

- Send a few photos and a brief description of the event to your newspaper. Make sure you identify who is in the photo.
Follow-up with a thank you letter to the school principal to express appreciation for use of the school gym (or whatever space you used) for the event.

Source: Kick Butts Day, Campaign for Tobacco Free Kids

**EVENT**

**SMOKE-FREE FILM FEST**

**Type of Activity:**
- Community Education and Organizing
- Opportunity for Earned Media

**Description:** As a counter to the hype of tobacco-filled films, host your own film fest with movies that do not have any tobacco images included. This is a great activity to do with youth organizations or a family fun night event. Gather up some of the best youth-rated G, PG and PG-13 films that do not have any tobacco imagery included and fire up the DVD player!

**Target Population:**
- Adults
- Youth (all ages)

**Cost:** $50 and up

**What's Needed:**
- Film DVDs
- Projection equipment and screen
- Refreshments

**Time of Year or Linkage to Special Event:** This could be done any time of the year but around the Academy Awards (February) could be a good time to do an event like this.

**4 weeks before event:**
- Find a location that provides comfortable seating as well as has projection equipment for showing DVDs – perhaps your school’s auditorium or a community center or library has an appropriate space that could be used for an evening event.
- Select the films that will be shown. The website for Smoke Free Movies ([http://www.smokefreemovies.ucsf.edu/problem/now_showing.html](http://www.smokefreemovies.ucsf.edu/problem/now_showing.html)) has a list of current films that don’t have (as well as those that do have) tobacco imagery. Another list is found in DVD Danger (see resource list below).
- Develop a poster to describe the event and distribute around town.
- Get the word out to youth groups in your area.
- Send a community calendar item to your local radio stations and newspaper.
1 week before event:
- Arrange for refreshments – popcorn, anyone?
- Send a reminder notice to local media about the event.
- Recruit a teenager to talk about the impact of smoking in movies on youth.
  A PowerPoint presentation can be found at Screen Out! (see resource below)

Day of the event:
- Set up the screening area
- Set out snacks
- Have students serve as ushers to take participants to their seats.

Resources:
- Smoke Free Movies: http://www.smokefreemovies.ucsf.edu/problem/now_showing.html
- DVD Danger Action Kit:
  http://www.smokefreemovies.ucsf.edu/pdf/DVDanger%20Kit111407.pdf
- Screen Out!:

TAKE IT TO THE STREETS

Type of Activity:
- Community Education and Organizing
- Opportunity for Earned Media

Description: Grab your whole community’s attention when you take it to the streets and spread interesting tobacco company quotes and tobacco facts all across your town. One of the simplest and most effective ways to take it to the streets is to make flyers featuring an outrageous tobacco company quote and hand them out at busy places so people can learn the truth about Big Tobacco. Here is one quote that will grab people’s attention:

In 1990, Terrence Sullivan, a sales representative for R.J. Reynolds said:
“We were targeting kids, and I said at the time it was unethical and maybe illegal, but I was told it was just company policy.” Sullivan remembers someone asking who exactly were the young people R. J. Reynolds was targeting – junior high school kids or even younger? The reply was: “They got lips? We want them.”

Target Population: Middle and High School and above

Preparation time: 1-2 weeks for media outreach, just days for the actual event.

Cost: $0-20
Materials Needed: Paper, markers, tape, access to a copier

1-2 Weeks before the Event:
- First things first – find Tobacco Industry Quotes! Since the Master Settlement Agreement in 1998, hundreds of thousands of tobacco company documents have become public record. You can use the following websites to find your own tobacco company quotes.
  - Legacy Tobacco Documents Library ([http://www.library.ucsf.edu/tobacco](http://www.library.ucsf.edu/tobacco))
  - For free posters ready to download visit [www.bethecatalyst.org](http://www.bethecatalyst.org) and view their killer quotes posters.
  - Make flyers using the quotes on 8 ½ x 11 paper – the more colorful the better!

Day of the Event:
Be creative about where to distribute your flyers:
- School parking lots
- Car windshields
- Lamp posts
- Store windows
- Bathroom stalls
- People’s hands
- ANYWHERE (with permission of course) to spread the truth. If there’s a big event in town, like a skater’s tour, football game, concert or festival, you can hand out thousands of flyers there.

Event Follow-Up:
- Make sure the message you leave includes a way to get more information. Including a link to a relevant website is a really good idea. You could use your group’s website, KickButtsDay.org or tobaccofreekids.org.

