your power your voice

Our tobacco-free future

A HOW-TO GUIDE

let'sdothis
Working together for healthier places to live

Public Health
Seattle & King County

Made possible by funding from Public Health - Seattle & King County and the U.S. Department of Health and Human Services

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American Cancer Society SpeakOUT Youth Initiative Guide: 800.ACS.2345 http://www.cancer.org/MyAcs/greatwest/programsandservices/speakout-youth-intiative-in-washington-state

American Lung Association TATU Manual: www.lungusa.org

Campaign for Tobacco Free Kids: http://www.tobaccofreekids.org/

Centers for Disease Control and Prevention; Best Practices User Guide: Youth Engagement–State and Community Interventions: http://www.cdc.gov/tobacco/stateandcommunity/bp_userguide_youth/pdfs/youth_engagement.pdf

Washington State Department of Health, Tobacco Prevention Program: http://www.doh.wa.gov/Tobacco. Specifically, the 2009 Youth Disparities Report: http://www.doh.wa.gov/Tobacco/program/reports/TPCPythdisp09.pdf

Thank you to each of these organizations for your help.

For questions or further information contact the Tobacco Prevention Program at Public Health - Seattle & King County at 206.296.7613.

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Preface

By advocating for healthier places to live, learn, work and play, youth can have a powerful and positive impact on their environments. Youth advocates for tobacco-free environments can help to reduce the number of youth who start to smoke, help current smokers quit and protect everyone from dangerous secondhand smoke. Youth advocacy groups can take on projects that make lasting change in their schools and communities.

As a youth advocate, you can play an important role in the issues that affect you, your friends and your family.

Engaging youth is a common practice in tobacco control and was motivated by the desire to fight back to specific targeting by the tobacco industry. This feeling of rebellion helped to influence youth aspirations to take part in policy advocacy and counter-marketing efforts[1]. This motivation can be leveraged to take advantage of other health-related issues where Industries have targeted youth. More recently youth are also mobilizing around other health issues that directly affect their lives and communities, such as obesity prevention.

Most recent data from the Washington State Department of Health shows that about 70,000 youth in Washington still smoke cigarettes and 45 kids start smoking every day. Addiction to tobacco products often begins before the age of 18, when youth are directly reached by tobacco industry marketing.

Everyone has a different reason for choosing to fight against tobacco. Maybe you've watched your parents try to quit smoking or seen your little brother start, even though he knows it's dangerous. Perhaps you're sick of the tobacco industry using their power and money to sell a deadly product to your friends. Or maybe you hate the smell of tobacco smoke and the environmental effects of cigarette butts. Whatever your reason, you have the power to stand up for a healthier school and community.

The goals of youth advocacy groups are to:

- Allow young people to become active participants in the decisions that affect their lives
- Educate youth on the ways to advocate for healthier environments through anti-tobacco projects
- Promote a tobacco-free school campus and community
- Empower youth to take on the powerful tobacco industry

This guide provides examples of activities your group can do. From educating your teachers and administrators to advocating for smoke-free parks, your work can positively impact the lives of others. Use our examples as a starting point for your work, but feel free to explore beyond. And most importantly, remember to have fun!

[1]Zucker D, Hopkins RS, Sly DF, Urich J, Kershaw JM, Solari S. Florida's "truth" campaign: a counter-marketing, anti-tobacco media campaign. Journal of Public Health Management & Practice. 2000;6(3):1-6.

"This is a time for bold measures. This is the country, and you are the generation."
- Bono

"It is time for parents to teach young people early on that in diversity there is beauty and there is strength."
- Maya Angelou

"Every generation needs a new revolution."
- Thomas Jefferson

"Social networking is playing a huge role in creating awareness and mobilizing support for all kinds of common interests. What better way to use this remarkable tool than to change the world?"
- Natalie Portman

"We cannot always build the future for our youth, but we can build our youth for the future."
- Franklin D. Roosevelt

Starting a tobacco-free advocacy group

Many other manuals can walk you through the process of starting a tobacco-free advocacy group. Use this page as a guide, but if you're new to this type of work, see one of those resources below for more details.

- **Decide what you're concerned about**
  - Brainstorm a focus on for your group. Having some idea about this is key to recruiting participants. You don't have to come up with the group's specific goals and activities – those can be determined after the group is formed, using the **Five Steps to Creating Change**.
- **Start recruiting members**
  - Ask a trusted adult to be your group's advisor/coordinator.
  - Find other like-minded people who share your concern. You can recruit from classes at school or places in your community, like churches, community groups, etc.
  - Develop a flyer or poster to help with recruitment. Post your flyer around school or community.
  - Create a Facebook group.
  - Invite your friends and ask them to invite their friends – get people excited about your issue with statistics and stories.
- **Getting organized & focused**
  - Decide on a name for your group.
- **Your first official meeting**
  - Develop an agenda.
  - Set a time, date, and a location to meet.
  - Develop a contact list of everyone in your group.
  - Let people know when and where the meeting is – be sure to give enough notice so people can plan to attend.
  - In the meeting, get the group's feedback on your draft group name and mission statement. Then talk about goals and activities that you'd like to do.
- **Skills & training**
  - Determine individual strengths and areas that need work.
  - Spend time developing your group as a team -- get to know each other!
  - Get training from other members of the group or adults in your community.
- **Start doing things**
  - Yes, this means work, but it will be fun and will bring one step closer to reaching the goals of the group.
  - Get some press – be sure your group gets recognized for their work in the community.
- **Reward yourself!**
  - Make sure your group makes time to recognize its success and victories. This will keep momentum going…and going…and going…

Adapted from the American Cancer Association's SpeakOUT Youth Initiative Guide. For more information about SpeakOUT, call 800.ACS.2345. The SpeakOUT guide, along with the American Lung Association's TATU Manual, both have excellent resources about forming a group.

Creating Change

Advocates stand up for causes they believe in and try to influence others' actions and beliefs. By using their power to mobilize for a tobacco-free community, youth anti-tobacco advocates can have a direct impact on the health of their school and community. By educating others about the dangers of tobacco use and asking for environments that are tobacco-free, youth make a statement about the kind of world they want to live in.

Examples of policy advocacy projects can be found on later pages. But first, here are some definitions:

Decision Makers: People who have the power to get involved in making, changing or carrying out policy. In your community, these people include state legislators, city council members and school board directors. In your school, this includes your principal and PTSA president, but could include others too.

Problem: A situation you want to change.

Solution: How to change the situation and get rid of the problem.

Policy: A written law, rule or regulation that has the power to influence how people think and act. It usually requires the approval of a decision maker to change. A policy can be a law, a park rule, a school rule, a city ordinance or any other official statement that governs what people may or may not do.

Policy Change: Changing the rules people in the community live by. Sometimes taking policy action means informing people about a rule that already exists; other times it means changing the existing rule; occasionally it means creating a new rule. An example of a policy change that you may be familiar with has to do with Washington state's Clean Indoor Air law. In 2005, an initiative was passed by voters to require that all public places and places of employment be smoke-free. This policy change protects the health of workers and patrons of places like restaurants.

Five Steps to Creating Change

Step 1: Decide on an issue
Your first step is to think about what problem or situation you'd like to address. Identify the issue, then think of what solution you'd like to see.

When deciding which problem and solution to take on, consider the following questions:
- What will help the most people?
- Which idea will make a lot of people healthier?
- Which idea has the best chance of working?
- Which idea do you like best, and will have the most fun doing?
- Why do you care about this issue in particular?
- What will be different if your work succeeds?
- What actions can you take to make change?

Step 2: Assess the situation
After your group has decided on your issue, the next step is to start compiling your data. In this step, you'll look at the data about your issue and determine the people who are involved and impacted.

First, gather and analyze your data. Compile facts and compelling statistics that will help make your point. Gather stories or anecdotes to help paint the picture of why the change is needed. Be sure to use the most recent tobacco use data for your community and school. To find out this information, use statistics from this manual, or visit: www.tobaccofreekids.org.

Consider the following questions to help during your assessment:
- How do you know this is a problem?
- What data do you have to back it up?
- What are the arguments that others would make to counter your data?
- How will you respond to those arguments?

Then, determine who else is involved. This is called a "stakeholder analysis." You will need to know who can help you, work against you, and make final decisions. You need to investigate if any other groups have worked on similar issues, and their outcome.

Consider the following questions for your stakeholder analysis:
- Who are the decision makers?
- Who else cares about this issue? Can you partner with them on the solution?
- What groups or people might not agree with your solution?
- Have other groups done similar work?
- Where they successful or unsuccessful?
- What action did they take?
- What activities in your community are related to your problem or solution?

Step 3: Create an action plan
Once you have decided on an issue and assessed the situation, you will need to create an action plan. The action plan should describe what has to be done, who will do it and when it will be done. Use the plan as a guide but also be flexible to adapt it along the way if you encounter unexpected roadblocks.

How will you make the change you have identified? Your action plan should include specific strategies and activities that you will use to reach your goals. There are many strategies that you might want to consider using for your project – use one or a combination to support your solution.

Many samples are contained in this guide:
- Sample activities
- Presentations to decision makers
- Press releases
- Letters to the Editor and Op-eds

Purpose: To identify a goal and create a plan to reach it.

Step 4: Take action
Action is the key. Policy changes do not happen by wishing and thinking – you must take on specific tasks that support your solution.

If your action contains a presentation, be sure to look at the **Getting your story out** section for tips and strategies.

Step 5: Evaluate your plan and share your story with others
After you've taken action, it's important to evaluate your work. Even if your project was a complete success, you still need to look back and figure out why. This way, you can replicate the best parts and share your story with others who might be interested in doing a similar project.

Consider the following questions:
- Did it work?
- Why did it work?
- If it didn't work, then why not?
- What can we do differently next time?

Action Plan Template

Directions:

Develop a template. Use this form as a template to develop a work plan for the goal identified by your group.

Distribute the plan. Distribute copies of each work plan to the members of your team and to others who will play a part in the plan.

Make copies! Keep copies handy to bring to meetings to review and update regularly. You may decide to develop new work plans as you reach each goal or even if you need to revise your goals.

Action Steps What Will Be Done?	Responsibilities Who Will Do It?	Timeline By When? (Day/Month)	Resources Resources Available Resources Needed (financial, human, political & other)	Potential Barriers What individuals or organizations might resist? How?	Communications Plan Who is involved? What methods? How often?
Step 1:			A. B.	A. B.	
Step 2:			A. B.	A. B.	
Step 3:			A. B.	A. B.	
Step 4:			A. B.	A. B.	
Step 5:			A. B.	A. B.	

What's your goal:

Results / accomplishments:

Evidence of success (How will you know that you are making progress? What are your benchmarks?)

Evaluation process (How will you determine that your goal has been reached? What are your measures?)

Activities

This section has examples of activities that you can do in your school or community. The **Quick & easy activities** are a good starting point, but don't limit yourself to that section. Check out **Activities in your school** and **Activities in your community** for examples of environment or policy change activities. The resources in the **Visuals** section can be used to tell your story in many of the activities.

Part of this work is knowing your local facts. Most schools collect student health data through surveys, such as Healthy Youth Survey or Youth Risk Behavior Survey. If you're able to find specific data about your school, it will make your message more powerful. Ask your coordinator or school administration if they have these data. You can use this manual for Washington state-specific data, or go to www.tobaccofreekids.org for up-to-date statistics. Fill out this information on the next page so you can be informed for all of your activities.

Tobacco information for my school

All of these statistics can be used for any activity! This data can be found in your school's Healthy Youth Survey or Youth Risk Behavior Survey. Ask your advisor how to find that data. If it is unavailable, use statewide data at www.tobaccofreekids.org.

Percent of students who have ever smoked cigarettes: _____

Percent of students who report using cigarettes in the last 30 days: _____

Percent of students who report 30 day smokeless use:_____

Percent of students who report 30 day cigar/cigarillo use:_____

Perceived student enforcement of tobacco-free campus policy:_____

Percent of students who report 30 day tobacco use on school property:_____

Average cost of a pack of cigarettes:_____

Summary about your school district's tobacco use policy:

_____

_____

_____

_____

Other information about tobacco in your school or community:

_____

_____

_____

_____

Quick & easy activities to get you started

Here are some examples of activities that don't take too long to plan or execute. Do these on a random day, or pick a national tobacco-awareness day, like Kick Butts Day (see the **Resources** section for information about awareness days).

These are ideas to get your started. Use your group's creativity to come up with something that will get the attention of students and staff at your school. Be sure to take pictures of your activity and post them to your Facebook page or Web site. And, as always, be sure to get permission before conducting any activities.

Door decorating contest
Ask homeroom or health classes to decorate their door with pro-health and anti-tobacco messages. The best decorated doors have positive messages that reinforce the message that most kids don't smoke. Classes could also use tobacco industry quotes (see the **Tobacco information** section for examples) to show that kids are being targeted with deadly products. Have a prize for the winning class – and don't forget to take pictures!

Poster contest
This is a lot like the Door Decorating contest, but involves posters that you can put up around the school.

Cafeteria trays
Ask your lunchroom staff permission to place paper placemats on individual lunch trays that are stacked in the lunchroom for student use. Then, with your group, create these placemats with a tobacco education game (crossword, word scramble, word find) for students to complete during lunch. Lay one of your paper placemats on each lunch tray. Have students turn in completed placemats to you for a prize during lunch.

Crime scene / dead man
Have a friend or fellow group member lie down on the floor or lean against the wall, with arms and legs in the shape of a crime scene body outline Trace the body outline with masking thick masking tape, then write tobacco facts on the tape with colored markers.

Banner run
Create a gigantic banner (15' by 5' or bigger) out of butcher paper. Write a pledge on it, such as "Our School Is Tobacco, Alcohol and Drug-Free" in large lettering that would be visible from a distance. Hang the pledge banner in a public place at your school and ask students to sign it, showing their support and commitment to the statement. Be sure to monitor the signing sessions to ensure that no one writes anything inappropriate. Ask the Athletic Director or team coach at your school for permission to hold the banner across the field during a home game. The players would then run through the banner during halftime or opening to show their support. Remember – invite the media to capture this moment!

Weekly PA announcements
Write tobacco education announcements to be read weekly over your school's Public Address System. The announcements could be statistics, little known health effects, social effects, ingredients in tobacco, cessation tips, etc. Remember to tell them who created the messages and where to go for more information.

Stall Seat Journal
Create a monthly or bi-monthly newsletter covering various tobacco topics. These newsletters should cover issues that need extra education – hookah, flavored tobacco products, mini-cigars, or how to quit. Hang the newsletters up in all of the bathroom stalls in your school, including the staff bathroom and nursing office. People always read items posted here...they're sitting down anyway!

They said what?
Collect poster sized sheets of butcher paper in various colors. Write tobacco industry quotes (see the **Tobacco information** section for examples) on these posters to show that kids are being targeted with deadly products. Hang the posters around the school and in classrooms.

