

# It's a great day to break up...



## Event: I'm Not Buying It

**Substance:** All Tobacco Products

**Materials:** Postcards, Stamps, Banner Paper, Markers

**Strategy:** Activism/Advocacy

**Target Audience:** Students/Community Groups

**Description:** This activity is designed to teach students that they are being targeted by the tobacco companies and vape companies. The advertisements, flavors and slogans are designed to “trap and target” youth. With this activity students will make a large banner to display saying, “I’m Not Buying It”. Underneath the banner students will sign a target or postcard (the students can design what they want it to look like) with the slogan, “I’m Not Buying It”, they can also write a message directly to the Tobacco or Vape Company on the card.

## Event: The Truth is in the #'s- 92.2% Posters

**Substance:** Vaping

**Materials:** Posters, Markers, or Printed Papers

**Strategy:** Education/Awareness

**Target Audience:** Students

**Description:** Post signs/ posters with the number-92.2

(Students who don't vape) written/typed on it (even a simple piece of paper with the number will suffice).

Place them all over the school about one week prior to The Great American Smokeout. On The Great American Smokeout, have a banner that reads “92.2% of High School students don't smoke”.

This statistic (based on the latest research by TobaccoFreeKids.org) is positive information great for social norming.

\*\*\*It may surprise students to realize that they are part of the vast majority of teens if they don't smoke or vape.

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## Event: Tabling at Community/School Events

**Substance:** All Tobacco Products

**Materials:** Permission to Table, brochures, handouts, giveaways, information about GASO, information about group, Quiz or game

**Strategy:** Education/Information

**Target Audience:** Students, Community Members

**Description:** School organization and athletic events are great places to promote healthy messages. Tabling is a familiar activity at schools, but is a great way to get information out to students.

**Instructions:** Put up a table and give out wristbands, water bottles or other giveaways. Often community members come to these events, which presents an opportunity to educate them regarding an issue and at the same time you are raising awareness in the school.

Make sure students are educated before tabling about tobacco and vaping so they can share the information with students or community members before they approach the table. Coordinating time covering the table is important.

## Event: Educational Smoking/Vaping Posters/Bulletin Board

**Substance:** Cigarettes and/or vaping products

**Materials:** Posters, markers, bulletin boards

**Strategy:** Information/Awareness

**Target Audience:** Students

**Description:** Values and culture are influenced by symbols consistently displayed in the environment. We tend to become more aware of those things that we see and internalize on a regular basis. Posters and visual representations provide symbols of those things we want to create, and influence our thinking regarding normative behavior.

**Instructions:** Set up an informational bulletin board near bathrooms and hallways where information can be found and displayed. Posters can even be displayed in the bathroom with permission.

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## **Event: Smoking/Vaping Facts on Morning Announcements**

**Substance:** All Tobacco products, cigarettes, or vaping products

**Materials:** Creativity, Messages/Facts, recording equipment

**Strategy:** Information/Education

**Target Audience:** Students, Staff

**Description:** Whenever you have a captive audience, take advantage of it. This is great to do around a “tobacco day”, such as the Great American Smokeout, Take Down Tobacco Day or World No Tobacco Day.

**Instructions:** Get your message out before class, during lunch, before and during sporting events. Have students create messages that they think will impact their peers. Permission will need to be obtained before making announcements. May need to plan ahead to record for Media Channel. To get tobacco facts for announcements, Please check out [Tobaccofreenj.com](http://Tobaccofreenj.com), [tobaccofreekids.org](http://tobaccofreekids.org) or [truthinitiative.org](http://truthinitiative.org)

## **Event: Show of Hands**

**Substance:** Tobacco products

**Materials:** Banner or paper, markers or paint

**Strategy:** Awareness

**Target Audience:** Any age student, Community members

**Description:** This can be used as an attention grabber for recruitment, as an advocacy tool to bring the message into the forefront, or as an educational event. This is a great visual impact! Display in your school or at a local library etc.

**Instructions:** Participants place their hands in a pan of paint and then transfer their handprint onto a large sheet/banner to create a group of handprints or, you can trace each individual handprint onto separate paper. Each person will write a personally significant counter-tobacco message near their handprint or in their handprint. The message can also be “In Memory” of someone they have lost to tobacco related illnesses.

Some schools actually make a contest out of this event. Students submit their handprint with a “tobacco message” and are judged to receive a prize.

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## **Event: Chew Gum Not Tobacco**

**Substance:** Chew, or other Tobacco Products

**Materials:** Gum, Stickers, or other materials

**Strategy:** Education/Awareness

**Target Audience:** Students

**Description:** This is an awareness activity involving putting stickers on the wrappers of sticks of gum with facts about chewing tobacco or tobacco products. The gum is passed out to students as a reminder for them not to use smokeless tobacco products. This activity can be used around a specific day (ex. Great American SpitOut, Great American SmokeOut) or in the context of a specific event.

**Other items that have been given out include:** Airheads, buttons, candy, flowerpots with pro-health messages, goodies for Stress Free Exam Week, grab-bags with informational literature, carnations for Valentine's Day with a healthy, caring message attached. Please don't overlook the opportunity to recruit while having fun.

## **Event: Every 66 Seconds**

**Substance:** Tobacco Products

**Materials:** Bell or Gong or a number tally

**Strategy:** Education/Awareness

**Target Audience:** Students

**Description:** Every 66 seconds (one minute and 6 seconds) a person in America dies from a tobacco related illness. (1,300 a day, sadly.) Remembering those individuals can bring awareness to the issue.