TOMBSTONES

Type of Activity:
- Community Education and Organizing
- Opportunity for Earned Media

Description: A visual and impactful representation of the people lost to tobacco use every year in South Dakota. One cross or tombstone is placed in a public setting to signify a person killed as a result of tobacco. CDC estimates that more than 1,000 people die each year as a result of tobacco use in South Dakota.
Target Population:
- Adults
- Youth (all ages)

Cost: $10-$50

What’s Needed:
- Materials: Cardboard, spray paint, paint/markers, other art supplies, Wire hangers to attach to tombstones for placing in ground
- 4-5 youth to organize and carry out event

Time of Year or Linkage to Special Event: This activity can coincide with World No Tobacco Day (May 31) and/or Kick Butts Day (March).

2 weeks before event:
- Choose a location to place the tombstones that is highly visible or where lots of people will walk by (park, near a school, etc.). Ask for permission and get a permit if required.
- Send a media advisory to your local newspaper and radio stations (TV if you have). Let them know this event is very visually interesting.

1 week before event:
- Create tombstones from cardboard and art supplies. Put names on them to make the event more personal.
- Send media reminder.

Day of the event:
- Set up tombstones in agreed upon location. Timing should be when the most people are in the area and when it would be a good time for the media (i.e. after 10 a.m. or before 3 p.m.).
- Have an information table available for people to get materials on tobacco or to take action on a local policy issue.
**Description:** The Wall of Remembrance and Memorial Service is a powerful way to put a face on the impact that tobacco has on our communities. The event is designed to memorialize and honor those who have died or have been made ill as a result of tobacco use. The event is like a funeral or memorial service. Ministers or religious leaders can offer prayers and their own stories of congregants who have died from tobacco use. Speakers can include people who have lost a loved one or someone who has suffered the effects of their own tobacco use (e.g. laryngectomy). The Ball Bearing Demonstration (see page 5-36) is an excellent demonstration to use as part of the Memorial Service program.

**Cost:** $50 and up

**What’s Needed:**
- Display Boards (4’x6’ bulletin boards work great)
- Photos
- Tape or other adhesive, push pins
- Construction paper or other material for photo backing
- Fabric to cover “wall”

**Time of Year or Linkage to Special Event:** Event can be done any time of year. It is a good activity to tie to Kick Butts Day (March) and/or World No Tobacco Day (May 31).

**2-3 Months before event:**
- Make presentations to groups to collect photographs and remembrances of those who have lost a loved one as a result of tobacco use. Civic, church and community groups as well as school and youth groups are great resources. Health care providers can also provide links to folks who would contribute stories or photos. Develop a flyer to publicize effort and provide contact information for people to send in photos.

**6 weeks before event:**
- Find location for event – visible, public place is best. A school gymnasium or auditorium is perfect.
- Recruit speakers – ministers and faith community leaders, health care providers, people touched by tobacco use, youth.

**4 weeks before event:**
- Arrange for large poster boards (4’ x 6’) or some other large way to display photos and remembrances.
- Continue the call for photos.

**3 weeks before event:**
- Send a community calendar item to your local radio station.
- Send a media advisory to your local newspaper (TV if you have). Let them know that this is a very visual event and would be worthy of coverage.
- Confirm speakers.
CLASSROOM ACTIVITY

BALL BEARING* DEMONSTRATION

Type of Activity: Classroom Activity (Middle School and High School)

Time: Less than 1 week to plan

Goals and Objectives: Increase tobacco awareness

Cost: Less than $10

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

Time: About 5-10 minutes

Materials:
- Metal bowl or metal coffee can
- Popcorn kernels or ball bearings*
- Microphone is helpful to magnify the sound of the popcorn kernels or ball bearings especially if this is for a large group.
- Split the popcorn kernels or ball bearings* into three separate containers and label them:
  - 38 representing death from drug use
  - 222 representing deaths from alcohol
  - 1,200 representing deaths from tobacco use
How it works: Read the following script aloud to the group, following the italicized script as you go. Rehearse this several times before you put it into action, so you’re not relying heavily on the script for the words, and so the exercise goes smoothly.

Steps:
Ask: “How can people die? What are some causes of death?” (Make sure that suicide, homicide, accidents, AIDS, illegal drugs and alcohol are mentioned. After naming these, let them know that tobacco kills more than all of these combined.)