Quantity Quest
More people die from tobacco related diseases than from accidents, alcohol, drugs, AIDS, suicides and murders combined. Fill jars with marbles or other small promotional items proportionate to the following statistics:

38 – number of people who die every day in the U.S. from drug use
222 – number of people who die every day in the U.S. from alcohol use
1,200 – number of people who die every day in the U.S. from tobacco use
150 – number of people who die every day in the U.S. from secondhand smoke

Label the jars with the cause of death but not the number. Display the jars on a table during lunch or in a busy hallway before or after school. Ask students to estimate the number of daily deaths for each cause, represented by the number of items in the jar. Students would submit their name and guesses into a ballot box. The correct answer could be displayed or announced over the loudspeaker, and the students with the most accurate estimate could win a prize.

Regulate!
Cigarettes contain over 7,000 chemicals, hundreds are hazardous and at least 69 are known to cause cancer. The FDA keeps dangerous chemicals out of our food, why can't they do that for tobacco? Print the various chemicals contained in tobacco onto sticky labels and affix them to candy/lollipops. You can find a list of ingredients in the **Tobacco information** section. Hang posters and other display items covering the topic, and hand out the candy to students while explaining the issue.

Give thanks!
Gather a list of local businesses that sell tobacco products. Draft a form letter to send to these businesses thanking them for not selling tobacco or alcohol to minors. This is an easy way to let them know about your prevention group, remind them of the law and encourage their compliance. If you do this, be sure to contact your local Public Health office – they're involved with retailer compliance and may have other ideas or resources for your group.

Holidays
Connect tobacco prevention to annual events or holidays. Hold events on these days, for example:

- Halloween: Tombstones in the grass representing death toll of tobacco, grim reaper costumes.
- New Years Day: Resolution to be tobacco-free.
- Valentine's Day: Give statistics about how people would rather not date a smoker, how smokers are bad boyfriends/girlfriends because they never have any money, bad breath.
- Mother's Day: Educate about how Big Tobacco targets women, tobacco health effects for women.

Show truth® videos
truth® is the largest youth smoking prevention campaign in the country – and the only national campaign not directed by the tobacco industry. With videos, games and guerilla marketing, truth® exposes the tactics of the tobacco industry, the truth about addiction and the health effects and social consequences of smoking. For this easy project, show some of the truth® videos to your peers at school. You can find videos at http://www.thetruth.com. Show the videos at lunch, in health class or during student events.

Activity examples – In your school

By law, all schools in Washington state must have a tobacco-free campus. But look around – how is this enforced at your school? Do kids sneak off to smoke on or off campus during the day? Do teachers understand that youth smoking has negative effects on academic achievement?

Many things can have a positive impact on your school environment. Your work can help to enforce the tobacco-free campus, extend the reach to the areas near your school and educate your teachers about why they should address tobacco. It can also change student perceptions about tobacco and educate about its health effects. For example, many kids think that "everyone my age smokes." However, this is never the case. Use the information that you collected about your school tobacco use rates to dispel this myth.

Use these activities as a starting point when determining your year-long campaign. Pick as many as possible, so more people hear your message.

In this section:

- **Fatal figures**
- **Get the word out**
- **Sweet addiction**
- **Presentations to other youth**
- **Presentations to school staff and families**
- **Helping them quit**

Fatal figures

You can help people realize the deadly effects of tobacco by doing a project that shows "fatal figures" for your school, state or community. This event is about making people realize that statistics are not just numbers but that they represent mothers, fathers, sons and daughters.

There are a lot of easy ways to make numbers into something that people will understand. If you can find numbers or statistics for your school, then use those. But here are some examples to get you started:

- *23 people die in Washington state every day due to tobacco related causes. Have 23 volunteers sign up to dress all in black for the day and wear signs signifying they are dead.*

- *124,000 kids who live in Washington state will ultimately die from smoking. Put up eye-catching signs that say "124,000" in various places around the school. After a few days, replace some of the signs with other signs that say "124,000. What does that mean?" Let people try to figure it out on their own for a day or so. Then, make an announcement on your school's PA system, telling everyone what it means.*

- *45 kids in Washington start smoking every day. Gather 45 lunchboxes, then display them at a staff meeting, PTSA meeting or on the steps of your school district office. Be sure to make signs that explain what the boxes represent and have members of your group there to talk to people who walk by.*

Adapted from the Kick Butts Day manual at http://www.kickbuttsday.org

Get the word out

General Description: Get involved at your school's next health fair, multicultural day or sporting event.

- Create give-aways for people who take a pledge to quit smoking or never start.
- Create a table with interesting visuals – like pictures of diseased lungs, posters with quotes from tobacco industry executives or tar and phlegm jars.
- See the **Resources you can use to tell your story** section for more ideas.

Include policy by having a letter-writing or petition station:
Pick a policy issue, either at the city, state or national level, to target.

- At the fair, make one of your tables a letter writing or petition station.
- Encourage youth and adults at to write letters to the people, companies or organizations you chose for your policy issue.
- Or, instead of letters, create a petition for your issue and ask health fair participants to sign.

After the fair, mail your letters or present your petition to the appropriate public official. Make sure to let the media know about the policy you will be advocating for!

Assemble a press kit, with media advisory and press release, which clearly states the action you want your public officials, or local businesses, to take.

Adapted from the Kick Butts Day manual at http://www.kickbuttsday.org

For all of these activities, be sure to take pictures and videos. Share them with your school newspaper, Public Health, your legislators and school administrators. Upload them to healthykingcounty.gov too!

Sweet addiction

General Description: This project shows the similarities between candy and the new smokeless tobacco products. These products can be mistaken for Altoids, Tic Tacs or other types of candy, potentially endangering children at a very young age. During the event, compare the look and smell of smokeless tobacco with candy, show Big Tobacco documents about their marketing strategy, and make fun eye-catching visuals! Participants will see firsthand how candy flavored tobacco products are intended to lure potential new customers. Here are three activities that you could do – but be creative and do what works for your group.

Product Comparison Plates

Gather pictures of tobacco products and their candy product look-a-likes. Be sure to ask your advisor or another trusted adult to help you gather the tobacco product pictures. Then during your event, walk throughout the crowd and ask participants to see if they can pick out the tobacco products.

Here are a few examples of product look-a-likes:

Camel Orbs' vs. Tic-Tacs
Camel Strips vs. Listerine Strips
Bubble Tape vs. Skoal
Little Cigars vs. Lip Gloss

Sweet Deception Candy and Quotes

Using blank office labels, create custom stickers featuring information about Big Tobacco's latest marketing tactics and even quotes from the tobacco industry itself. Then, put the stickers on bright and colorful candy products and hand them out at your event!

Here are some ideas for the labels:

- A former U.S. Smokeless Tobacco Company representative once said: "Cherry Skoal is for somebody who likes the taste of candy, if you know what I mean."
- Camel Orbs' packaging looks a lot like Tic-Tacs. Coincidence? We don't think so.
- In a 1978 tobacco industry document, one company called high school students "the base of our business."
- "It's a well known fact that teenagers like sweet products. Honey might be considered." Brown & Williamson memo from consultants recommending that the company consider Coca-Cola or other sweet-flavored cigarettes, 1972.

Adapted from the Kick Butts Day manual at http://www.kickbuttsday.org

Presentations to other youth

General Description: Help to educate your peers about tobacco by presenting information to students in your school, in neighboring schools or community centers. Decide on your goal for the presentation – what's the message that you want to get across to other young people?

When talking with other young people, make your message relevant to their lives. Along with health effects, try to emphasize social and short-term effects of tobacco use, like:

- Physical appearance
- Relationships
- Personal finances
- Family and/or cultural values
- Short-term health effects, like coughing and trouble breathing
- Performance in sports or other activities

Materials you might need:

- Visual aids (see the **Visuals** section for ideas)
- PowerPoint presentation
- Handouts
- Promotional items

Steps:

- Conduct research about youth and tobacco. Use this manual, or go to www.tobaccofreekids.org for most recent data.
- Decide where you want to present your information. Then ask the teacher, principal or center director for permission to present.
- Create your presentation. Be sure to make it interesting by adding visuals, like pictures and videos. Be sure to look at the Presentation Tips section to help your prepare.
- Conduct your presentation – have fun!
- Collect feedback about your presentation. Consult with the teacher about how you did and use the feedback to help you plan for future presentations.

Presentation to school staff and families

General Description: You can teach your school staff and families about tobacco and encourage them to enforce the tobacco-free school policy or to help support family communication around tobacco. Education provides an opportunity to start a discussion about creating change – spread your message using statistics and other research.

You can ask to be a part of many evnets, such as school all-staff meetings, PTSA meetings or family nights. Many schools have a small group of teachers and administrators that focus on health issues – such as Student Intervention Teams (SIT) or CORE teams. If your school has one of these, it may be a good place to start.

Tobacco issues you might consider covering in your presentation:

- Big Tobacco is still targeting youth with new products and marketing techniques.
- Kid-friendly non-cigarette tobacco products marketed to youth, such as candy-flavored cigars and hookah.
- Reducing tobacco use at and around school is one way to help create a healthy learning environment.
- Students who use tobacco are more likely to miss school and get poor grades.
- Most adult smokers started smoking before age 18. Find information about youth smoking rates – especially if you can find statistics that represent your school.

Materials you might need:

- Visual aids (see the **Visuals** section for ideas)
- PowerPoint presentation
- Handouts

Steps:

- Conduct research about youth and tobacco. Use this manual, or go to www.tobaccofreekids.org for most recent data.
- Decide where you want to present your information. Then ask the meeting organizer to be included in their meeting agenda.
- Think of how you could involve media. Consider asking your school newspaper or staff newsletter to write an article about your presentation.
- Create your presentation. Be sure to make it interesting by adding visuals, like pictures and videos. Be sure to look at the **Presentation Tips** section to help your prepare.
- Conduct your presentation with the aim to inspire action and create change.
- Collect feedback about your presentation. Consult with the meeting organizer about the best way to accomplish this. Use the feedback to help you plan for future presentations.

Help them quit

General Description: Most students don't smoke, and most smokers want to quit. Show your school that you understand how hard it is to quit using tobacco, and that there available resources to help. One way to do this is to create and distribute "Tobacco Quit Kits." It is most effective distribute these on The Great American SmokeOut or other awareness day (see the resource section for ideas). You can also provide some to your Teen Health Center or School Nurse to distribute to patients struggling with tobacco addiction.

Materials:

- Containers: zip lock bags work well
- Labels: QUIT KIT – you can print these on name badges or letter labels, stick to baggies
- Rubber bands, pipe cleaners, silly putty, small straws, coffee stirrers, toothpicks mints, fireballs, cinnamon type candies, gum, small packages of Sunflower seeds
- Anti tobacco promotional item – button, stickers, keychain
- Anything else you think is helpful... magnets, bubble wrap, play-doh, etc.

It is great to include additional printed materials in your Quit Kits. You can order professional brochures on quit methods or other cessation support materials. You could also create your own handout, customized to your school that includes information on your group and school resources available to students.

If you create your own handout for the Quit Kit, here are some points you can include these phrases and tips:

- It helps to make a list of your reasons for quitting. Re-read the list when you have cravings or if you feel a loss of motivation.
- Kicking the habit is hard. Remember to take one day at a time. The people who succeed are those who keep trying.
- If you have the urge to smoke or use tobacco, chew a piece of gum, a toothpick, or a straw. Eat sunflower seeds or suck on a mint/cinnamon candy.
- If you need something to occupy your hands, twisting the rubber band, make pipe cleaner designs, doodle, or sculpt silly putty.
- Exercise! Take the stairs. Go for a walk. All of these things will help you alleviate stress and burn calories.
- Drink a lot of water—it will reduce cravings and give your body a boost.
- Tell friends that you are quitting. Ask friends not to use tobacco around you, and for their support and encouragement during difficult moments.

Activity examples – In your community

Ready to take your work to the next level? Tobacco-free advocacy in your school is great, but if you want your work to have a bigger impact, take on one of these projects in your community. First, pick an issue that's important to you – whether smoke-free parks, tobacco ads in magazines, or something else, then make your voice heard.

Here are a few examples of ways students can get involved in the policy process. For more ideas, visit www.tobaccofreekids.org or contact Public Health – Seattle & King County.

In this section:

Getting your voice heard with legislators
Smoke-free parks
Smoke-free colleges
Spit tobacco out of baseball
Return to sender

Getting your voice heard with legislators

General Description: Take action by contacting the people who make laws. Share with them the work that your group is doing and ask them to support tobacco prevention efforts and laws. You can contact your community-level legislators (City/County Councilmembers), state-level legislators (State Senators and Representatives) or those who work on the national level (US Senators and Representatives). Legislators welcome contact from people in their districts – they base many of their decisions on this interaction, so don't be afraid to make your voice heard.

Steps:

- Conduct research about a tobacco issue you are interested in (example: tobacco industry marketing to youth).
- Decide who you want to present your information to – do you want to talk to your City Council? State Senator? U.S. Representative? Who will be a good audience for your message? Information about how to contact them is found below.
- Decide how you want to get your message across. Do you want to start a letter-writing campaign? Meet with the official in person? Testify at a meeting? Many opportunities exist for sharing opinions because legislators want to hear from you.
- Conduct your activity.

City: You can find the information about your City Council on your City's Web page.

County: To find out your King County Council District and Councilmember, go to: http://www.kingcounty.gov/council/councilmembers.aspx

State: You have a few options on the state-level: Representative, Senator or Governor. If you're not sure who your legislators are, visit www.leg.wa.gov and click on "District Look-Up"

Federal: Visit this site to find out who your US Representative or Senators are: http://www.usa.gov/Contact/Elected.shtml

Some ways to get your voice heard with legislators can be found on the following pages. They include:

- Organizing a letter-writing campaign
- Set up a meeting with your legislator
- Testify at a meeting

Organize a letter writing campaign

A letter writing campaign is a great way to get your voice heard.

- Start by picking a policy issue.
- Decide on who you want to contact.
- Then, gather a group of people to write letters to your legislators to tell them about the issue you've chosen. In the letters, urge your legislator to protect your state's youth by taking action on the policy issue.

OR - rather than having everyone write their own letters, create a form letter or petition that people can quickly sign. Collect signatures from your community, or enlist volunteers to go door-to-door in your community and around schools to collect signatures from as many people as possible. Be sure to clearly explain what you are trying to accomplish and why it is important for them to participate.

Tips:

- Start your letter by saying your age and why you're writing. Include your address, city or school somewhere in the letter.

- Address your letter with "Honorable _____" and end your letter with "Sincerely, _____."

- Include statistics and their source.

- Be clear about the action that you want your decision maker to take - be specific!

- Put yourself in their shoes. Anticipate what will interest them most and include it in your letter.

- Share personal experiences as well as facts. Tell them what's important to you and why.

Set up a meeting with your legislator

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

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

Be aware that legislators are available at certain times of the year. For example, state legislators are in Olympia during the beginning of the year but may be in their districts the rest of the year. National legislators work in Washington D.C. and will likely be out of the state often.

When you get a meeting, prepare what you want to say and practice in advance. Be prepared to answer questions and respond to any objections that may be made. Don't allow your legislator to side-track you and be sure to stick to your message. It may be helpful to bring with you props, such as graphs, statistics and samples of marketing you feel is aimed towards youth. Bring your tar jar or other visuals.

