

# KBD FOLLOW-UP

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

**Find their contact info.** Gather mailing and e-mail addresses, phone and fax numbers. For local officials, call your town or city hall. For state officials, call your state capitol building. Even easier, you can definitely find this information online as well. For Congress, you can find your U.S. Senators' full contact information at [www.senate.gov](http://www.senate.gov), and your U.S. Representatives' at [www.house.gov](http://www.house.gov).

**Host a letter writing or call-in campaign.** This is something you can do at virtually any event. Have everyone at the event write letters or call in right at your event. All you need is some paper or a few cell phones to spread your KBD message to your elected officials.

**Send them news coverage of your event!** So you organized a successful KBD event (or other tobacco control event) and got lots of media coverage – what now? Clip those newspaper articles and copy that tape of the evening news and send them to your elected officials. They are always interested in what the people they represent are up to. So let them know and educate them about Big Tobacco and the dangers of tobacco use at the same time.

**Send a big “thanks” to your supporters!** Where does your organization get its support? If you are a school-based group, send a thank you and photos to your principal and any teachers who helped out. If you are part of a statewide program, let staff at the program, and your governor, know how your KBD event went. Send photos, newspaper articles and thank-you's for their support. Individuals and other organizations that support your efforts are always interested in hearing the latest news about your events.

**No media coverage?** That's ok! Even if the media couldn't make it to your event, let them know what happened. Send them photos from your event with a letter reporting on the outcome of your event. Encourage them to write a feature on your event or group, and to use one of your photos in their next edition.

**Stay involved!** Take a look at the “Staying Involved” section of the guide. Interested in more? Check out [KickButtsDay.org](http://KickButtsDay.org) to find out more about the fight against tobacco and what youth advocates across the country are doing to take action.

**Contact us!** Don't forget to let the Campaign for Tobacco-Free Kids know how your KBD event went. You can email us photos (the higher the resolution the better), media coverage and other info about your event at [KBDinfo@tobaccofreekids.org](mailto:KBDinfo@tobaccofreekids.org).

**Contact your  
elected officials!**