Pick up one popcorn kernel or ball bearing.

Say: “Each one of these represents a person with a family, friends, and a life.”

Drop the kernel or ball bearing into the bowl.

Say: “Listen to the sound it makes when I drop it into the bowl. Let the sound of each one represent a person’s death.”

Say: “Close your eyes and listen.” (You may want to turn down the lights if possible.)

Say: “First, let’s think for a minute about hard drugs. Think about crack, cocaine and heroin. Do you think they are dangerous? They are! They will kill you. Here is how many people will die from a drug overdose every day in this country.”

Pour 38 popcorn kernels or ball bearings slowly into the bowl.

Say: “That represents 38 people who will die in one day from hard drugs; that is about 13,870 people each year.”

Pour the 38 popcorn kernels or ball bearings back into its individual container before moving onto the next step.

Say: “Now, let’s think about alcohol. You think alcohol is bad for you? It is. It will kill you too. Usually not right away, but slowly, over time. Here’s how many people die.

Pour the 222 popcorn kernels or ball bearings slowly into the bowl.

Say: “That’s 222 people every day and 81,030 people every year.”

Pour the 222 popcorn kernels or ball bearings back into its individual container before moving onto the next step.

Say: “Now, let’s think about tobacco. Listen and think about how many people tobacco will kill today and every day in the United States.”
Pour the 1,200 popcorn kernels or ball bearings slowly into the bowl.

*Say:* “That’s 1,200 people who will die every day — people who are dying right now. That’s 440,000 people every year. If you add people who die from secondhand smoke, that would be another 150 people each day and another 53,000 people each year. Tobacco kills! You can start to use tobacco and it won’t kill you today or tomorrow or maybe even next year. But think about this, the tobacco industry has to recruit 5,000 new smokers every day to replace the ones who quit or die. They even try to recruit young kids to get them hooked early. Don’t let them hook you!”

*Note: We highly recommend that you use popcorn kernels instead of ball bearings.*

Source: American Lung Association TATU Teen Teacher Manual

### CLASSROOM ACTIVITY

#### CREATE YOUR OWN BILLBOARD OR CUPS IN A FENCE

**Type of Activity:** Classroom Activity
**(Middle School or High School)**

**Time:** Takes about 1 week to plan

**Goals and Objectives:** Increase tobacco awareness

**Cost:** $10-$30 depending on how many cups you need

**Materials:** Colorful plastic cups (need to fit inside chain link fence holes)

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

**1 Week Before Event:**
- Find a fence on school property that is visible to many people every day. For example, pick a chain link fence that is around a sports field right before a big game. The more people that see this display, the better!
- Get permission.

**1 Day Before Event:**
- Plan your message – keep it short. It’s like you are making a billboard. Just a few punchy, powerful words! Sample messages include “Tobacco Lies” or “Big Tobacco Targets Youth” or “Tobacco- Rethink It.”
Day of Event:
- Write out your message by putting plastic cups through the holes in the fence. Put up your message when there are not many people around campus.
- Don’t forget to take pictures of your billboard. Post it on your Facebook page!

After the Event:
- Make sure that you take down your billboard within a week. Clean up all the trash and recycle the plastic cups.

Source: Kick Butts Day, Campaign for Tobacco Free Kids and The 84

GOT SPIT?

Type of Activity: Classroom Activity (Middle School and High School) or at an event

Time: Less than 1 week to plan

Goals and Objectives: Increase spit tobacco awareness

Cost: Less than $20

Description: In this activity, teens give a presentation of what is in spit tobacco. A blender and the various ingredients (all household items, mocked up to look like hazardous items) are used in this presentation. Make Your Own Spit can be done at school (in the classroom or at a sporting event) or at any community event (at the entrance to a rodeo). Make Your Own Spit can even be done outside a Wal-Mart in the parking lot.

Time: About 10-15 minutes

Materials: Obviously we don’t want you to use any of the “real” ingredients in your demonstration. ONLY USE THE ALTERNATIVE INGREDIENTS SUGGESTED BELOW.
- Water (formaldehyde)
- 7-Up (benzene)
- Brown sugar (arsenic)
- Gray/Silver cake-decorating balls (lead)
- Shredded beef jerky (tobacco leaves)
- Blender and extension cord (if you are not close to an electrical outlet)
- Table
- 5 containers (to hold all 5 ingredients)
- Labels for the containers: “Formaldehyde,” “Benzene,” “Arsenic,” “Lead,” “Tobacco.” (Remember, you’ll only use harmless substitutes for these products.)
- Empty “spit” container to present the final product after blending
**Set up**
Put the five harmless ingredients into each of their own containers with labels on them. Place the ingredients to the left and right of the blender, which should be in the middle of the table. If you have a banner or sign for your group, place it either on the table front (if small sign) or behind your head on the side of a building or some other structure.