Legislators meet with lots of people so think about how your message or presentation can be unique or memorable. It is important to leave the legislator with something so that they know how to contact you afterward.

Legislators are busy people! Be prepared to adapt your presentation to a shorter time frame than you expected if necessary. Follow up on your meeting with a thank you note. Thank your legislator for taking the time to meet with you and repeat your message again.

Tips:

- Research and prepare a sheet of talking points – and be sure to have your source ready, in case they ask.
- Put yourself in their shoes. Imagine questions or concerns they will have and have answers ready.
- Share personal experiences as well as facts. Tell them what's important to you and why.

Testify at a meeting

Testifying at a city council meeting or other policy-making meeting is a great way to share your message publically. For example, the King County Board of Health has a standard agenda item to allow for public comment during each of their monthly meetings. Legislators like to hear from their constituents and testifying is a formal and effective way to get your message across.

Steps:

- Do your homework. Research the issue you wish to testify about.
- Decide which meeting is best to testify at. There should be a public agenda available so you can determine when you would need to be present.
- Know your facts. Testimony is most compelling when you have facts and figures to emphasize your point.
- Be prepared to be brief. Most meetings have a limited amount of time allotted per person during public testimony time.
- Find out who else is testifying at the same hearing as you. If they have an opposing position to you, prepare to address counter-arguments.
- Determine who is best from your group to testify. It could be the person who feels most comfortable speaking publically, but it could also be the person who has been personally affected by the issue.
- If you are asked a question but don't know the answer – that's okay – just ask if you can get back to them later or acknowledge that you don't know.

Some good tips about contacting City Council Members:
http://www.seattle.gov/council/councilcontact.htm#tips_top.

Adapted from the Kick Butts Day manual at http://www.kickbuttsday.org

Smoke-Free Parks

General Description: Do you love being outside? Has your favorite beach or park been ruined by old cigarette butts covering the ground? Think there's nothing you can do? Think again!

Just because its outdoors doesn't mean it's safe. Smoke from people using cigarettes is dangerous to others, even outside. Studies show that at close distances, cigarette smoke outside is just like being in a smoky room. And children who see others smoke are more likely to smoke themselves.

Think about your younger brother or sister playing soccer or t-ball. Should they see people smoking? Should they be exposed to secondhand smoke?

Cigarette butts are the number one type of litter found in most parks and beaches. Depending on the conditions of the area the cigarette butt is discarded in, it can take 18 months to 10 years for a cigarette filter to decompose. Who pays for the clean-up? We all do!

Nationally, many cities, counties and states have created smoke or tobacco-free parks rules. Over 500 jurisdictions prevent smoking! Locally, many Washington state cities and counties have rules. Several in King County have either recently implemented rules or are considering regulations. To find out what the regulations are in your area, contact your local Parks and Recreation Director. Local leaders love to hear from youth in the community. He or she may have great ideas for your group, so be sure to ask.

Here are some ideas of how you can influence change:

- Write to leaders (call your Parks and Recreation Director and set up a meeting).
- Speak out during a city council or parks board meeting (most have a few minutes of every meeting for public comment).
- Organize a butt pick up (with gloves, of course) and send pictures to officials.

Steps for a successful cigarette butt pick-up

Organize a cigarette butt clean-up to raise awareness of the effects of discarded cigarette butts!

4 weeks before the event:

- Check with the city to see if you need a permit for the location of the clean-up (it is worth checking ahead of time with local officials to find out how long the permit process takes in your city or town; you may want to start earlier).
- Invite local leaders and VIPs and the media to the clean-up.
- Hand out flyers and advertisements with the date and location of the clean-up.
- Recruit volunteers and have them turn in permission slips if necessary.

1-2 weeks before the event:

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

2-3 days before the event:

- Make follow-up calls to your local media.

Day of the event:

- Collect cigarette butts in garbage bags and count them along the way. Make sure everyone wears gloves! (Ask your local Parks and Recreation Director if he or she will supply the gloves.)
- Present the garbage bags full of cigarette butts to leaders and the media and announce how many cigarette butts you picked up. (You may want to use a clear sealed jar or zip lock bag to help show the clean-up results).

Ways to incorporate policy and media into your event

- Once you've collected the cigarette butts, tell the public, the press and your public officials. This is a great way to generate interest and support for a tobacco-free parks and playgrounds ordinance in your community!
- You can send out a press release with your findings, education about smoke-free parks and your solution. You can also share your findings on Facebook and Twitter!
- Set up meetings with your lawmakers to share the results of your cigarette butt clean-up.

Adapted from the Kick Butts Day manual at http://www.kickbuttsday.org

Smoke-free colleges

General Description: Your high school has a smoke-free campus, but your local colleges may not. Students across the country are working to change this fact. Currently more than 500 campuses across the country are 100% smoke-free. Smoke-free colleges and universities help to protect all students, staff, and visitors against toxic secondhand smoke, encourage current smokers to quit and eliminate cigarette butt litter on campus. Help create a safe learning and working environment for everyone by asking for a campus that is free from tobacco smoke.

Don't know where to start? Desire for change is a good place to start! And you're probably not alone –many people are probably bothered by secondhand smoke or litter on their college/university campus and want to do something about it.

Ask your friends if they are bothered by tobacco use on campus and if they are, ask them to help you change that. Once you have a few dedicated individuals who can lead efforts on campus, you can start working for change.

6 Steps:

1. Do your homework – a critical first step is understanding why you need a policy and how you can make it happen. During this step, you will work to identify what other tobacco-related issues exist on campus and gain a better understanding of your campus community and the political environment.

2. Conduct a campus assessment – it is important to learn as much as you can about your campus and the current situation. Work to answer questions like:

What is the current tobacco policy? How does it compare to other campuses? Do people on campus comply with the policy? How is policy changed on campus? Who is the final decision-maker? What is their stance on the issue? What are the tobacco use trends on campus? How does this compare to other schools? Are there others on campus currently working on tobacco-related projects? Who are potential allies in this work? Who are potential opponents? What problems exist in the physical environment? Where do people smoke? Where are ashcans located? Is this in compliance with the current policy? Is litter a problem?

3. Survey campus members – understanding where students, faculty and staff stand on the issue can be very helpful in determining what direction you go. It can be difficult to argue for a tobacco-free campus policy if 75% of the campus does not want a tobacco-free policy. On the other hand, if you are able to show campus decision-makers that 80% of campus wants a tobacco-free campus, your argument is much stronger.

Note: campus surveys can be done at various times throughout the policy change process. Some campus advocates simply conduct a basic campus assessment and present their concerns to administration and request that a formal policy taskforce be formed to fully assess the situation and make policy recommendations.

4. Decide on policy goals – after you've done your homework, you should be able to identify the most pressing tobacco-related problem on campus. During this step, you will work to identify the solution(s). Most campuses have found that strengthening their tobacco use policies are the most effective way of addressing many, if not all, of the tobacco-related problems on campus.

- Pull together small workgroup (if you don't already have one) of students, staff, faculty to work on the policy proposal.
- Review your assessments and surveys in order to identify the most pressing tobacco-related issue(s) for your campus.
- Research what other campuses have done – many other campuses have dealt with these same tobacco issues and you can learn a lot about what may work or not on your campus based on their experiences.
- Identify solutions – what is the best way to fix these tobacco problems? Is there evidence to show that it will solve your identified problems? Will it be supported by your campus? You will likely determine that policy change is the best solution.
- Draft policy proposal – if possible, write up your workgroup's policy recommendations. Model policies and sample policies can be found online.

5. Advocate/campaign for policy change – raise awareness about the issue(s) and generate support for policy change.

- Plan your campaign – A good action plan will clarify what you're doing, when you're doing it and—maybe most important—who's responsible for doing what.
- Recruit campaign members – Campaigning and advocacy is not a 1-person show. Successful campaigns are run by advocates with a variety of different skill sets.
- Conduct campaign activities – there are a bunch of different (and fun!) activities that can work to educate campus members about the issue(s) and generate support for your campaign. Here are just a few: petition drives, letter writing, tabling, flyers, posters, leaflets, table tents, lawn flags, letters to the editor, op-eds, and presentations to key stakeholders like student government, campus safety committees, health and wellness groups, sustainability committees, etc.

6. Meet with campus decision makers – present your "case" to campus decision-makers by providing them with the compelling evidence that demonstrates that the policy change is needed and will be supported by campus members. Share the policy proposal your workgroup developed and ask that they adopt it.

Spit tobacco out of baseball

In 1993, Minor League Baseball banned the use of smokeless tobacco throughout all of the minor leagues. If the minor league can do it, so can the major league. In order for Major League Baseball (MLB) to go tobacco-free, the Major League Baseball Players Association must include the tobacco ban in their contract. Their current contract expires at the end of 2011.

Each year, millions of kids are exposed to the use of spit tobacco by their baseball heroes on Major League Baseball teams. Spit tobacco is wrongly glamorized when baseball stars choose to dip or chew during a game. Just like cigarettes, spit tobacco is addictive and deadly. Athletes and organized sports leagues should act as positive role models for kids. Use the following activity ideas to get tobacco out of baseball in your community and to urge the Major League Baseball Players Association to go tobacco-free.

For more information about the Knock Tobacco out of the Park campaign, see: http://www.tobaccofreebaseball.org/

Some things you can do:
You can organize a letter-writing campaign to put pressure on the Major League Baseball Players Association to go tobacco-free.

The Major League Baseball Players Association can be contacted using the following information:

> **Major League Baseball Players Association**
> 12 East 49th Street
> 24th Floor
> New York, NY 10007
> Email: feedback@mlbpa.org

Contact your local Little League. Offer to host an educational event prior to one of their baseball practices about the dangers of spit tobacco. At the end, ask the players to write personalized letters to the Major League Baseball Players Association, urging them to ban the use of spit tobacco products by players during the game.

Pass out Quit Spit Kits in a high traffic area, such as outside your local grocery store, in your school cafeteria, or before a local ball game. As people walk by your table, ask them to sign a petition to support tobacco-free baseball. Send your petition, along with a letter, to the Major League Baseball Players Association or your local baseball team.

Suggested items for Quit Spit Kits:

Zip-lock bag
Information on quit spit services
Toothbrush
Mints and tooth picks
Sugar-free gum
Sunflower seeds
Jerky
Dental floss
Lip balm
American Cancer Society "Cold Hard facts" brochure
Through with Chew brochure (www.throughwithchew.com)

Feel free to add anything else you think would be helpful!

Adapted from the Kick Butts Day manual at http://www.kickbuttsday.org

Return to sender

General Description: Show newspapers and magazines that publish tobacco ads that you're not buying the lies, and they shouldn't either!

In 1998, tobacco companies promised in a legal settlement not to market to teens, but don't you still see cigarette ads in magazines today? The tobacco companies are still targeting youth; they still use sneaky tactics to send out their deadly messages portraying smoking as popular, fun and glamorous. They know that tons of teens read or look at magazines, and that is why they advertise in them.

This is your chance to let those newspapers and magazines know that you're not buying what tobacco ads say, and they should stop taking tobacco ads. Find the magazines and newspapers that run tobacco ads and tell their leadership to not promote the tobacco industry. Send your letter, along with copies of the tobacco ad, to the editor or leader of each publication.

Steps:

- Make a list of all the "guilty" magazines. We've started the list for you, but you can probably come up with some others.

  Sports Illustrated
  Time
  Entertainment Weekly
  Glamour
  Jet
  People
  Rolling Stone
  The Stranger
  Seattle Weekly

- Start collecting ads. Get your whole school involved by putting it in the announcements, making flyers or holding a contest for the class that brings in the most magazines. Tell the media what you're doing and how many magazines you've collected. (See the media section for tips.)

- Make sure everyone knows how they can get involved - make another school announcement to remind people.

- Then, on event day:
  - Gather your group together to pull out as many tobacco ads as you can find. Keep track of which ad came from which publication. Then edit your form letter for each publication.
  - Make a stack for each publication, including the letter to the editor and each ad you found. If you can, make copies of each packet and keep it for your group.

- Send your packet to each publication.
- Be sure to take pictures of your group doing this work! Share these with your school and local Public Health department.

Other Ideas:

- Include a letter writing campaign to your members of Congress as part of your event. Let them know you want them to do something to stop Big Tobacco from targeting kids with magazine ads.
- Make sure you include the tobacco ads you collected with your letter so that your members of Congress can see some real examples of Big Tobacco targeting kids. Also include any photos you took of your group doing the work.
- Write a form letter to the editor, asking them to stop running tobacco ads in their publication.

Adapted from the Kick Butts Day manual at http://www.kickbuttsday.org

Resources you can use to tell your story

Here are some examples of visuals and quick educational activities to support your message and tell your story.

Tar Jar Recipe

2 quart clear jar
1 quart dark molasses

Pour the quart of molasses into the jar. Add empty pack of cigarettes and cigarette butts for visual. Seal jar tightly.

Attach a label that says:
"This jar represents how much tar filters through a smoker's lungs if they smoke a pack of cigarettes a day for 1 year."

Phlegm Jar Recipe

1 quart clear jar
1 ¼ cups LA Looks Mega Mega Hold (9) styling gel (yellow)
¼ cup LA Looks Mega Hold (8) styling gel (green)
¼ cup cocoa butter lotion (light brown in color)
1/3 cup coffee flakes or brewed coffee
1 tiny pinch of oatmeal flakes (for chunk effects)

Stir all ingredients together. Adjust the amount of ingredients as needed to achieve desired effect. Pour into quart jar and seal jar tightly.

Attach a label that says:
"This jar represents the amount of phlegm a person with emphysema or COPD may have to cough up everyday to clear their lungs so they can breathe."

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Mr. Gross Mouth demonstration

This lesson will demonstrate the effects of smokeless tobacco on the mouth.

Materials:
Mr. Gross Mouth (available through Health Edco at www.healthedco.com).

Steps:
Begin by talking about what smokeless tobacco is. Smokeless tobacco is often referred to as "spit tobacco" or "chew" or "dip." It usually comes in a can. The user takes a small amount of the tobacco and places it between their cheek and gum. The tobacco companies have also started making smokeless tobacco pouches that can be placed in the mouth so that there is less mess than with loose tobacco. There is also dry smokeless tobacco that can be sniffed. One can of smokeless tobacco contains as much nicotine as 60 cigarettes.

- Explain that since the tobacco sits in the mouth region, this is usually where the user gets diseases.
- While pointing to the Mr. Gross Mouth model, name and describe all of the diseases listed.
- Ask the audience if they think he has good or bad breath.
- Let the students know that chemicals can enter the body through both the mouth and nose and then into the lungs and other parts of the body.
- Ask the students what they think will happen if someone gets tongue cancer. What will the doctor probably have to do? (Remove part or all of the tongue.) Ask the students to try to talk without using their tongue.
- Ask the students what they think will happen if someone gets cancer in their jaw bone. What will the doctor probably have to do? (Remove part or all of the jaw.) Ask the students to imagine what their face would look like without their jaw bone.
- Reinforce that using smokeless is not safer than smoking. State that most teens in Washington state DO NOT use tobacco and that they do not think it's cool. In fact, they think it's gross.

