

QUICK AND EASY

The following events are all events that you could put together to make a big impact with only a little time, money, and/or volunteers. But that doesn't mean you can't be creative. Don't be afraid to add your own touches to these events to make them as large and powerful as you want.

TOBACCO INGREDIENT COLLECTION COMPETITION

AGE GROUP: Any age, however younger youth will need to be supervised.

NUMBER OF PARTICIPANTS: As many as possible, your whole school or group.

TIME: 2 Weeks.

RESOURCES: Household items.

COST: \$0–\$10 for promotional materials.

- Some of these products can be dangerous if used incorrectly so be sure to get permission from your school first.
- Instead of doing a presentation, get your entire school or group involved. Have everyone bring in as many of these products as they can (have them label them with their names so you can return them after the event.) (use the ingredient list from the “They put what in a cigarette?!” Activity on page 18).
- Each class can compete to collect the most ingredients. Collect as many of each household products as possible.
- Advertise a week before your event by placing posters around your school and making announcements over the PA system.
- At the end of the collection period get permission to display the items in the main hallway of your school, in the school parking lot, or at another highly visible location. Just imagine huge piles or bins full of each of the household products – this will create an even harder-hitting visual than a classroom presentation.
- Post signs and banners around your display, hand out flyers – be creative!
- Remember to keep all products tightly sealed in their original packaging. After all, these are dangerous chemicals!
- Figure out who brought in the most materials. Give out gear or other small prizes to the class or group that brings in the most products.



MISSING YOU

AGE GROUP: Any age.

NUMBER OF PARTICIPANTS: As many as possible.

TIME: 1–2 days

RESOURCES: Markers, construction paper, rubber cement, and photos of family and friends who have died due to tobacco use.

COST: \$10.

The number of people who die from tobacco use is more than just a statistic. Help people in your community realize that tobacco kills mothers, fathers, sons and daughters by posting “missing” flyers around your community.

- Make “missing” posters using pictures of friends and family members. Make sure you include that they died from tobacco use.
- Hang the posters up around your community. Remember to get permission before hanging up the posters.

TOMBSTONES

AGE GROUP: Targets all age groups.

NUMBER OF PARTICIPANTS: As many as possible, but at least 4–5 are needed to organize the event.

TIME: 1–2 weeks.

RESOURCES: Cardboard, spray paint, paint/markers, any other art supplies.

COST: \$10–\$50.

- Create tombstones from the cardboard and art supplies.
- Choose a location to place them where a high volume of people will walk by (i.e. school entrances). Don't forget to ask for permission and apply for a permit if necessary!
- Place names on the tombstones to make the event more personal. You can pick random names, loved ones who were affected by tobacco, etc.
- You can use some simple math and list how much money each person was worth to the tobacco industry. (For example, one pack a day multiplied by \$5.00 a pack, or the average cost of a pack in your community, by 365 days and by 25 years).
- If you would like to, you can set up a table with more information about your group or KBD in general, and have template letters people can write to their public officials about relevant tobacco control issues.



BODY BAGS

AGE GROUP: Middle school and above can organize the event, but invite all age groups.

NUMBER OF PARTICIPANTS: As many as possible.

TIME: 2 weeks.

RESOURCES: Body Bags (ask your local police department or hospital, or research online), computer paper, newspaper and other “stuffing” for the body bags.

COST: \$10–\$70.

- Fill body bags (or just one bag can still serve as a strong visual) with fake money and leave the body bags slightly open.
- To come up with your numbers, multiply the number of packs smoked a day or the number of cans chewed per day by the price per pack/can and then by 365, and then multiply that by the number of years the “person” has smoked/chewed.
- You can use a variety of packs/cans per day and years smoking/chewing to come up with different dollar amounts for each bag.
- If you would like to, you can set up a table with more information about your group or KBD in general, and have template letters people can write to their legislators about relevant tobacco control legislation.

CUPS IN A FENCE

AGE GROUP: Targets all age groups.