**Suggested Script**
Step right up and see what ingredients are in spit tobacco. Big Tobacco calls it “smokeless tobacco” so it sounds like it’s harmless. Guess again!

This is the story Big Tobacco doesn’t want you to hear. Look at these ingredients.

First, you start with tobacco. We’ve picked a beauty, “Copenhagen.” *(Put beef jerky in blender.)*

But, Big Tobacco doesn’t stop there.

You’ve got lead. That’s right; lead is in spit tobacco. How many of you read every day about the dangers of lead poisoning? It can lead to brain damage and even death if taken in large quantities or over a long period of time. *(Put cake-decorating balls into blender.)*

But, Big Tobacco doesn’t stop there.

Spit tobacco also contains benzene. Never heard of benzene? Well, it is a highly flammable substance that is used in gasoline and paints...and long-term exposure is linked to leukemia. It can cause vomiting, rapid heart rate and red blood cells reduction in your body. *(Add 7-Up to blender.)*

But, Big Tobacco doesn’t stop there.

Did you know that arsenic is also in spit tobacco? Arsenic. The chemical of choice for murderers and mystery writers. It’s used in rat poison and can cause vomiting, abnormal heart rate and death. *(Add brown sugar to blender.)*

But, Big Tobacco doesn’t stop there.

You’ve got formaldehyde. This stuff is used to preserve dead animals. It’s an embalming fluid and, you guessed it, it’s in “spit” and “chew” products. *(Add water to your blender.)*

But, Big Tobacco doesn’t stop there. They add another 15 to 20 ingredients. Some we know about and some we don’t, because they refuse to tell anyone what other ingredients are included in spit tobacco.

But, you wouldn’t have a tobacco product if you didn’t have this one last ingredient. What do you think it is? Nicotine. It’s not bad enough that all those dangerous chemicals are in spit tobacco. No, Big Tobacco has to hook you on it so they can slowly rot out your gums, throat, cheeks and mouth. *(Blend ingredients and put concoction into a “spit” container.)*
So, why does Big Tobacco include so much bad stuff in “spit?” Why don’t you ask them?

And if you don’t think it’s a problem among youth in South Dakota ...think about this: 3 times as many South Dakota high school students use spit tobacco than the national average for the same age.

Source: Through With Chew Week & The Great American Spit Out 2012 Activity Toolkit

CLASSROOM ACTIVITY

LIGHTS, CAMERA, ACTION!

Type of Activity: Classroom Activity
(Middle School or High School planning with Elementary School students participating)

Time: Takes about 2-3 weeks to plan

Goals and Objectives:
• Increase tobacco awareness
• Create change in individual behavior

Description: This is a peer education opportunity where older youth educate younger children about how the tobacco industry manipulates young people through advertisements and other promotions. This activity will allow teens to provide education while the kids are having too much fun to notice!

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

Cost: Less than $10

Materials: Tobacco advertisements from magazines

2-3 weeks Before Event:
• Arrange with the class or group the date and time for your presentation.
• Find out the following:
  ◦ What age is your audience?
  ◦ What do they already know about tobacco?
  ◦ What do you want them to know following your presentation?
• Younger kids: Health messages are okay
• Older kids: Focus on what the tobacco industry does to attract teens
• Gather tobacco magazine advertisements or other props you will need for your presentation.
  Ask your parents or other adults for ads from magazines that they subscribe to or get ads from old magazines at your school or library — just remember to get permission first!
1 Week Before Event:
- Practice, practice, practice! Get some friends together and have them pretend to be your audience. Remember, young children have lots of energy and will need clear, simple instructions and NO down time! Keep them busy and keep things moving along quickly.