**Instructions:** At a tabling event, during lunch, or throughout the day, have someone ring a bell, or make another sound at 66 second intervals to symbolize another needless death from tobacco. This could also be done by having a Number Tally and adding a number every 66 seconds to represent the number of people that have died that day so far.

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## Event: Project 1300

**Substance:** Tobacco products  
**Materials:** 1300 Pinwheels, or shoes, or display items.  
**Strategy:** Awareness/Education  
**Target Audience:** Students, Staff, and Community

**Description:** This activity is designed to educate about the number of people that die daily from tobacco related illness.

**Instructions:** Students/Community members will display 1300 Pinwheels along with yard signs and a banner to explain what the pinwheels represent. These can be used in a high traffic area of a school or community to bring awareness.

The Lawn Signs and Banner can say "Children at Play Keep the Smoke Away" or "1300 People Die Daily From Smoking".

**\*\*Twist on this event:** The number of deaths in an hour, approximately 54 who die from tobacco related illness every hour, about the time of a class or lunch period could also be used. In a school setting this number could be represented by 54 brown lunch bags or books.

## Event: Create a Banner

**Substance:** Tobacco Products  
**Materials:** Poster Board, Banner Paper, Markers, Computers  
**Strategy:** Education/Information  
**Target Audience:** Students, Staff, and Community Members

**Description:** Banners, posters, signs and such are often seen as trivial or "fluff" parts of many programs. However, there is a great deal of research that points out that consistently visible symbols increase awareness and can form the underpinning for belief and values formation.

**Instructions:** Have students plan out and develop banners to provide facts about tobacco and vaping use, this can be a great educational opportunity for the students making the banner also. There are several tobacco sites that are credible sources for facts. Have the students choose what facts they think will be important to their peers.

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## Event: Design and Paint a Mural

**Substance:** Tobacco Products  
**Materials:** Paint, Paintbrushes, Design  
**Strategy:** Awareness  
**Target Audience:** Students, Staff

**Description:** Often internal and external school building walls offer the perfect opportunity for talented individuals and art classes and opportunity to upgrade the environment. With wide hall walls and other areas that could be used, appropriately painted or decorated walls enhance the atmosphere and provide students and others with a chance to positively leave their mark on their surroundings.

**Instructions:** Sketch out/design what you would like the mural to look like and say. Set up a meeting with school administration to pitch your idea. Arrange for a wall space to be set aside for use of this project. Receive approval of the design, and schedule a time(s) to paint.

## Event: Kiss Me, I'm Smoke Free/Vape Free

**Substance:** Cigarettes, Vape Products  
**Materials:** Candy Kisses, Baggies, Postcards  
**Strategy:** Awareness  
**Target Audience:** Students

**Description:** Playing on words can often get attention to your cause. Using a popular saying, "Kiss Me, I'm SMOKE FREE" can bring awareness but also make it memorable.

**Instructions:** In this event, organizers give Hershey Kisses in baggies attached to a postcard sized information card to friends and fellow students to remind them not to smoke or vape and to recognize those who don't. A twist would be to do this event on or near Valentine's day. One local school has also designed and made buttons with this saying to hand out to students.

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## **Event: Bathroom Clean-up/Monitoring to Decrease Smoking/Vaping**

**Substance: Tobacco Products**

**Materials: Permission from Administration, Paint, Paintbrushes, a PLAN**

**Strategy: Changing the Environment**

**Target Audience: Students**

**Description: Research shows that clean environments tend to stay cleaner, while once an environment begins to show disrepair or visible signs of vandalism (graffiti, dirty walls, etc.) it deteriorates faster.**

**Instructions: This activity enlists students to take control of their environment by cleaning or painting the school bathrooms which discourages further deterioration and encourages “environmental ownership”. When coordinated with administration efforts, this activity can provide a positive “face lift” to the school environment. Quit Posters could also be added to the stall doors with information/facts.**

## **Event: Butt Collection/Clean Up**

**Substance: Tobacco/Vaping**

**Materials: Gloves, Baggies/Plastic Bags, Garbage Bags, Large container to hold butts/filters/pods**

**Strategy: Educational and Informational**

**Target Audience: Students, Staff, Administration, School Board, Council Members**

**Description: A cigarette butt/vape pod clean up can demonstrate the amount of smoking/vaping taking place on campus, and litter being produced by students, teachers and community residents. This is a great activity for those interested in the environment.**

**Instructions: Students collect discarded and littered cigarettes and pods on the school campus. As a community effort, this activity can also be done in a municipal park, recreation area or playground. This can be a strong advocacy tool to promote and garner support for smoke free/tobacco free policy**

**Taking it a step further, students can collect the butts/pods found and present them at school board meetings or council meetings.**

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## Event: Big Tobacco's Dirty Laundry

**Substance:** Tobacco

**Materials:** Markers/paints/decorating materials, clothes line (or string), clothes pins (or paper clips), paper t-shirt handout (or real shirts if you want!), tobacco fact sheet, additional tobacco information to display

**Strategy:** Provide Information

**Target Audience:** Students, Faculty

**Description:** Use this activity to creatively expose Big Tobacco's lies and tricks by airing out their dirty laundry! Creating a powerful visual display can help people in your community realize the deadly consequences of tobacco use and the tactics used by the tobacco industry to market their products.

### Instructions:

Make a banner or sign that explains the project, such as "We're Airing Out Big Tobacco's Dirty Laundry"  
Write quotes, facts, draw pictures, (or share personal stories) on the articles of clothing to expose what the tobacco industry has said historically about marketing tobacco products to young adults.  
Hang up the decorated clothing on a line in a populated area such as a hallway or lunchroom.  
Have representatives from your group and/or additional information about fighting big tobacco or quitting tobacco on hand.

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