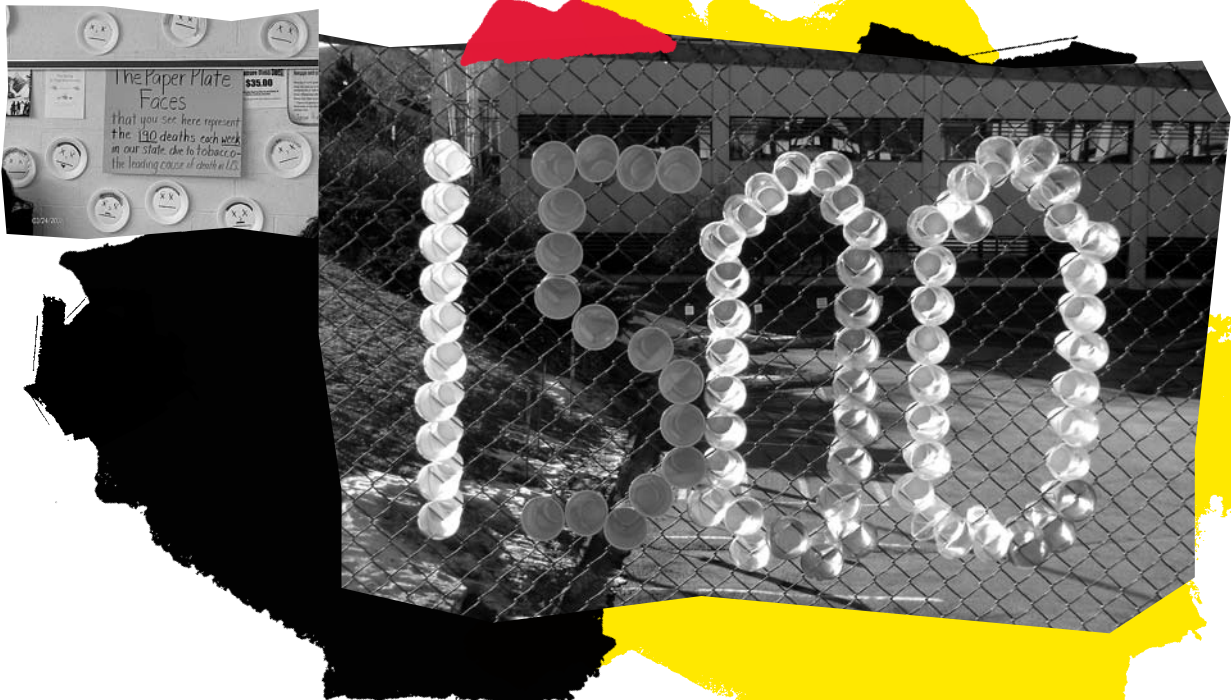
NUMBER OF PARTICIPANTS: 2–5.

TIME: 1 week.

RESOURCES: Plastic cups.

COST: \$10–\$40 depending on how many cups you need.

- Find a fence in your community that many people pass by every day.
- Remember to get permission.
- Write out a message by putting plastic cups through the holes in the fence. Previous groups have used simple messages such as “Tobacco Lies.”
- Have flyers or palm cards to hand out to those who pass by the fence and be prepared to give them more information.
- Take pictures of you and the fence. Send the pictures to a media outlet or an elected official with a description of what you did and why you did it.



THE COST OF SMOKING

AGE GROUP: Middle school and high school.

NUMBER OF PARTICIPANTS: As many as possible.

TIME: 1 week.

RESOURCES: Paper, pens, calculators.

COST: \$10–\$25.

- Find the average price of a pack of cigarettes in your community.
- Calculate the costs for a week, a month, a year, five years, etc. for a person who smokes a pack of cigarettes a day.
- Display the financial cost of smoking. Be creative. You can put up posters, use fake dollar bills, or turn the activity into a worksheet to be done in class.

KICKING BUTTS WITH ART

AGE GROUP: All ages.

NUMBER OF PARTICIPANTS: As many as possible.

TIME: 1 month.

RESOURCES: Prizes for the winners.

COST: \$10–\$100, depending on the number of prizes and the type of prizes you award the winners.

- Host an anti-tobacco art contest. All entries should be related to the fight against tobacco, such as the harmful effects of tobacco products. You decide what types of art will be accepted, but it can be anything, including songs, photography, or poetry.
- Award prizes to the winners.
- If possible, put the winning pieces on display.



DOOR DECORATING CONTEST

AGE GROUP: All ages can participate.

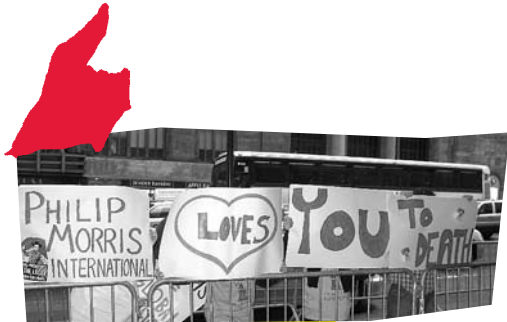
NUMBER OF PARTICIPANTS: Varies.

TIME: 1–2 weeks.

RESOURCES: Posters, colored paper, markers, other craft supplies.

COST: \$10–\$40, or more depending on the prizes awarded.

- Get your entire school involved by challenging all of the classrooms to decorate their doors with a KBD theme.
- At the end of the contest, select students or teachers to judge the doors. Award prizes to different categories, such as the most creative or the strongest message. The prizes can be anything (as long as it's approved by the school), such as a pizza party for the winning classroom.



FLASH MOB

AGE GROUP: Any age, however, younger youth will need to be supervised.

NUMBER OF PARTICIPANTS: As many as possible.

TIME: 1–2 weeks.

RESOURCES: Markers, paper for posters, and transportation (if the flash mob is held somewhere other than your school). Another option is to have a table near the site of the flash mob with flyers and information to hand out during and after the event.

COST: \$0–\$50.

A flash mob is designed to capture attention. For this event, you will need a medium-to-large group of people.