Day of Event:
- Distribute tobacco advertisements to your audience. Go over how the tobacco industry tries to manipulate us and what the real truth is in each ad.
- Explain to the children that they are going to act out the ad in a fun skit.
- Let them know that first they will act out how the tobacco industry wants them to view the ad. Big Tobacco wants everyone to think it is fun to smoke, and that if you do you will be beautiful and cool. There are many messages in these ads, so have your class brainstorm other messages the tobacco industry is trying to send.
- Then the class will act out the real story and show the truth about tobacco. Have everyone think about the actual effects of tobacco and how they really see the advertisement now.
- After you are done speaking, divide your audience into groups. Each group should have:
  - As many people as necessary to act out the advertisement – anywhere from 3-5 students works well.
  - One presenter who will be the narrator and explain the advertisement before the skit starts.
  - Two group members will finish the presentation by analyzing the skit/advertisement. The children should explain what techniques the tobacco industry used and why the advertisements show false images (example: smoking actually causes wrinkles, bad breath, and yellow teeth).
  - Explain that they will be presenting the skits to all of the other groups and that each skit should be about one minute long.
- Break the groups up and give them 10-15 minutes to prepare.
- Reassemble into the large group to present the skits.
- Before presentations begin, make sure everyone sits and directs their attention to the front.
- Call up each group, watch the presentation, encourage discussion, and have fun!

Source: Kick Butts Day, Campaign for Tobacco Free Kids

At right are students from Garretson High School who participated in a Teens Against Tobacco Use training where they created alternative advertising messages to counter tobacco industry ads. Their message was “Don’t Use Misty it’s Risky!” They went on to add that “most kids don’t smoke because they know it causes lung cancer. Nicotine is a gateway drug. DON’T RISK YOUR LIFE, KEEP IT!”

Garretson High School students Victoria Julius, Jaden Flanagan, Amyah Ockenga, Carmen Bohl and McKenzie Decker display their counter-tobacco ad at a TATU training.
CLASSROOM ACTIVITY

STRAW ACTIVITY (EMPHYSEMA ACTIVITY)

**Type of Activity:** Classroom Activity (All ages)

**Time:** Less than 1 week to plan

**Goals and Objectives:** Increase tobacco awareness

**Cost:** Less than $10

**Materials:** Coffee stirrer straws or soda straws

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

**Time:** About 15 minutes

**Steps:**

- First, ask if anyone in the room has asthma. Tell them that they do not need to participate in this activity because they already know what it is like to struggle to breathe. You also don’t want to trigger an asthma attack.
- Explain to the students that you are going to hand each person a straw. They should just hold onto the straw and not put it in their mouth.
- Give them directions first before they start to do the activity:
  - When you say “Go” the audience is supposed to run in place until you say “Stop.” You can also ask them to sing a short song, like “Happy Birthday” while they are running.
  - When you say “Stop,” the audience is supposed to stop running, place the straw in their mouth, plug their nose and try to breathe just through the straw.
  - Explain that they will only be asked to do this for about 10-15 seconds and that if they feel light headed or dizzy, they can take the straw out and breathe normally.
- Conduct the activity.
- Ask the students to share how they felt while breathing through a straw.
- Explain that this is how a person with emphysema or COPD breathes all of the time.
- Ask the students what they think.
- Collect the straws and discard them into the garbage.
- Finish this activity by stating that 90 percent of the people who have emphysema got it as a result of smoking. Most of them probably did not realize the danger or addictive nature of tobacco. Let’s keep other people from suffering through this disease – don’t ever begin to smoke.

Source: American Lung Association TATU Teen Teacher Manual
THE COST OF TOBACCO USE: YOU’RE PAYING HOW MUCH?

**Type of Activity:** Classroom Activity  
(Middle School and High School)

**Time:** Less than 1 week to plan

**Goals and Objectives:** Increase tobacco awareness

**Cost:** Less than $15

**Materials:** Paper, pens, calculators, poster paper, markers

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

**Time:** About 30 minutes

**Doing the activity:**

- **Do your research:** You need accurate information, so find out what the average price of a pack of cigarettes or tin of chew tobacco is in your community.

- **Add it up:** Figure out how much it would cost someone to smoke a pack-a-day for one week, one month, one year, or longer! For example, if a pack costs $5, that comes to $1,825 a year!!!

- **Spread the word:** Now that you know how much smokers spend on cigarettes and chewers spend on spit tobacco, find a creative way to spread your message. You could include ideas for what that money could buy instead (like 365 movie tickets, 20 iPods, etc.). Make posters or flyers to hand out in your school or community. Get permission, if you need, from an appropriate adult.