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BB* demonstration

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.

Materials:

Metal bowl
Popcorn kernels or BBs*
Split the popcorn kernels or BBs* 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

Steps:

Ask: *"How can people can 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 BB.

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

Drop the kernel or BB 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. Cocaine, including crack and heroin. 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 BBs slowly into the bowl.

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

Pour the 38 popcorn kernels or BBs 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 alcohol use every day"*

Pour the 222 popcorn kernels or BBs slowly into the bowl.

Say: *"That's 222 people every day and 81,030 people every year."*

Pour the 222 popcorn kernels or BBs 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 BBs slowly into the bowl.

Say: *"That's 1,200 people who will die every day, 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!"*

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

Chemical box activity

This lesson uses a visual technique to reveal the dangerous chemicals that are in tobacco products.

Materials

- A plastic bin to place chemical containers into
  NOTE: You can cover your container with tobacco advertisements from magazines or Mr. Yuck Stickers, etc.
- Empty containers from ingredients list

Time: 10 minutes
Age group: Appropriate for all ages

Steps:
There are approximately 600 ingredients in tobacco that when burned create over 7,000 chemicals in an average cigarette. Two hundred fifty of these chemicals are considered to be poisons and 69 are known human carcinogens – cancer causing.

The chemicals are included in tobacco products for three main reasons:

- Intentional – an additive for flavoring, combustibility, and for absorption. Some of the harmful chemicals found in cigarettes are intentionally added by the tobacco companies to affect taste, smoothness, and combustibility. Some chemicals, notably ammonia and menthol, are added to intentionally increase the availability and speed of delivery of nicotine, and increase the addictiveness of the product. This process of adding or modifying the content in cigarettes is referred to as “chemical engineering.”
- Incidental – occur as a result of the processing of tobacco and making of cigarettes.
- Chemical Reaction – occur as the result of the burning of a cigarette.

One by one, pull out an empty chemical container and state what ingredient in it is also contained in tobacco.

Explain that most of these chemicals are poisonous and dangerous for the human body and that is why tobacco causes so many diseases.

List of some chemicals in tobacco

WHAT IS IN A CIGARETTE?	FOUND IN:
Acetone	Nail Polish Remover
Arsenic	Rat Poison
Ammonia	Toilet Bowl & Floor Cleaner
Benzene	Rubber Cement / Industrial Solvent
Benzo(a)pyrene	Diesel Exhaust
Butane	Cigarette Lighter Fluid
Cadmium	Battery Acid
Carbon Monoxide	Car Exhaust
DDT / Dieldrin	Insecticides (Bug Spray)
Ethanol	Alcohol
Formaldehyde	Preserver for Dead Body Tissue
Hexane	Barbecue Lighter Fluid
Hydrogen Cyanide	Gas Chamber Poison
Metals Aluminum Copper Gold Lead Magnesium Mercury Silicon Silver Titanium	Foil Pennies / Electrical Wiring Jewelry Used to be in Paint / Fishing Sinkers Flares Thermometers Computer Chips Jewelry Metal Paper Clips / Airplanes
Methane	Swamp Gas
Methanol	Rocket Fuel & Antifreeze
Nicotine	Addictive Drug / Insecticides
Nitrous Oxide Phenols	Disinfectant
Polonium 210	Radioactive Compound
Stearic Acid	Candle Wax
Toulene	Paint Thinner / Industrial Solvent
Vinyl Chloride	PVC/Raw Material – making plastics
Urethane	Wood Varnish

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Pig lung demonstration

This demonstration shows the real-life damage that occurs to the lungs because of smoking. Note: This demonstration can be very distracting and should be done at the end of a presentation.

Materials:
Pig Lungs with Demonstration Tray and Pump (available through Health Edco at www.healthedco.com). You can order healthy & unhealthy lungs to show the contrast.
Rubber Gloves (non-latex, non-powder)

Time: 20 minutes
Age group: Appropriate for all ages

Steps:
- Begin by asking the audience to name the organ of the body that is most affected by smoking – lungs.
- Explain that because our lungs are inside of us that it is difficult to see what they look like and what is happening to them when people smoke.
- Tell the audience that you are going to be showing them two lungs today: one healthy non-smoker's lung and one unhealthy smoker's lung. Explain that these are pig lungs and that we use pig lungs because they are similar in size and shape of human lungs (140 lb person). Also tell them that we did not make the pig smoke but that it was slaughtered for its meal and then the lungs were made to look like the lung of a twenty year smoker by injecting dye.
- Show the audience the healthy non-smoker's lung. Have them note the color. Pump the lung up and show how the lung completely fills with air and quickly deflates when you stop pumping.
- Show the audience the unhealthy smoker's lung. Have them note the color. Explain that this is from the build up of tar from cigarettes. Also show them the cancerous tumor in the bottom lobe and how it is blocking off the air. Ask the audience to explain how they think this person would breathe. Finally, show the audience the emphysema and the holes in the lungs.
- You can let the audience come up and touch the lung. Have each person take one glove to use. Let them feel the tumor and the emphysema.
- Make sure that you have a garbage can next to you so that they can toss their gloves into it when they finish.
- Conclude with talking to the audience about how important our lungs are for living. Talk about activities like running, walking, swimming, volleyball and baseball and how much we need our lungs to be able to do all of these things.

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Straw activity (Emphysema activity)

Help the audience members understand the struggle that people with emphysema have with breathing.

Materials:

- Coffee-stirrer straws

Time: 15 minutes
Age group: Appropriate for all ages

Steps:

- First ask if anyone in the room as 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 and 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:
- 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 breathes all of the time.
- Ask the students what they think.
- Collect the straws and discard them into the garbage.
- You can conclude 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 of addictive nature of tobacco. Let's stop other people from suffering the disease – don't ever begin to smoke.

Reprinted with permission from American Lung Association TATU Teen Teacher Manual

Getting your story out

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

Why is getting media coverage so important?
Media coverage can:

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

Where to begin

- The first step is to let the media know about your event and convince them to cover it. Here's an overview of the steps:
- Develop your message.
- Choose your media contacts and get in touch with them.
- Grab reporters' attention with tools such as media advisories, media alerts, press releases, press kits and more.
- Make your activity so eye-catching that you'll be sure to attract crowds and cameras.

Develop a strong message
Before you contact any media, you must have a clear, convincing message. Think about what you will say so that reporters will understand what you are trying to accomplish, and their coverage will help your cause. Reporters get a lot of pitches everyday, so make sure to come up with an important "hook" that will make them want to write about your issue.

Here is some advice on how to develop an effective message:

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

Key messages should:

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

Your key messages should be specific. Anyone who hears them should understand why your group is taking action. Once you have developed your key messages, make sure everyone in your group knows what they are and can explain them in their own words.

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

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

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

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

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

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

Contacting the media
Now that you've finalized your key messages and compiled a good list of people to contact, you will need to prepare your story and get it out there. There are a few standard ways to package your story so that reporters, editors and producers will read it when they receive it. The next pages show major ways you could format your story and the different uses for each one.

Adapted from the Kick Butts Day manual at http://www.kickbuttsday.org

News Advisory

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

Use a news advisory to tell media in advance about where and when the news event will happen. Keep content to one page and include specific "who, what, when, where, why" information, plus some general information on your group.

Don't give away all the details! Make sure you catch their interest and convince them to come to the event to find out more.

If possible set up interview, photo opportunities and great video opportunities in advance and include in advisory.

Example

Opening ceremony for new medical respite center to provide safe place for King County's homeless people to heal after the hospital

KING COUNTY, WA – Homeless people across King County will have a new place to recover from acute illness or injury when the Medical Respite Center at Jefferson Terrace opens later this month. The respite center is designed to provide a safe place for homeless individuals to recuperate in the right setting—not in the hospital and not on the streets. In addition to providing care for people who might otherwise never get well if they remain homeless, the respite program will have a sustained focus on connecting clients to permanent housing and other essential services like primary care and behavioral health.

The respite center is a collaboration of public and private partners, including federal and local agencies, seven area hospitals and United Way of King County.

Media availability details:

Date: Tuesday, August 2
Time: Tours are available for media from 2:30-3:30 p.m. Speaking program will start at 3:30 p.m.
Location: Jefferson Terrace Community Room, 800 Jefferson Street, Seattle (across from the Harborview Emergency Department)
Program: The program will include remarks from Dow Constantine, King County Executive; Dr. David Fleming, Director and Health Officer, Public Health – Seattle & King County; Tom Tierney, Executive Director, Seattle Housing Authority, Dr. Leslie Enzian, Dr. Leslie Enzian, UW Clinical Associate Professor, Medicine; Eileen Whalen, Executive Director, Harborview.

Providing effective and innovative health and disease prevention services for over 1.9 million residents and visitors of King County, Public Health – Seattle & King County works for safer and healthier communities for everyone, every day. More at: www.kingcounty.gov/health

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Press Release

A press release announces news or information that will come out as part of your activity. For example you might send a release if you are launching a campaign or announcing findings from a survey of tobacco advertising.

When to send out a press release

You can send a press release a day or two before, the day of, or the day after.
Include details of your event and news, such as attendance numbers, who will be (or was) there, and why.

Tips for writing a press release

A press release should be written as if it is the news story itself. That way, journalists can write their stories just by using the release. **If you do a really good job, sometimes a paper will make very few changes and run the press release as the news story**

The opening paragraph should answer the basic questions: who, what, where, when and why.

Try to include quotes to help you tell the story and make it more personal.
At the top of the release, list one or two people who are available to speak to media. Be sure to include their phone numbers.

After you send out a press release

Follow up with a phone call after you send the release.

It's best to e-mail it if possible, but you can also fax or mail it. However you send it, make sure to clearly write the name of the person who you want to receive it.

Watch for stories resulting from your release and keep copies.

An example of a press release can be found on the next page.

Example

Underage teens made purchases at three of four stores inspected
Wednesday August 21, 2011

KING COUNTY, WA – Recent tobacco retailer inspections on Vashon Island found three out of four retailers selling tobacco to underage teens. This is a startling reversal from inspections between 2005 and 2009 when there were no sales to minors. Overall, King County's high retailer compliance rate has dropped over the past two years from 96% in 2009 to 89% in 2011.

The three establishments cited are:
Vashon Market - 17639 100th SW
Vashon Mart (Chevron) - 17803 Vashon Hwy SW
Mom's Grocery & Deli - 19124 Vashon Hwy SW
The fourth retailer, Harbor Mercantile, at 103rd & SW 240th, did not sell tobacco to underage teens.

In Washington State, selling tobacco to a minor is prohibited by law and results in a fine for retailers of $100 for the first offense and are educated about selling tobacco responsibly. The fine for a clerk is $50. Repeat offenders are fined up to $1,500 and may have their license to sell tobacco products suspended. Retailers refusing to sell tobacco to minors are congratulated in person and given an information packet.

"We've made progress over the past ten years in reducing the impact of tobacco addiction in our community, but we need to keep this good work going," said Dr. David Fleming, Director of Public Health – Seattle & King County. "As funding for proven tobacco prevention programs is eliminated statewide, the tobacco industry continues to find new ways to market products that appeal to kids."

The tobacco industry has responded to tougher federal regulations around the marketing and advertising of cigarettes with new tobacco products that are attractive to youth, such as dissolvable tobacco that closely resembles gum, candy and breath strips, and cigars, cigarillos and snus (teabag-like pouches of tobacco) in flavors such as peach, chocolate, strawberry and grape.

Sales of tobacco to teens are a high concern because most adult tobacco addictions start in youth; 90% of current smokers became addicted before they were 19 years old. Overall, about a third of all kids who become regular smokers before adulthood will eventually die from smoking. Tobacco use is the leading cause of death in King County, leading to 1,990 deaths per year and $343 million in medical care costs, lost productivity and other expenses.

Retailer compliance checks are conducted throughout the year by Public Health and the Washington State Liquor Control Board, as well as the U.S. Food and Drug Administration (FDA) due to new federal laws around tobacco and cigarettes. Anyone who witnesses a merchant or other adults providing tobacco to a minor is encouraged to call Public Health's Tobacco Prevention Program at 206-296-7613 to file a confidential complaint.

For more information about tobacco prevention, please visit Public Health - Seattle & King County's web site at www.kingcounty.gov/health/tobacco

Letter to the Editor

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

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

The Seattle Times has a great resource for this. See: http://www.seattletimescompany.com/editorial/letters.htm for more information.

Example from the Seattle Times

Tobacco programs -- Taxpayers are very tired of shortsighted budgets
March 3, 2000

As a tobacco-treatment counselor who has helped people of all ages and walks of life in their struggle to get off nicotine, I am disappointed and angered by the lack of funding proposed for tobacco-cessation efforts ("Republican budget to battle smoking condemned," Feb. 19).

Ohio allocated more than $1 billion of its tobacco settlement to prevention programs over the next 12 years.

In Washington state, Republicans proposed only $2.5 million, less than a tenth of the funds needed for a comprehensive, sustainable anti-tobacco program.

Tobacco prevention and treatment programs work.

I know it by working with people who struggled to change behaviors without the tools to do it.

Teen smoking rates are not declining and health-care costs and cancer rates are skyrocketing.

Washington taxpayers are tired of paying dearly for the symptoms while the cause of the problems are neglected.

If Republican politicians want to be thought of as fiscally responsible, they'd best start showing it. We are very tired of such shortsighted budgets.

Ralph Dalisky
Seattle

http://community.seattletimes.nwsource.com/archive/?date=20000303&slug=4007973

Opinion-editorial (Op-ed)

- The op-ed gives you an opportunity to express your opinion, supported by facts, and stimulate others to think about an issue.
- It is longer than a letter to the editor, generally up to 500 words.
- An op-ed is written by an individual and submitted to the newspaper, but it is different than a letter to the editor because it is in the style of an essay.
- The most effective op-eds stick to one topic and use the most convincing arguments to support that point.

Helpful Tips:

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

Example from TheNewsTribune.com

Cigar-lounge bill won't help our health or pocketbooks
Dick Muri and Joe McDermott

Several years ago, Washington voters overwhelmingly chose to give everyone the right to breathe smoke-free air in public places and at work. Perhaps even more telling, this measure passed with a majority of the vote in every single county in Washington.

Since the Clean Indoor Air Act was established in 2005, the law about smoking in public places has been easy for people to understand and follow because it is strong, simple and straightforward. We should keep it that way.

Yet a current effort is under way in Olympia to create an exemption to the act. A bill now before the Legislature would allow certain businesses to buy a license that would put people's health at risk by allowing cigar smoking in designated lounges.

The bill does away with the automatic protection from secondhand smoke exposure that the Clean Indoor Air Act granted every employee in Washington. Instead, the bill allows employees to sign away their right to work in an environment free of carcinogenic chemicals. Especially in a time of record unemployment, no employee should be forced to

choose between working and putting his or her health at risk.

Proponents of the bill estimate that cigar lounge fees will generate $3.5 million in revenue for the state. This sounds like a big number, and in the days of anemic state funding it's hard to turn down lounge owners willing to add to our state budget.

