

KICK BUTTS DAY TIPS

- **Register your event!** Seriously. Registering your event lets our KBD team know you're out there. Once you register, we can help you get in touch with local media, tell you about other events in your area and answer any questions you have about KBD. Knowing about your event also helps us show everyone why youth empowerment and youth activism are so important to win this fight. We want to let people know that young people are taking the lead on this issue. Remember, if you don't register, your information will not be included in our KBD press releases and other media materials - so register today!
- **Plan ahead.** Start recruiting volunteers, gathering supplies and confirming your event location and other details early to make sure you cover everything.

The power of youth is as great as you and your group make it!
- Alex Halley, Wailuku, HI

- **Always secure necessary permits.** (This is so important!) Whether it's getting permission from your principal to hold an event at a school assembly or a formal permit from your police department or the city, make sure you have permission to organize your event at whichever location you choose.
- **Be polite.** Let's say you're distributing flyers with tobacco facts and industry quotes...be sure not to litter or force your message on others. Hand out flyers to those who want them and spread your message to everyone else with cool posters and banners. And be sure to clean up after your event!
- **Don't exclude anyone or any group from your event - especially smokers.** KBD is not anti-smoker; it's an opportunity to fight back against the tobacco industry and to spread the word about the dangers of tobacco use.
- **Contact the media.** This can help you spread your message way beyond KBD - reaching hundreds, even thousands of people by making sure the media covers your event. See our Media section on page 41 for more details.
- **Stay involved!** KBD isn't just about April 2, 2008 - it's a year-round effort. Be sure to check out the Staying Involved section on page 49 and find out great ways to continue to STAND OUT, SPEAK UP and SEIZE CONTROL in the fight against Big Tobacco, 365 days a year.
- **Use the KBD Guide as a starting point,** and customize the activities for your own community. And let us know if you have any questions along the way. E-mail the KBD Team at kbdinfo@tobaccofreekids.org