*Sources: Kick Butts Day, Campaign for Tobacco Free Kids and The 84*
**CLASSROOM ACTIVITY**

**THEY PUT WHAT IN A CIGARETTE?!?**

**Type of Activity:** Classroom Activity  
(Middle School and High School organize, all ages observe)

**Time:** 3-4 weeks to plan

**Goals and Objectives:** Increase tobacco awareness

**Cost:** Less than $20  
(should be able to find most household items at your home, from friends or neighbors, or at school)

**Materials:** See list below

**Description:** Almost every product has a list of ingredients somewhere on the label. So isn’t it strange that there isn’t a list of ingredients on a pack of cigarettes? If there were, it would be a really, really long list! Seriously. There are over 7,000 chemicals in a single puff of cigarette smoke, and 69 of them are known carcinogens (that means they cause cancer)! No wonder Big Tobacco is ashamed to show what they put in their products. If customers knew the kinds of things they were inhaling every day, they probably wouldn’t smoke anymore. It is definitely time to expose the truth behind these ingredients! You can check this [site](#) for a more complete list of cigarette ingredients and their alternative uses.

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

- **Arsenic:** used in rat poison and pesticides
- **Acetic Acid:** found in vinegar, hair dye, and photo developing fluid
- **Acetone:** a main ingredient in paint thinner and fingernail polish remover
- **Ammonia:** a typical household cleaning fluid
- **Benzene:** found in gasoline
- **Butane:** chemical found in lighter fluid, pesticides and paints
- **Cadmium:** found in batteries and artist’s paints
- **Carbon Monoxide:** a poisonous gas found in car exhaust, as well as from other sources
- **DDT:** a chemical formerly used as an insecticide
- **Formaldehyde:** used to embalm dead bodies (This embalming fluid is often used to preserve small animals in biology classes, so check with your science teacher to find this one.)
- **Hydrazine:** used in rocket fuel
- **Hydrogen Cyanide:** used as a poison in gas chambers and chemical weapons
- **Lead:** a toxic metal that used to be found in some paints
- **Naphthalene:** used in mothballs and some paints
- **Nitrobenzene:** used as a solvent in petroleum refining
- **Phenol:** used in disinfectants and plastics
- **Polonium-210:** a highly radioactive element
So, now that you know all the nasty things mixed into cigarettes, spit tobacco and secondhand smoke, what can you do? Tell everyone else!

**Day of event:**

- **Set up your materials.** These should be household products that you have found contain the ingredients from the list above. You should have collected these from your house, from friends and/or neighbors. Keep in mind that you can use an empty container too (since all you really need is the ingredients list!).
- **Keep these products tightly sealed at all times.** After the event, return them to the people who let you borrow them.
- **Explain each product to your audience, including the chemicals in it that are also in tobacco products.** If you are at a health fair or similar event, set the products on a table with a list of other ingredients that can be found in cigarettes.
- **Be prepared to answer questions and back up your research.** Most of the items are things you find in your house, so it shouldn’t be too hard to describe them.
- **Point out that the labels on many of the products have distinct warnings that advise emergency assistance if the product somehow enters the body.** Isn’t it odd that these poisonous ingredients are inhaled by smokers, ingested by tobacco users and inhaled by those exposed to secondhand smoke every day?

**Tobacco Ingredient Collection Competition**

Another approach to this activity is to make it a competition to collect the ingredients. 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.) Each class can compete to collect the most ingredients. Collect as many of each household product as possible. Here are some additional ideas for this activity:

- **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 and 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.

*Source: Kick Butts Day, Campaign for Tobacco Free Kids*
TOBACCO PUTS YOUR HEALTH IN JEOPARDY

Type of Activity: Classroom Activity
(Middle School and High School)

Description: This game was created to be a fun way to present tobacco facts to 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, electronic timer, and a prize.

Cost: $0—$20.

2-3 weeks Before Event:
- Research facts about tobacco and Big Tobacco’s marketing tactics. A great resource is http://www.tobaccofreekids.org where you will find a wealth of information in its “Facts and Issues” 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 spit 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.
º 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.
º Make sure to create an answer key for your presenters.

1 Week Before 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.

Day of the Event:
- Announce the rules:
  - One student from each team will represent their team by answering the questions.
  - Teams will flip a coin to determine who will go first.
  - The first student (Team One) 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 tobacco use prevention video or ads. Reveal the winning team and their prize.