But $3.5 million is a tiny fraction of the $1.95 billion our state spends each year on health care costs directly caused by smoke. It's not just lounge owners who have to pay that; taxpayers in the state already pay an estimated $628 per household each year for smoking-related health care – even if no one in their home smokes. Additionally, the health effects of tobacco raise health insurance premiums and pass the higher rates on to business owners in our state.

In the midst of the current state budget crisis, we should be working to reduce the cost of smoking-related illnesses rather than chasing a limited amount of revenue that does not even begin to cover the costs of the harm caused by tobacco.

And this revenue will not help to enforce the law, an effort that would fall on county public health departments which have recently lost state funding for tobacco prevention and control activities. Just last year, the Tacoma-Pierce County Health Department spent more than $30,000 in legal fees and staff time to enforce a single violation of the Clean Indoor Air Act related to a cigar lounge – neither a good use of taxpayer money nor Health Department resources.

Proponents of the cigar bill in Olympia also talk about lost revenue, arguing that when our state's smoking ban went into effect, their bars went into the red. But a 2010 study found that within two years after the Clean Indoor Air law went into effect, sales in Washington bars and taverns were higher than expected – because people prefer an evening out where they can breathe smoke-free air.

In our state, we've already had the dialogue about clean indoor air – and voters overwhelmingly applauded the elimination of smoke-filled bars, restaurants and workplaces. It's time to extinguish the idea of an exemption to Washington's Clean Indoor Air Act – for the sake of our health and our pocketbooks.

Dick Muri chairs the Tacoma-Pierce County Board of Health. He represents District Six on the Pierce County Council.

Joe McDermott chairs the King County Board of Health and serves on the King County Council. He introduced Washington's Clean Indoor Air Act as a State Representative.

Creating a video testimonial

Make Your Views Seen and Heard!

What:
A video testimonial can be as short as 30 seconds or as long as a 30-minute documentary.

Why:
Video is a creative way to make your views known, that includes compelling visuals. Video can be used with numerous audiences to publicize your cause and gain support.

How:
- First, figure out what you want to say. Keep your message strong and compelling. Be specific and make concrete proposals.
- You can document the extent of a community issue. Have several individuals give brief statements emphasizing different points, and others conclude by making specific recommendations.
- Consider headshots with people talking plus other visuals.
- Find a home camcorder, video equipment from your school media center, or see if your community cable station can help.

To have the greatest impact:
- Send or deliver a copy of your video testimonial along with a letter to key decision-makers.
- Make follow-up calls to these VIPs and their staff
- Call TV stations and try to get a reporter or producer interested in your issue. Send or deliver your video testimonial to them. The news media can easily excerpt compelling visual sound bites. The media spotlight will pressure politicians and other decision-makers to pay attention to your proposals and respond.
- Show your video to other young people, community organizations and influential people to explain your concerns in a vivid and visual way that can help win more grassroots support. Show it during your presentations or during the school day.
- Post it to your personal or group Facebook page and tweet it out!

Source: "Youth Infusion Toolkit" by Activism 2000 Project. www.youthactivism.com

Holding a press conference

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

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

Adapted from the Kick Butts Day manual at http://www.kickbuttsday.org

Tips
Eye-catching events attract crowds and television cameras. So, when planning your event, make sure you build in a lot for others to see. Think of how you feel when you go to a school assembly and the entire time there is just one person standing in front of a podium talking. It's much more interesting to you, your audience and the media when some type of action is taking place. Be sure to mention all the exciting visuals in all your press materials when you speak to people in the media.

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

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

Tips on talking to the media
- As you go through the process of getting media coverage, there may be many different opportunities to speak to members of the media.
- You will call reporters, editors and producers to follow up on things you have sent them (to convince them to cover your activity).
- You might get interviewed before or during your event.
- They may even call you afterward to get your reaction on how it went, or to ask you about other tobacco or youth issues they are covering.
- If a reporter comes to your event, you might call afterward to thank him or her for the coverage or to ask when the story might run.

Talking to reporters gets easier the more experience you have and the more you understand about how the media works. Here are some guidelines to make any conversation with the media easy for you.

- Prepare yourself for each conversation. Remember the reporter's name, where they work and what they do. If you don't know your stuff ahead of time reporters might think you are wasting their time.
- Decide in advance what you need to accomplish with this conversation. Are you trying to get the person to run a blurb about the event, send a reporter to cover it, schedule a meeting with you, etc.? Tell the reporter the purpose of your call early on.
- When you reach a reporter, introduce yourself and ask if he/she has time to talk. If not, ask when might be a better time to call back.

- Remember to rely on your key messages. You already know that they will best sum up your reason for being involved in tobacco prevention. Be sure to use them naturally and explain them in your own words if necessary.
- Speak clearly and concisely. Relax and don't ramble or mumble.
- Be helpful and prepared. Remember, you are helping them by providing something interesting and newsworthy.
- Be honest. If you don't know something the reporter asks, don't guess. If you know where to find the information, you can say that. Otherwise, refer him or her to www.tobaccofreekids.org, which has lots of information on these issues.
- When the conversation is ending, thank the reporter for his or her time and make sure he or she has your phone number if there are further questions.
- If a reporter leaves a message for you to call, do so promptly.

If at first you don't succeed

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

Whatever you are planning, remember that media coverage can help your message be seen and heard by many more people. Although seeking media coverage may seem like a lot of work, it is just as important as planning the activity itself. From the start, your group should include media in the planning. Divide the steps among the members of your group and remember to follow all the tips and suggestions included in this guide. Good luck!

Adapted from the Kick Butts Day manual at http://www.kickbuttsday.org

Social media

Social media is web or mobile based programs and apps that allow us to communicate with others in many different ways. Examples you might be familiar with are Facebook and Twitter.

Facebook is an internet based tool that allows you to socialize with anyone else on Facebook, including individual people, groups or people or even businesses and groups. Twitter is similar, although most people use this app through their cell phones. When you send a message out through Twitter, it's called a "tweet" - you have probably heard this term before. Today news programs and even commercials on TV mention their Facebook page and Twitter accounts.

YouTube is also considered social media, since it also allows you to create your own message and broadcast it. You could even create your own video, put it on YouTube, and post it on your Facebook page and Tweet about it!

Social media safety tips:

Social media is probably the fastest and newest form of media we use today. Because it allows you to speak with individual people, some you may not even know in real life, it's important to use extreme caution when posting information yourself, friends and family.

Here are some basic tips for using social media like Facebook:

- Use privacy settings to restrict who can access and post on your page
- Post only information that you are comfortable sharing with your parents, grandparents and friends! Anyone can see content you post even if you think it's on a specific web site, even if it seems private.
- Keep all your information like your birthday, address and cell phone number private.
- Once you post information online, you can't take it back. Even if you delete it, someone may have already saved it, forwarded it and it may pop up in an internet search.
- Never meet someone in-person that you met online.
- Don't talk about sex. Remember if you wouldn't want grandparents to read it, don't post it!
- Don't bully someone – it's illegal, mean and harmful. If you feel someone is bullying you or someone else, let and adult you trust know immediately.

Safety tips for Facebook

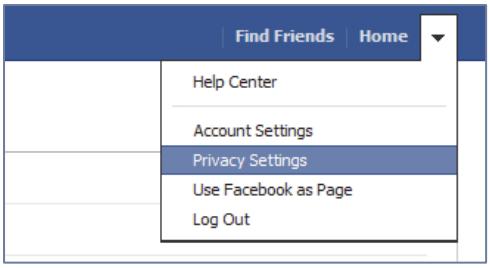
Because Facebook is probably one of the most heavily used form of social media, we wanted to share Facebook's own tips for using their site:

Tips for Teens

1. Don't share your password with anyone.
2. Only accept friend requests from people you know.
3. Don't post anything you wouldn't want your parents, teachers, or employer to see.
4. Be authentic. The real you is better than anything you might pretend to be.

Learn about privacy settings, and review them often.

On Facebook, on the top right of your home page click on "privacy settings" to see your options.



Talk with a parent or trusted adult to set up appropriate privacy settings for your account as soon as you open an account. If you already have an account, review your privacy settings with a parent or trusted adult that is familiar with Facebook.

More internet safety tips:
https://www.facebook.com/help/safety
http://www.ftc.gov/bcp/edu/pubs/consumer/tech/tec13.shtm

Using Facebook to spread the message

Before starting this activity, please read **social media safety tips** and **safety tips for Facebook in** the previous section.

The easiest way to share information is by posting links, videos and stories about the negative aspects of tobacco, how to quit tobacco and personal stories about tobacco.

The second way is to use a "page" to spread the word even farther. Think about groups you are involved with and ask the leaders if there are web pages, blogs or a Facebook page that they have. Ask them to post content for you or you can see if it's ok for you to post anti-tobacco information right on their page. Here is an example of a Facebook page that allows you to post content: https://www.facebook.com/TobaccoFreeFlorida

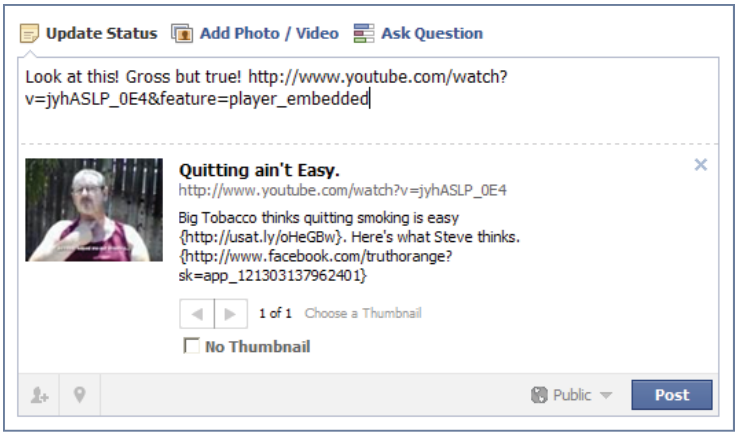
Here are a few of our favorite links. If you are viewing this online, you can simply click on the link, otherwise you have to go old-school and type it into your browser window!

our FAVORITE site is: www.thetruth.com
for general information and fact sheets that are ready to share, Tobacco Free Kids is the BEST resource for youth! www.tobaccofreekids.org
Florida also has a cool website: http://tobaccofreeflorida.com/
The Centers for Disease control has a lot of scientific facts: http://www.cdc.gov/tobacco/

Posting a cool video to your own Facebook page

Here is a basic and great way to share information about tobacco with your friends on Facebook.

- Open your Facebook page in one window
- Open a new window and go to www.thetruth.com
- Watch some of the videos and find one you like.
- At the end of each video, you can copy the link by simply clicking on the middle "link" option. It looks like this:



- Then click back to your Facebook page, and paste it into your status area. You can also say something about the video before you paste the link, like "Look at this! Gross but true!"

- The click on "POST" and you're done! You can change privacy settings to just your friends, but since this example is a great health message for all, you might want to make this post public.

The exact same process can be done to post a video on someone else's page or even an organization page like your school or group IF that page allows users to post links. If not, ask the leader of the group or the page owner if they will post the code for you. You can send them the code in a message on Facebook or even in an email.

Extra credit:

People love to watch videos, so you can search YouTube or other video hosting sites with any of these key words: "quit smoking", cessation, funny, "health effects", tobacco, "anti-tobacco commercial"

Use the quotes to keep two words together in your search, like "quit smoking". These are just suggestions, try your own words and see what you find!

After you search for videos, you can select the code and post them on your Facebook or a page. Please remember the posting guidelines and review ANY video before you post it. Remember – would you show this to your parents? Also be aware that some videos may contain offensive words, sexual content or make smoking look cool instead of focusing on the bad things about tobacco. It's your job to make sure you post appropriate content.

Public speaking 101

Learning to be a good public speaker is something that will be useful throughout your lifetime. Good public speakers are made through practicing. People are not necessarily born that way. The necessary skills associated with being a good public are an important part of the group experience. Within tobacco prevention there are thousands of needs for great public speakers. Youth can talk with policy makers, principals, school boards, school assemblies and the press.

How do we get started?
The most important aspect of getting people interested in public speaking is making sure they are aware of their current strengths and weaknesses in the area of public speaking.

Where to start
Determine your target audience.
Decide on the type of speech you will be presenting (informative or persuasive).
Make an outline.

Write your speech
Every speech should contain a introduction, body and conclusion.

Orient the audience
Preview the body of the speech.
Clarify the subject.
State the main idea.
State the primary themes.

Background information
Establish credibility.
List your experiences and qualifications.

Body of the speech
Select your main points.
Make sure they all go back to the goal of your speech.
Organize your points.

Supportive material
Amplify your main points through examples, statistics, testimony of narrative .
Practice transitions.

Finish with a bang!
Summarize the key ideas in your speech.

Ending the speech
Cite a quote.
Issue an appeal or challenge.
Use illustrations.
Refer to the introduction.

During the speech
Be yourself.
Have clarity.
Have variety in your voice.
Monitor the rate at which you speak.
Look at people while you are talking to them. Don't simply look at the back wall.
Relax.

Nonverbal communication
Establish yourself as the speaker.
Look at the audience 95% of the time and your notes 5%.
Stand up straight and have confidence.
Move around the room, feel comfortable.
Use gestures to convey different feelings during the speech.
Don't grab or hold on to the table in front of you or podium.

Questions and answers
Plan for the questions.
If you don't know the answers, say so.

Practice
The key to a great speech is practice!
Start early.
Time yourself.
Practice in front of a mirror.

Adpated from the American Cancer Association's SpeakOUT Youth Initiative Guide

Presentation tips 101

Introduce yourself! Include:

- *Short and to the point*
- *Name and Grade*
- *Why are you tobacco free?*

During the presentation:

RELAX – You are not alone, breathe deep to relieve tension

POSTURE – Stand tall, face the audience, look like a leader

EYE CONTACT – Look at everyone, but don't stare at one person

GESTURES – Move around and use your hands, but keep gestures high

VOICE – Be loud enough so that everyone can hear, talk like a friend

FACIAL EXPRESSIONS – must fit your message

Remember:

- Show them you are excited to be there!
- Give positive messages – "Choose to be tobacco free" rather than "don't smoke"
- Use your personal experience. Audiences love to listen to personal stories.
- Know your facts. But if you don't know something, just admit it. Don't lie.
- Never put down people who use tobacco, just focus on the behavior.
- Always leave time for questions.

What do you look for when someone comes into your classroom? **Be that person!**

Tobacco information

This section features fact sheets with facts and figures, interesting tidbits and general information. Basically we've done a bunch of the research for you so you can get moving on getting the word out! All the information in this section is currently accurate and is from trusted sites.

Remember to use these sheets to help you with any of the projects in this guide!