- Pick a location for the event. A busy area, such as a school hallway or a mall, works best.
- Create eye-catching, easy to read posters with messages about tobacco's toll.
- If you plan to have a table nearby the site of the flash mob, create a banner for the table and make sure you have resources to place on the table regarding tobacco's toll and tobacco cessation.
- Choose a time, or a signal, so that participants know when to freeze and make sure everyone knows what it is.
- Your group should disperse and wander through the area, blending in with the other people in the crowd.
- At the pre-determined time or signal, all participants will freeze. While freezing, participants can hold up their signs with tobacco-free messages.
- For added effect, participants can all wear the same colored shirt. This can help attract people's attention.



LIVING BILLBOARD

AGE GROUP: Targets all age groups.

NUMBER OF PARTICIPANTS: Depends on your message, a small group.

TIME: 1 week.

RESOURCES: Posters, pens, markers, other poster making supplies.

COST: \$0-\$20.

- Choose a message that you want to convey to your community.
- Previous groups chose a message of "Kool Kills" and drew each letter of their message on a separate poster and held the signs in order to display their message.
- Be creative. Choose an imaginative message and create colorful and eye-catching posters.
- Hold up your posters along a well traveled road or other heavily trafficked area.

TOBACCO-FREE MERCHANT AWARD

AGE GROUP: Targets all age groups.

NUMBER OF PARTICIPANTS: Small group.

TIME: 1 week.

RESOURCES: Computer, picture frame.

COST: \$0-\$20.

- Is there a store in your community that has chosen not to advertise and/or sell tobacco products?
- If so, honor them with the Tobacco-Free merchant award.
- Create the award using a computer program and print it out. If you have the resources, frame it so that the merchant can display it in the store.
- Have a small ceremony to present the award to the store owner, or incorporate this into a larger community event.
- Use the resources in the Getting Noticed section page 45 to get media attention.



First Warning Sign of Cancer.

Spit Tobacco: Not A Safe Alternative

Photo Courtesy of Wyoming Through with Chew

PAYCHECK INSERTS

- Contact local businesses to see if they would be interested in promoting your event or cause by putting your materials in the paycheck envelopes for their employees.
- If they are interested in helping people quit smoking or chewing, create inserts that encourage people to quit tobacco use and include a number for your local cessation services on the insert.

RESTAURANT PLACEMATS, TABLE TENTS, AND TAKE-OUT STICKERS

- Contact local restaurants to see if they would be willing to use placemats, table tents, or take-out stickers that can be placed on pizza boxes and take-out bags with your message on them.
- This can reach countless people and is an opportunity to form lasting relationships with community businesses.

Here is an example of a Placemat that could be used for this activity:



Photo Courtesy of Wyoming Through with Chew

TEXT CHAIN

- Create a text message with talking points about tobacco.
- Send the message to all your phone contacts and encourage the receivers to forward the message to others.
- Include in the message a website where they can find more information. This can be done with multiple messages.

SOCIAL NETWORKING

- Don't forget to use social networking sites such as Facebook, Twitter, MySpace, and YouTube to promote your Kick Butts Day event.
- Create an event on Facebook or MySpace and invite your friends, or create a promotional video or record your actual event and put it on YouTube.
- Add the Campaign for Tobacco-Free Kid's "I am Smoke-Free" Facebook application to your profile.
- Become a fan of The Campaign for Tobacco-Free Kids on Facebook to learn about upcoming events and speak your mind on the wall.
- Visit the Campaign for Tobacco-Free Kid's Flickr page and take a look at pictures of what we have been up to at www.flickr.com/photos/tobaccofreekids/.

Be sure to upload photos from your Kick Butts Day activities to the Kick Butts Day 2010 Flickr group at www.flickr.com/groups/kbd2010.

KBD PROCLAMATION

- Use the following template as a guide and present this proclamation at your Kick Butts Day event.
- Try and get the elected official who signed it to present it with you.

KICK BUTTS DAY PROCLAMATION

(TEMPLATE)

By the [mayor/governor (or city council/state legislature for a resolution)]
of the [city/state]

Whereas, nationwide, one fifth of all high school students (grades 9-12) are current smokers; along with nearly one out of every ten eighth graders;

Whereas, three million high school students are current smokers; and more than a third of all kids who ever try smoking a cigarette become new regular, daily smokers before leaving high school;

Whereas, one out of three youth smokers will ultimately die prematurely from smoking-related diseases, unless current trends are reversed;

Whereas, smoking kills more than 400,000 Americans each year, representing more deaths than from AIDS, alcohol, car accidents, murders, suicides, drugs and fires combined;

Whereas, most of these deaths could be prevented;

Whereas, Kick Butts Day is an annual national initiative sponsored by the Campaign for Tobacco-Free Kids that makes elementary, middle and high school students leaders in the fight against youth tobacco use and exposure to secondhand smoke; and

Whereas, the children of [city/state] will no longer tolerate the tobacco industry's efforts to manipulate them into buying lethal and addictive products through insidious advertising campaigns and marketing practices; and

Whereas, the [mayor/governor] of [city/state] wishes to stand up with the children of [city/state] in opposition to the sale, advertising and marketing of tobacco products to children;

Therefore, be it resolved, that today, is hereby declared "Kick Butts Day 2010" in [city/state].

(Proclamation or resolution should be signed by an elected official)