Tobacco use in Washington

- High school students who smoke: 14.4% [Girls: 14.1% Boys: 14.7%]
- High school males who use smokeless tobacco: 10.5%
- Kids (under 18) who try cigarettes for the first time each year: 28,200
- Additional Kids (under 18) who become new regular, daily smokers each year: 7,600
- Packs of cigarettes bought or smoked by kids in Washington each year: 12.2 million
- Kids exposed to second hand smoke at home: 244,000
- Adults in Washington who smoke: 15.2% [Men: 16.2% Women: 14.2% Pregnant Females: 9.0%]
- Adults in Washington who use smokeless tobacco: 3.7% [Men: 6.8% Women: 0.6%]
- Nationwide, youth smoking has declined significantly since the mid-1990s, but that decline appears to have slowed. The 2009 Youth Risk Behavior Survey found that the percentage of high school students reporting that they have smoked cigarettes in the past month decreased slightly to 19.5 percent in 2009 from 20 percent in 2007. 19.3 percent of U.S. adults (about 45 million) currently smoke, slightly less than the 20.6 percent in 2009 and 20.9 percent in 2005.

Deaths in Washington from smoking

- Adults who die each year in Washington from their own smoking: 7,600
- Adult nonsmokers who die each year from exposure to secondhand smoke: 840
- Washington kids who have lost at least one parent to a smoking-caused death: 5,500
- Kids alive in state today who will ultimately die from smoking: 124,000 (given current smoking levels)
- Smoking, alone, kills more people each year than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined. For every person in Washington who dies from smoking approximately 20 more state residents are suffering from serious smoking-caused disease and disability, or other tobacco-caused health problems.

Tobacco-related monetary costs in Washington

- Annual health care expenditures in the State directly caused by tobacco use: $1.95 billion
- Annual health care expenditures in Washington from secondhand smoke exposure: $85.0 million
- State Medicaid program's total health expenditures caused by tobacco use: $651.0 million
- Citizens' state/federal taxes to cover smoking-caused gov't costs: $1.5 billion ($625/ household)
- Smoking-caused productivity losses in Washington: $1.82 billion

- Smoking-caused health costs and productivity losses per pack sold in Washington: $16.01
- The above productivity loss is from smoking-death-shortened work lives, alone. Even larger productivity losses come from smoking-caused work absences, on-the-job performance declines, and disability-shortened productive work lives. Other non-health costs caused by tobacco use include direct residential and commercial property losses from smoking-caused fires and smoking-caused cleaning and maintenance costs.

Tobacco industry advertising and other product promotion

- Estimated portion spent in Washington each year: $122.5 million
- Research has found that kids are three times more sensitive to tobacco advertising than adults and are more likely to be influenced to smoke by cigarette marketing than by peer pressure, with one-third of underage smoking experimentation attributable to tobacco company marketing.

Washington Government Policies Affecting The Toll of Tobacco in Washington

- Annual State tobacco prevention spending from tobacco settlement and tax revenues: $13.4 million
- [National rank: 21 (with 1 the best), based on percent of CDC recommendation]
- State cigarette tax per pack: $3.025 [National rank: 5th (average state tax is $1.45 per pack)]

Campaign for Tobacco-Free Kids/September 16, 2011
http://www.tobaccofreekids.org/facts_issues/toll_us/washington

Tobacco 101

General facts

- Each day in the U.S. about 3,500 kids under 18 try smoking for the first time, and another 1,000 kids become new daily smokers.
- Adult male smokers lose an average of 13 years of life and adult female smokers lose an average of 15 years of life.
- The chemical nicotine - found in cigarettes and other tobacco products - is an addictive drug, which is why it is so hard for people to quit using tobacco once they start.
- Lung cancer, throat cancer, heart disease, stroke and emphysema are just some of the painful, life-threatening diseases linked with smoking. Smoking also is associated with cancers of the mouth, larynx, esophagus, pancreas, cervix, kidney, stomach and bladder.
- Smoking limits the amount of oxygen in the blood, reducing your stamina for sports and other physical activities.
- Smoking turns your teeth and fingernails yellow, and causes premature wrinkling of the skin. It also makes your hair, clothes, and breath smell gross.

Secondhand smoke

- Secondhand smoke is a complex mixture of over 4,000 chemicals that are produced by the burning materials of a cigarette.
- Secondhand smoke contains more than 250 chemicals known to be toxic or cancer-causing, including formaldehyde (embalming fluid), arsenic (a poison), and cyanide (also a poison).
- According to the U.S. Surgeon General, “secondhand smoke exposure causes respiratory symptoms, including cough, phlegm, wheeze, and breathlessness, among school-aged children.”
- Secondhand smoke exposure is a known cause of lung cancer, heart disease, and respiratory problems, as well as other health problems.
- Exposure to secondhand smoke results in almost 50,000 deaths a year in the United States and causes over 1 million illnesses in children. Worldwide, secondhand smoke kills 600,000 people per year.

Tobacco advertising and marketing

- The tobacco industry spends over $12.8 billion a year, more than $35 million a day, on advertising and marketing to attract new customers.
- Tobacco companies spend over $23 million a year on lobbying the U.S. Congress and contributions to federal candidates and political parties.
- Cigarette and spit-tobacco companies continue to advertise heavily at retail outlets near schools and playgrounds, with large ads and signs clearly visible from outside the stores.

Marketing tactics

- In August 2006, U.S. District Court Judge Gladys Kessler stated in her Final Opinion of a landmark case against the tobacco companies that "… [tobacco companies] continue to engage in many practices which target youth, and deny that they do so. Defendants continue to track youth behavior and preferences and market to youth using imagery which appeals to the needs and desires of adolescents. Defendants are well aware that over eighty percent of adult smokers began smoking before the age of 18, and therefore know that securing the youth market is critical to their survival. There is therefore no reason, especially given their long history of denial and deceit, to trust their assurances that they will not continue…their marketing to youth." Judge Kessler's ruling was upheld by the U.S. Court of Appeals in May 2009 and by the U.S. Supreme Court in June 2010.

- In 2007, R.J. Reynolds, the second largest tobacco company in the U.S. and producers of the Camel brand, began marketing a new line of "Light and Luscious" cigarettes—Camel No.9—in slick, shiny pink and black packaging. R.J. Reynolds began its aggressive marketing of this new product by running colorful print ads with a floral motif in magazines popular among teenage girls such as Glamour, Vogue and US Weekly. It is estimated that R.J. Reynolds spent between $25 and $50 million to launch Camel No.9. Evidence has consistently shown that teens prefer to smoke the brands that tobacco companies spend the most money marketing. Check out www.cancerno9.org for more information.

- On November 15, 2007, R.J. Reynolds took out a 9-page ad in Rolling Stone Magazine that featured a four page cartoon foldout. This is a direct violation of the 1998 state tobacco settlement that prohibits the use of cartoons to market cigarettes. R.J. Reynolds claims that the cartoons were not included as part of the ad but rather were editorial content from Rolling Stone. However, the ad fully surrounds the cartoon and even features a spiral notebook similar to those used by school kids, with doodles of a guitar, spaceships and other images a bored student might draw. The public health community responded with outrage and several state Attorneys General sued R.J. Reynolds. In California, Pennsylvania and Washington, the Courts have ruled against R.J. Reynolds. Judges in Maine and Washington, however, have ruled in favor of R.J. Reynolds. Several suits are still pending.

- In May 2008, R.J. Reynolds launched a new cigarette, the Camel Crush. Inside each cigarette is a blue pellet that the user can crush to turn the regular cigarette into a menthol one. The cigarette is packaged in a sleek black and blue box and this new innovation can be seen as marketing to youth.

- Smokeless tobacco products are getting more attention from tobacco companies. According to internal company documents, UST developed a strategy some time ago for hooking new smokeless tobacco users, which means kids. As one document states:

> *"New users of smokeless tobacco – attracted to the product for a variety of reasons – are most likely to begin with products that are milder tasting, more flavored, and/ or easier to control in the mouth. After a period of time, there is a natural progression of product switching to brands that are more full-bodied, less flavored, have more concentrated 'tobacco taste' than the entry brand."*

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

- R.J. Reynolds Tobacco Co. recently three dissolvable smokeless products; a pellet (Camel Orbs), a twisted stick the size of a toothpick (Camel Sticks) and a film strip for the tongue (Camel Strips). These products are packaged like candy and will appeal to children. The Camel Orbs, for example, resemble Tic Tacs.

Spit tobacco

- Spit Tobacco is known by many names including chew, chewing tobacco or snuff. The tobacco companies prefer to refer to it as smokeless tobacco, in hopes that consumers will see 'smokeless' and think 'harmless.'
- Spit Tobacco is addictive and harmful. It contains nicotine as well as additives that increase the rate at which nicotine is absorbed into the body.
- There are lighter products for beginners with sweet fruity flavors and easy-to-use pouches. After someone uses smokeless tobacco for a long time they will need to use products with more and more nicotine in order to achieve the same effect.
- People who consume 8-10 dips or chews per day receive the same amount of nicotine as a smoker who smokes 30-40 cigarettes a day.
- Spit Tobacco contains 28 known carcinogens.
- Constant exposure to tobacco juice causes cancer of the esophagus, pharynx, larynx, stomach and pancreas. Smokeless tobacco users are at heightened risk for oral cancer compared to non-users and these cancers can form within five years of regular use.
- A 2008 study from the World Health Organization concluded that smokeless tobacco users have an 80 percent higher risk of developing oral cancer and a 60 percent higher risk of developing pancreatic and esophageal cancer
- Spit tobacco causes leukoplakia, a disease of the mouth characterized by white patches and oral lesions on the cheeks, gums, and/or tongue. Leukoplakia, which can lead to oral cancer, occurs in more than half of all users in the first three years of use.

Cigar smoking

- Cigars are addictive and deadly – causing lung cancer, other cancers, heart attacks and more.
- Cigar smokers produce more secondhand smoke than cigarette smokers and secondhand cigar smoke is often even more harmful and deadly than secondhand cigarette smoke.

- While many believe that cigars are safer than cigarettes because cigar smoke is not inhaled, studies have shown that cigar smokers actually do inhale – even when smoking large premium cigars.
- Cigar smokers can spend up to an hour smoking a single cigar, often consuming as much tobacco as in a full pack of cigarettes
- Cigar smoking is the second most common form of tobacco use among youth. 13.6 percent of high school students currently smoke cigars.
- In some states, cigar smoking among youth is even more popular than cigarette smoking. In New Hampshire, for example, 20.6 percent of high school boys currently smoke cigarettes, but 27.2 percent smoke cigars.
- Part of the reason many youth start smoking cigars is because they are marketed in kid-attracting flavors, such as such as candy, fruit and chocolate. Federal law now prohibits cigarettes from having flavors that attract kids, but does not yet prohibit cigars from having such enticing flavors.

Youth tobacco use rates

- Almost 90 percent of adults who have ever been regular smokers began smoking by the time they were 18.
- More than 6.3 million children under the age 18 alive today will eventually die from a smoking-related disease, unless current rates are reversed.
- 13.4 percent of U.S. high school boys and 2.3 percent of high school girls currently use spit tobacco products.
- Approximately 11.7 percent of middle school students are current tobacco users. Of the 11.7% of middle school students who use tobacco, 8.1 percent smoke cigarettes, 5.2 percent smoke cigars, and 2.6 percent use spit tobacco.

Ethnicity and smoking

- 20 percent of high school students are current smokers.
- Among African-American high school students, 12.9 percent are current smokers.
- Among Hispanic high school students, 22 percent are current smokers.
- Among Native Americans and Alaskan Native high school students in National Bureau of Indian Affairs funded schools, 56.5 percent smoke cigarettes.
- Among Asian-American high school students, 7.3 percent are current smokers.

Adapted from the Kick Butts Day manual at http://www.kickbuttsday.org

Tobacco regulations
Tobacco is regulated at the federal, state and local levels. You can find out about the regulations that affect you by calling your local Public Health office.

A few regulations that are important to note are:

FDA Authority over Tobacco
On June 22, 2009, President Obama signed into law the Family Smoking Prevention and Tobacco Control Act, which gives the U.S. Food and Drug Administration the authority to regulate the manufacturing, marketing and sale of tobacco products. This landmark law ended the special protection from regulation that the tobacco industry enjoyed for decades and represents a milestone in protecting America's children and health from the devastating consequences of tobacco use.

This law:
Restricts tobacco marketing and sales to youth
Grants the FDA authority to further restrict tobacco marketing
Requires detailed disclosure of ingredients, nicotine and harmful smoke constituents
Allows FDA to require changes to tobacco products to protect the public health
Regulates "reduced harm" claims about tobacco products to prevent inaccurate and misleading claims
Requires bigger, bolder health warnings
Fully funds FDA regulation of tobacco products through a user fee on manufacturers of cigarettes, cigarette tobacco and smokeless tobacco
Preserves state and local authority

For more information on the law, see:
http://www.tobaccofreekids.org/what_we_do/federal_issues/fda/

For more information on graphic warning labels, see:
http://www.fda.gov/TobaccoProducts/Labeling/CigaretteWarningLabels/default.htm

Big Tobacco's global expansion

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

Worldwide, nearly 5 million people die each year from tobacco use. If current trends continue, tobacco use will kill 10 million people a year by 2020 and 70 percent of those deaths will be in developing countries.

Fewer than five percent of the world's smokers live in the U.S., so Big Tobacco has taken their savvy marketing strategies abroad where they portray smoking as a glamorous, sophisticated and popular habit imported from the U.S. and the Western world. For example, there are cigarette brands named after American cities such as Houston, and they use English words such as Liberty, Hope, Champion and even American Dream.

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

- Tobacco use killed one hundred million people in the 20th century and, if current trends continue, it will kill one billion people in the 21st century.
- Worldwide, approximately 4 million people die from tobacco-related illness each year. This is the equivalent of twenty-seven 747 airplanes full of passengers crashing every day. By the year 2030, 10 million people will be dying each year from tobacco use.
- Almost one billion men (35 percent in developed countries and 50 percent in developing countries) and 250 million women (22 percent of women in developed countries and 9 percent in developing countries) smoke cigarettes.
- Worldwide, over 15 billion cigarettes are smoked every day.
- Every day, some 80-100,000 young people around the world become addicted to tobacco. If current trends continue, 250 million children alive today will die from tobacco-related disease.
- The top five cigarette-consuming countries are: China, United States, Russia, Japan and Indonesia.
- Philip Morris International, British American Tobacco (BAT), and Japan Tobacco are the world's three largest multinational tobacco companies.
- According to Philip Morris International's (PMI) 2009 annual report, PMI is the world's largest and most profitable publicly traded tobacco company, with an estimated 15.4% share of the total international cigarette market outside of the U.S.
- China is the largest cigarette manufacturer, followed by the U.S.

Tobacco and the environment

The damaging health and environmental impacts of tobacco begin long before a cigarette is taken out of a packet and lit. From the moment the tobacco seed is planted to the time it is harvested and cured, the health of those who cultivate the crop is constantly put in peril. Health threats include the large amount of pesticides used on the tobacco crop as well as illnesses related to handling of raw tobacco leaves. The pesticides used in tobacco growing also harm the natural environment, as does the deforestation caused by clearing land for tobacco farms and burning trees to provide the heat needed to cure tobacco.

Many sources have detailed information on tobacco and the environment. For more information on the environmental impact of cigarettes visit: www.legacyforhealth.org/buttreally.

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

More information regarding spit tobacco can be foundat the Mayo Clinic's site http://www.mayoclinic.com/health/chewing-tobacco/CA00019. Help regarding quitting can be found at www.chewfree.com and more information regarding spit-tobacco activities can be found at http://www.throughwithchew.com/.

Adapted from the Kick Butts Day manual at http://www.kickbuttsday.org

10 tobacco myths, unmasked

Myth #1: Most people in Washington state smoke.
Fact: Actually, most people in Washington state don't smoke. This is true for both adults and teens.
80.3% of teens DO NOT SMOKE.
82.2% of adults DO NOT SMOKE.

Myth #2: Smoking is cool.
Fact: Actually most teenagers don't think smoking is cool. In fact,
67% of teenagers say that seeing someone smoke turns them off.
65% say that they strongly dislike being around smokers.
86% would rather date people who don't smoke.

Even teenagers who use tobacco don't think that smoking is cool. More than half of all teens who smoke want to quit and 70% wish they had never started.

So where did this "smoking is cool" image come from anyway? Tobacco use is often portrayed in advertising and movies associating it with a positive image. Keep in mind that "Big Tobacco" spent $184.9 million dollars in Washington state in 2004 (according to the Campaign for Tobacco-Free Kids) on advertising; these images are carefully designed by advertising professionals with the goal of manipulating you into making the poor choice to start smoking. That's exactly what they want.

Myth #3: Sure, smoking is unhealthy. But a lot of other things are just as bad for you.
Fact: Smoking is far worse than most any other health hazard. Think about this:
Smoking is the number one cause of preventable death in the U.S.
Every year more than 440,000 Americans die from tobacco use.
8.6 million people in the U.S. are suffering from a smoking-related illness.
Smoking kills more people in the U.S. than alcohol, AIDS, car accidents, illegal drugs, murders and suicides combined.

Myth #4: Smoking only causes a few health problems – the ones on the warning labels.
Fact: Warning labels include health effects like heart disease, emphysema and lung cancer. Truthfully, seconds after a smoker inhales a cigarette, over 4,000 chemicals enter their bloodstream. These toxic substances travel through the entire body affecting every cell. Thus, smoking doesn't just affect your heart and lungs, it actually does damage throughout your entire body.

Myth #5: Smoking won't affect my health until I'm much older.
Fact: Using tobacco can affect you know. Immediate affects of tobacco use are smelly clothes, bad breath and yellowing teeth. It also increases your heart rate and blood pressure. It causes an increase in respiratory problems, a reduction in immune function, increased illness, tooth decay and gum disease.

Myth #6: I only smoke a little.
Fact: Every cigarette delivers over 4,000 chemicals to every part of your body, so there is no safe level of use. More importantly, tobacco use is highly addictive. Because of that fact, most people can't continue to be an occasional smoker for long. The body becomes accustomed to the chemicals and begins to need them more and more frequently; that's the path of addiction.

Myth #7: I'm only going to smoke for a few years. Then I'll quit. So my smoking now doesn't really matter.
Fact: The health effects of tobacco use begin immediately. Many of those effects are irreversible, meaning even after a person quits they still don't disappear completely. Tobacco use, even for a short time, can cause permanent damage to your body. In as little time as five years, organs like your lungs, heart, throat, urinary tract, digestive organs, bones, joints and skin can be damaged. Even after quitting, tobacco users are still at higher risk of death from diseases related to smoking. So, many of tobacco's effects can never be undone.

In addition, many smokers struggle for years (even decades) trying to quit. The addictive nature of tobacco is so strong that even using all the modern methods to quit millions of people cannot, even though they recognize it may kill them.

Myth #8: Smoking will help me lose weight.
Fact: Actually, it won't. Smoking is not proven to decrease body weight. Unfortunately, many people gain weight when they quit using tobacco. There are many reasons this is true. Tobacco use damages a person's taste buds, so when someone quits, food begins to taste better than ever. Many people who quit tobacco also struggle with other issues (like what to do with their hands, stress or boredom) that may cause them to reach for food as a substitute, thus causing even more weight gain.

Myth #9: I don't smoke cigarettes. I just smoke cigars or bidis or use smokeless tobacco. So I don't have a problem.
Fact: All forms of tobacco are seriously harmful to your health and are very addictive. No tobacco product is safe for use. Actually, the body is exposed to higher levels of nicotine, tar and carbon monoxide when you smoke bidis and kreteks. In addition, one can of smokeless tobacco contains as much nicotine as 60 cigarettes and increases a person's risk for developing oral cancers.

Myth #10: Ok, I admit that smoking is bad for me. But that's my problem, not anybody else's. The only person I'm hurting is me, so it's nobody else's business.
Fact: Smoking hurts you and everyone who cares about you. None of them want to see you hurt yourself and they all would love you to quit. In addition, the secondhand smoke can be deadly to the people to breathe it in.

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Who is Big Tobacco?

Who are they and what products do they make?

Philip Morris
Marlboro
Virginia Slims
Merit
Basic
Benson & Hedges
Parliament

Reynolds American Inc. (formerly RJ Reynolds merged with Brown & Williamson in 2004)
Camel
Salem
Winston
Doral
Kool
Capri
Viceroy
American Spirit

Lorillard
Newport
Old Gold
Kent
Maverick
Triumph

Liggett Vector Brands Inc.
Chesterfield
Liggett
L & M

U.S. Smokeless Tobacco
Copenhagen
Skoal
Red Seal
Revel

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Tobacco industry quotes

From the 1950s to the present, different defendants, at different times and using different methods, have intentionally marketed to young people under the age of twenty-one in order to recruit 'replacement smokers' to ensure the economic future of the tobacco industry."
U.S. District Court Judge Gladys Kessler; Final Opinion, United States v. Philip Morris

Current research shows that tobacco companies spend approximately 122.5 million in washington state on advertising and other promotions. Many of their marketing efforts clearly reach kids. More information on tobacco company marketing to kids is available at http://www.tobaccofreekids.org/facts_issues/fact_sheets/toll/tobacco_kids/marketing/.

Numerous internal tobacco industry documents, revealed in the various tobacco lawsuits, show that the tobacco companies have perceived kids as young as 13 years of age as a key market, studied the smoking habits of kids, and developed products and marketing campaigns aimed at them. As an RJR Tobacco document put it, "Many manufacturers have 'studied' the 14-20 market in hopes of uncovering the 'secret' of the instant popularity some brands enjoy to the almost exclusion of others. . . . Creating a 'fad' in this market can be a great bonanza."

You can use direct quotes from tobacco industry executives in your work. You can find more quotes at http://legacy.library.ucsf.edu/ or from www.tobaccofreekids.org.

The following are just a few of the many more internal company quotes about marketing to kids:

"Smoking a cigarette for the beginner is a symbolic act. . . . 'I am no longer my mother's child, I'm tough, I am an adventurer, I'm not square.' . . . As the force from the psychological symbolism subsides, the pharmacological effect takes over to sustain the habit."
1969 draft report "Why One Smokes" to the PM board of directors prepared by Osdene's department. Document Bates No. 1003287836

"Long after adolescent preoccupation with self-image has subsided, the cigarette will even preempt food in times of scarcity on the smoker's priority list."
November 26, 1969 presentation to the PM Board of Directors, "Smoker Psychology Research." Bates No. 1000273741

"We are not sure that anything can be done to halt a major exodus if one gets going among the young. This group follows the crowd, and we don't pretend to know what gets them going for one thing or another. . . Certainly Philip Morris should continue efforts for Marlboro in the youth market, but perhaps as strongly as possible aimed at the white market rather than attempting to encompass blacks as well."
July 1974 Roper Organization report for Philip Morris, "A Study of Smoking Habits Among Young Smokers." Bates No. 2024921279

"Marlboro's phenomenal growth rate in the past has been attributable in large part to our high market penetration among young smokers ... 15 to 19 years old . . . my own data, which includes younger teenagers, shows even higher Marlboro market penetration among 15-17-year-olds."
May 21, 1975 report "The Decline in the Rate of Growth of Marlboro Red" from PM researcher Myron E. Johnston to Robert B. Seligman. Bates No. 2022849875-9880

"It is important to know as much as possible about teenage smoking patterns and attitudes. Today's teenager is tomorrow's potential regular customer and the overwhelming majority of smokers first begin to smoke while in their teens. . . . The smoking patterns of teen-agers are particularly important to Philip Morris. . . the share index is highest in the youngest group for all Marlboro and Virginia Slims packings. At least a part of the success of Marlboro Red during its most rapid growth period was because it became the brand of choice among teenagers who then stuck with it as they grew older. " March 31, 1981 market research report on young smokers titled "
Young Smokers Prevalence, Trends, Implications, and Related Demographic Trends," written by Philip Morris researcher Myron E. Johnston and approved by Carolyn Levy and Harry Daniel. Bates No. 1000390803

"We will no longer be able to rely on a rapidly increasing pool of teenagers from which to replace smokers through lost normal attrition. . . Because of our high share of the market among the youngest smokers Philip Morris will suffer more than the other companies from the decline in the number of teenage smokers."
March 31, 1981 market research report on young smokers titled "Young Smokers Prevalence, Trends, Implications, and Related Demographic Trends," written by Philip Morris researcher Myron E. Johnston and approved by Carolyn Levy and Harry Daniel. Bates No. 1000390803

"I have just received data on the graduating class of 1982 and the results are much more encouraging and corroborate the Roper data [a survey that tracked track smoking trends] . . . These data show that smoking prevalence among these 18-year-old high school seniors has increased from 1981 to 1982."
February 19, 1983 Philip Morris interoffice memo, "Still More on Trends in Cigarette Smoking Prevalence." Bates No. 2022849870

“The ability to attract new smokers and develop them into a young adult franchise is key to brand development.”
1999 Philip Morris report, "Five-Year Trends 1988-1992." Bates No. 2044895379-484 R.J. Reynolds (Winston, Camel, Salem)

"In view of the need to reverse the preference or Marlboros among younger smokers, I wonder whether comic strip type copy might get a much higher readership among younger people than any other type of copy."
April 12, 1973 RJR marketing memo, "The Following are the Principle Thoughts Which I Had..." Bates No. 500165434-5439

"Pre-smokers."
Term used in a1973 RJR draft paper to describe youth smokers when they are just trying cigarettes, "Some Thoughts About New Brands of Cigarettes For the Youth Market." Bates No 502987357-7368.

"At the outset it should be said that we are presently, and I believe unfairly, contrained from directly promoting cigarettes to the youth market; that is, to those in the approximately twenty-one year old and under group. Statistics show, however, that large, perhaps even increasing, numbers in that group are becoming smokers each year, despite bans on promotion of cigarettes to them. If this be so, there is certainly nothing immoral or unethical about our Company attempting to attract those smokers to our products...Realistically, if our Company is to survive and prosper, over the long term we must get our share of the youth market."
A 1973 RJR draft paper, "Some Thoughts About New Brands of Cigarettes For the Youth Market." Bates No 502987357-7368

"The fragile, developing self-image of the young person needs all the support and enhancement it can get. Smoking may appear to enhance that self-image in a variety of ways. If one values, for example, and adventurous, sophisticated, adult image, smoking may enhance ones self-image...This self image enhancement effect has traditionally been a strong promotional theme for cigarette brands and should continue to be emphasized."
1973 RJR draft paper, "Some Thoughts About New Brands of Cigarettes For the Youth Market." Bates No 502987357-7368

"They represent tomorrow's cigarette business. . . As this 14-24 age group matures, they will account for a key share of the total cigarette volume -- for at least the next 25 years."
September 30, 1974 R.J. Reynolds Tobacco Co. marketing plan presented to the company's board of directors. Bates No. 501421310-1335

"Our attached recommendation to expand nationally the successfully tested 'Meet the Turk' ad campaign and new Marlboro-type blend is another step to meet our marketing objective: To increase our young adult franchise. To ensure increased and longer-term growth for CAMEL FILTER, the brand must increase its share penetration among the 14-24 age group which have a new set of more liberal values and which represent tomorrow's cigarette business."
January 23, 1975 RJR memo from Mr. C.A. Tucker. Bates No. 505775557-5557

"Evidence is now available to indicate that the 14-to-18- year-old group is an increasing segment of the smoking population. RJR-T must soon establish a successful new brand in this market if our position in the industry is to be maintained over the long term."
1976 Claude Teague draft report, "Planning Assumptions and Forecast for the Period 1977-1986 for R.J. Reynolds Tobacco Company." Bates No. 502819513-9532

"Younger adult smokers have been the critical factor in the growth and decline of every major brand and company over the last 50 years. They will continue to be just as important to brands/companies in the future for two simple reasons: The renewal of the market stems almost entirely from 18-year-old smokers. No more than 5 percent of smokers start after age 24. [And] the brand loyalty of 18-year-old smokers far outweighs any tendency to switch with age... Brands/companies which fail to attract their fair share of younger adult smokers face an uphill battle. They must achieve net switching gains every year to merely hold share...Younger adult smokers are the only source of replacement smokers... If younger adults turn away from smoking, the industry must decline, just as a population which does not give birth will eventually dwindle."
February 29, 1984 RJR report, "Young Adult Smokers: Strategies and Opportunities". Bates No. 501928462-8550 Tobacco Company Quotes: Marketing to Kids / 3

"[Jack Daniels' merchandizing campaign is] an example of a viable positioning executed in a 'nonstandard' but authentic and unpretentious way, which not only reached [younger adult] consumers, but converted [younger adults] into walking billboards."
September 19, 1985 report, "Are Younger Adult Smokers Important." Bates No. 507546706-6805

"Overall, Camel advertising will be directed toward using peer acceptance/influence to provide the motivation for target smokers to select Camel."
March 12, 1986 letter, "Camel New Advertising Campaign Development." Bates No. 503969238-9242

"[Camel advertising will create] the perception that Camel smokers are non-conformist, self-confident and project a cool attitude, which is admired by their peers. . . Aspiration to be perceived as cool/a member of the in-group is one of the strongest influences affecting the behavior of younger adult smokers."
March 12, 1986 letter, "Camel New Advertising Campaign Development." Bates No. 503969238-9242

"It's a well-known fact that teen-agers like sweet products. Honey might be considered."
September 1972 memo to Brown & Williamson from Marketing Innovations, "Youth Cigarette - New Concepts." Bates No. 170042014

"KOOL has shown little or no growth in share of users in the 26+ age group. Growth is from 16-25 year olds... at the present rate, a smoker in the 16-25 year age group will soon be three times as important to KOOL as a prospect in any other broad age category."
February 21, 1973 untitled Brown & Williamson marketing memo from Brand Manager R. L. Johnson memo to Executive VP Pittman on the Latest Black Study. Bates No. 680135996-680136002

"KOOL'S stake in the 16- to 25-year-old population segment is such that the value of this audience should be accurately weighted and reflected in current media programs. As a result, all magazines will be reviewed to see how efficiently they reach this group and other groups as well."
February 21, 1973 untitled Brown & Williamson marketing memo from Brand Manager R. L. Johnson memo to Executive VP Pittman on the Latest Black Study. Bates No. 680135996-680136002.

"The studies reported on youngsters' motivation for starting, their brand preferences, etc., as well as the starting behavior of children as young as 5 years old. . . The studies examined examination [sic] of young smokers' attitudes towards 'addiction,' and contain multiple references to how very young smokers at first believe they cannot become addicted, only to later discover, to their regret, that they are."
1980 report, "Apparent Difficulties and Relevant Facts." Bates No. 689753864

"The purpose of this research was to gain insight into the perceptions, attitudes and behavior of younger, recently-starting smokers regarding initial product usage, current smoking and health concerns. ...As long as young people are curious, anticipatory of adulthood and seek bravado, cigarettes will be tried."
1974 report, "Young Adult Smoker Lifestyles and Attitudes." Bates No. 170040977

"We're adults. You've got a group of talented kids. Hence this letter. We have been asked by our client to come up with a package design… a design that is attractive to kids… While this cigarette is geared to the youth market, no attempt (obvious) can be made to encourage persons under twenty-one to smoke. The package design should be geared to attract the youthful eye… not the ever-watchful eye of the Federal Government."
August 13, 1970 letter from Lorillard advertising account executive to a marketing professor, soliciting help from his students with advertising design. Bates No. 92352889

"*Our profile taken locally shows this brand [Newport] being purchased by black people (all ages), young adults (usually college age), but the base of our business is the high school student."*
August 30, 1978 Lorillard memo from

Adapted from Tobacco Company Marketing to Kids, Campaign for Tobacco-Free Kids

Some ingredients in cigarettes

Cigarettes contain over 7,000 chemicals, hundreds are hazardous and at least 69 are known to cause cancer. Many of these chemicals are also found in consumer products, but these products have warning labels. While the public is warned about the danger of the poisons in these products, there is no such warning for the toxins in tobacco smoke.

Here are a few of the chemicals in tobacco smoke, and other places they are found:

WHAT IS IN A CIGARETTE?	FOUND IN:
Acetone	Nail Polish Remover
Arsenic	Rat Poison
Ammonia	Toilet Bowl & Floor Cleaner
Benzene	Rubber Cement / Industrial Solvent
Benzo(a)pyrene	Diesel Exhaust
Butane	Cigarette Lighter Fluid
Cadmium	Battery Acid
Carbon Monoxide	Car Exhaust
DDT / Dieldrin	Insecticides (Bug Spray)
Ethanol	Alcohol
Formaldehyde	Preserver for Dead Body Tissue
Hexane	Barbecue Lighter Fluid
Hydrogen Cyanide	Gas Chamber Poison
Metals: Aluminum Copper Gold Lead Magnesium Mercury Silicon Silver Titanium	 Foil Pennies / Electrical Wiring Jewelry Used to be in Paint / Fishing Sinkers Flares Thermometers Computer Chips Jewelry Metal Paper Clips / Airplanes
Methane	Swamp Gas
Methanol	Rocket Fuel & Antifreeze
Nicotine	Addictive Drug / Insecticides
Nitrous Oxide Phenols	Disinfectant
Polonium 210	Radioactive Compound
Stearic Acid	Candle Wax
Toulene	Paint Thinner / Industrial Solvent
Vinyl Chloride	PVC/Raw Material – making plastics
Urethane	Wood Varnish

Check out “Useful Cigarette” from the truth® campaign for more information:
http://www.thetruth.com/facts/useful_cigarette/

Unsafe cigarette alternatives

As the rate of cigarette smoking declines, new products have been designed to create new business for the tobacco industry. For more information about the products below, see www.tobaccofreekids.org.

Dissolvable and Smokeless Tobacco

- Ground tobacco products that can resemble candy in flavorings, packaging and appearance
- The problem:
- High risk of accidental poisoning for small children
- Use is increasing among youth
- Seen as a safe alternative to cigarettes but have serious health risks and high doses of nicotine
- Easy to conceal while in smoke-free areas; no smoke or spit

Little Cigars and Cigarillos

- Similar to cigarettes in size, ingredients and appearance, but with different regulations due to their classification as "cigars." Examples: Black & Milds, Swisher Sweets and Phillies
- The problem:
- Youth-friendly flavors like grape and vanilla make them easier to use than cigarettes
- Often viewed as less harmful than cigarettes but carry similar health risks
- Price point is lower due to single-stick packaging and lower tax rates
- The scope of the problem is unclear due to lack of national data

Blunt Wraps

- Papers made of tobacco leaves that are used to roll loose tobacco for do-it-yourself cigarettes
- The problem:
- An emerging trend among youth is use of blunt wraps to roll and smoke marijuana
- Available in youth-friendly flavorings like banana split, PB&J and White Russian

Electronic Cigarettes

- Battery operated devices that deliver a vapor consisting of flavor, nicotine and other chemicals but no tobacco
- The problem:
- Marketed as a harmless alternative to smoking but not FDA-regulated
- Vapor has been found to have varying levels of nicotine and ingredients known to be toxic to humans
- Can increase nicotine addiction among youth and may lead to experimentation with other tobacco products

Hookah / Shisha
A glass pipe filled with water for smoking tobacco, marijuana and other substances
The problem:

- Often seen as less harmful than cigarettes but with many of the same health risks and toxins
- Maximum youth appeal with fruit and candy flavors and availability at clubs and cafés
- 22.6% of King County high school seniors surveyed have used hookah in the past 30 days

For more information, call 206-296-7613
or visit: www.kingcounty.gov/health/tobacco

Hookah

What is hookah?
A hookah is a glass pipe filled with water that is used for smoking tobacco, marijuana, and other substances such as a tobacco and molasses mixture commonly referred to as shisha. Hookahs originated in ancient Persia and India and have been used extensively for approximately 400 years. Hookah is often smoked in a social setting with a group of friends gathered around a single pipe. Hookah bars or lounges are designed to create a social area where groups can rent hookahs and smoke tobacco together.

Hookahs vary in size, shape, and composition. A typical modern hookah comprises a head (with holes in the bottom), a metal body, a water bowl, and a flexible hose with a mouthpiece.

Hookah vs. Cigarettes
While many hookah smokers may consider this practice less harmful than smoking cigarettes, hookah smoking carries many of the same health risks as cigarettes.

- Water pipe smoking delivers the addictive drug nicotine and is at least as toxic as cigarette smoke.
- Due to the mode of smoking—including frequency of puffing, depth of inhalation, and length of the smoking session—hookah smokers may absorb higher concentrations of the toxins found in cigarette smoke.
- A typical 1-hour-long hookah smoking session involves inhaling 100–200 times the volume of smoke inhaled from a single cigarette.
- Hookah smokers are at risk for the same kinds of diseases as are caused by cigarette smoking, including oral cancer, lung cancer, stomach cancer, cancer of the esophagus, reduced lung function, and decreased fertility.

King County data on hookah use
The 2008 Healthy Youth Survey in King County found that 22.6% of high school seniors had smoked from a hookah in the past 30 days. In comparison, 17.3% of high school seniors had smoked cigarettes in the past 30 days, indicating that hookah use has become more prevalent than cigarettes among youth.

In King County in the last two years, seven new hookah bars have opened and Public Health- Seattle and King County has received over a dozen inquiries from people interested in opening their own hookah bar. Hookah bars are not in compliance with the law when they are public places and/or places of employment. Despite these efforts, Public Health is not aware of any businesses in King County that are legally allowing smoking.

Policy Recommendations

Existing evidence on waterpipe smoking shows that it carries many of the same health risks and is linked to many of the same diseases caused by cigarette smoking. Access to this "new" form of tobacco use continues to grow, especially in hookah cafes targeting 18-to-24-year olds. Waterpipes can become yet another inducement to smoking that appeal particularly to a younger audience attracted by the reportedly sweeter, smoother smoke. They may have an appeal similar to the sweeter, candy-flavored cigarettes and tobacco products that the tobacco industry has begun to market to young adults and youth who appear to be more attracted to these flavors than adults.

Flavored tobacco: candy-coated addiction

The emergence of new flavored tobacco products on the market poses a significant threat to the public's health especially Washington state youth.

Example Flavors:

Peach
Strawberry
Chocolate
Grape
Tequila
Wine
Apple Martini
BlueberryBurst
Champagne
French Vanilla

Flavored tobacco appeals to youth

- Tobacco products, such as cigars, cigarillos and snus (teabag-like pouches of tobacco), have brightly colored packaging and are available in a wide array of youth-friendly flavors.
- New dissolvable tobacco products like orbs (dissolvable tobacco pellets), sticks, and strips closely resemble gum, candy, and breath strips.
- Flavors mask tobacco's harshness making them easier to use and increasing their appeal to youth.
- A 2007 national study showed that 17-year old youth smokers were 3 times more likely to use flavored cigarettes than adult smokers over the age of 25.
- Nationally, 90% of current adult smokers started using tobacco at or before they turned 18.

Youth tobacco use in Washington

- Youth smoking has NOT declined in recent years.
- 45 youth start using tobacco every day and one third of them will eventually die from it.
- 13% of youth report smoking cigarettes in the past month.
- BUT, 20.3% of youth report using, in the past month, non-cigarette tobacco products such as cigars, chewing tobacco or hookah -- which are typically flavored.
- 1 in 5 school-aged youth who use tobacco usually get their tobacco from a store or gas station, locations where flavored products are generally displayed and sold.
- Flavored cigars and chew are still legal to sell
- In 2009, the U.S. Food and Drug Administration (FDA) banned candy and fruit-flavored cigarettes to protect our youth from initiating tobacco use. However, the ban does not include other types of flavored tobacco such as smokeless tobacco or cigars. Maine and New York City have closed the loophole by banning the sale of all flavored tobacco.

Youth smoking and risk factors

Tobacco use is the single most preventable cause of disease and death in the United States. Most recent data show that about 70,000 youth in Washington still smoke cigarettes and 45 kids start smoking every day.

While rates of youth cigarette smoking have declined overall in Washington since 2000, smoking among some groups of young people remains high. Additionally, data in recent years show more youth using other types of tobacco. For example, cigar smoking is now just as common as cigarette smoking, and more are using smokeless or chewing tobacco, smoking a pipe and smoking flavored cigarettes.

Smoking is associated with risk factors at school

Risk factors at school were substantially higher among youth who smoked cigarettes as compared to non-smoking youth.

Eighth- and tenth-grade smokers were more likely to:

- Get C's, D's, and F's in school.
- Get drunk or high at school.
- Get suspended.
- Skip school.
- Skip school because they felt unsafe.
- Feel unsafe at school.
- Be bullied at school.

Smoking is associated with other substance use

Substance use was substantially higher among youth who smoked cigarettes as compared to non-smoking youth.

Eighth- and tenth-grade smokers were more likely to:

- Drink alcohol.
- Use marijuana.
- Use other drugs (not including alcohol or marijuana).

Smoking is associated with health risks

Health risks were higher among youth who smoked cigarettes as compared to non-smoking youth.

Eighth- and tenth-grade smokers were more likely to:

- Skip breakfast on a school day.
- Drink two sodas per day.
- Be depressed.
- Not see a doctor or dentist in the past year.
- Have an emotional problem or learning disability
- From DOH Disparities in Youth Tobacco Use in Washington state

Resources

This contains a list of tobacco awareness dates and web sites. Local media (TV, newspapers and radio stations) are often aware of national awareness days and will be more likely to cover your activities on these days. With the help of social media and web sites, you can help extend your message beyond your classroom, school or district!

National observances for health

National observance days are great days to do tobacco-related activism events! Here are some examples, but you can find more at: http://www.healthfinder.gov/nho/

Great American SmokeOut: The Great American Smokeout (GASO), sponsored by the American Cancer Society, is an annual event that encourages smokers to quit for at least 1 day in the hope that this might challenge them to stop permanently. It is held every year on the third Thursday of November
http://www.cancer.org/Healthy/StayAwayfromTobacco/GreatAmericanSmokeout/index

Kick Butts Day (KBD): KBD is the Campaign for Tobacco-Free Kids' annual celebration of youth advocacy, leadership and activism. It's a day for youth to stand out, speak up, and seize control in the fight against tobacco by raising awareness about tobacco—how it harms our health and how Big Tobacco targets kids—and supporting strong tobacco control policies. KBD happens in March every year.
Find out more at: http://kickbuttsday.org/

World No Tobacco Day: World No Tobacco Day (WNTD) is a yearly celebration that informs the public on the dangers of using tobacco, the business practices of tobacco companies, what WHO is doing to fight the tobacco epidemic, and what people around the world can do to claim their right to health and healthy living and to protect future generations.
For more information about World No Tobacco Day, please visit http://www.who.int/tobacco/ Decision makers
There are various levels of decision makers – from city/county to federal.

Red Ribbon Week: Red Ribbon Week is the oldest and largest drug prevention campaign in the country. Although the start end dates can vary slightly depending on the organization and source, Red Ribbon Week generally takes place the last full week in October, with the weekends before and following the last full week included as appropriate celebration dates. More information can be found at: http://www.imdrugfree.com/

Drug Facts Week: The National Institute on Drug Abuse's National Drug Facts Week is a health observance week for teens that aims to shatter the myths about drugs and drug abuse. It takes place in the end of October each year. More information can be found at: http://drugfactsweek.drugabuse.gov/

Alcohol Awareness Month: April marks Alcohol Awareness Month, a nationwide campaign intended to raise awareness of the health and social problems that excessive alcohol consumption can cause for individuals, their families, and their communities. More information can be found at: http://www.cdc.gov/features/alcoholawareness/

Web resources

Information about Tobacco
Washington State Department of Health
http://www.doh.wa.gov/tobacco

Tobacco Prevention Program: Public Health – Seattle & King County
http://www.kingcounty.gov/healthservices/health/tobacco.aspx

Centers for Disease Control and Prevention-Tobacco
www.cdc.gov/tobacco

Campaign for Tobacco-Free Kids
www.Tobaccofreekids.org

American Legacy Foundation
www.americanlegacy.org

Tobacco Technical Assistance Consortium
www.ttac.org

Environmental Impact of Cigarettes
www.legacyforhealth.org/buttreally

Counter Tobacco – information about tobacco sales
http://www.countertobacco.org/

Information about Youth Advocacy and Examples of Other Programs

Washington State American Cancer Society/ SpeakOUT Youth Initiative
www.cancer.org
http://www.cancer.org/MyAcs/greatwest/programsandservices/speakout-youth-intiative-in-washington-state

American Lung Association of Washington / TATU Program
http://alaw.org

Kick Butts Day
www.kickbuttsday.org

The Truth Campaign
www.thetruth.com

The 84
http://the84.org/

Tobacco Reality Unfiltered
http://www.realityunfiltered.com

SWAT, Tobacco-Free Florida
http://gen-swat.com/

The Real Message
http://www.therealmessage.net

Tobacco cessation / helping people quit

Smokefree.gov – national tobacco cessation site
http://www.smokefree.gov/

Youth Tobacco Cessation Collaborative
http://www.youthtobaccocessation.org/

Through With Chew – smokeless tobacco cessation
http://www.throughwithchew.com/

Other resources that might be helpful

Teen Health and the Media
http://www.teenhealthandthemedia.org

Smoke Screeners – Smoking in the Movies
www.fablevision.com/smokescreeners

List of National Observance Days
http://www.healthfinder.gov/nho/

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