

EMPOWERMENT

Youth movements that follow a youth empowerment model are the reason for many successful efforts within the tobacco control community. Youth are involved in all aspects of tobacco control programs, from the early planning to actually bringing the programs to life. They have developed effective messages that have motivated thousands of youth across the country to take action in the fight against tobacco. It is their creative input and a peer-to-peer messaging system that has allowed for the anti-tobacco industry message to resonate with so many youth throughout the movement. They are not only designing messages that work, but also spreading those messages far and wide through advocacy events, activism, viral marketing and word of mouth. They have done whatever it takes to get their messages out and recruit new advocates and leaders to sustain the tobacco control movement.

Empowering teens to take the lead in their programs is the key to success. Strong youth and adult partnerships help create an important balance within these programs. Youth are often not used to having so much decision-making power. Adults are also often unaccustomed to handing over responsibility to young people. Strong partnerships between youth and adults establish a balance in which they each understand their roles and work together to accomplish their goals.

RECRUITMENT

To make any activity a success on Kick Butts Day or throughout the year, recruitment is extremely important. It is key to get community members, friends, parents and legislators informed and outraged. It'll show them how important this cause is and how many people are affected by it EVERY DAY! Events are a very useful way to get the word out about your mission, get the press involved and make everything public. The bigger the event, the stronger the youth and their message become.

There are tons of different way you can get people involved. You can use facts, testimonials from people who have been through a tobacco-caused loss, pictures and anything else you can think of to show people the manipulations of Big Tobacco. Go to your school, clubs, sports teams, and community center, and parks to get the word out. Promote your event and recruit new advocates at other popular locations – concerts, sporting events, the mall or the movies – wherever is fun and attracts a crowd. Hand out information letting people know how they can get involved – be sure to include the details: a place, time and event description. Also, contact local coalitions in your area that support non-smoking efforts or cessation programs. The key to recruitment is to get your organization's name and/or event out there as widely as possible – let everyone know what is going on!

Now all you have to do is give teens a good reason to get involved – give them incentive and show them that this cause is important to their future as well as everyone else's. Make sure everything is FUN, youth-led and exciting to be a part of! If there are some giveaways available for your event, make that clear. Who doesn't like free stuff and free food?! Let them know that there are benefits to getting involved – meeting new people, sending out a serious message, having a great time and experiencing some things that you would never even imagine!

A few benefits participants can expect to gain are:

- Leadership skills.
- Recognition.
- Personal satisfaction.
- New friends.
- Community Service credit.
- Learn from exciting and talented youth.

In general, when recruiting new members:

- Use hard-hitting facts that will get teens psyched up.
- Expose the lies of the tobacco companies.
- Include EVERYONE, even smokers.
- Make it clear that the goal of the group is not to target smokers, but to inform youth about the harmful effects of tobacco use and about the tobacco industry's lies and manipulation.
- Get new members actively involved in planning and working on events to keep them engaged.

After recruitment, the next step is to organize a session where the new members can be trained.

If you want to stay involved in the fight against tobacco beyond KBD take advantage of KickButtsDay.org. Youth across the country have shared their ideas and experiences to create these resources. There is something for everyone, whether you are new to the issue and don't know where to start, a pro already leading your local campaign, or anything in between!



GLOBAL RESOURCES:

Action on Smoking and Health (United Kingdom)

www.ash.org

ASH is a public health charity located in the United Kingdom with the goal of eliminating the harm that tobacco use causes.

Campaign for Tobacco-Free Kids International Resource Center

<http://www.tobaccofreecenter.org>

The International Resource Center of the Campaign for Tobacco-Free Kids is a clearinghouse of resources for tobacco control advocates worldwide, and is part of the Bloomberg Global Initiative to Reduce Tobacco Use.



Essential Action

www.essential.org

The goal of Essential Action is to encourage citizens to become more involved in their communities by providing them with information on topics often neglected by policy makers and the media.

Framework Convention Alliance for Tobacco Control

www.fctc.org

The Framework Convention Alliance (FCA) was created to support the ratification and implementation of the Framework Convention on Tobacco Control (FCTC). This website provides information on the treaty as well as links to other tobacco resources.

GLOBALink

www.globalink.org

GLOBALink is an online resource bringing together tobacco control advocates from around the world and giving them a place to obtain and share information.

Global Youth Advocacy Training Network (GYAT)

www.GYATnetwork.org

The Global Youth Advocacy Training Network is a group of tobacco control activists from around the world who are exchanging ideas to fight back against the tobacco industry.

International Federation of Medical Students' Associations

www.ifmsa.org

The International Federation of Medical Students' Associations (IFMSA) is an independent, non-governmental and non-political federation of medical students' associations throughout the world. It exists to provide future physicians an introduction to global health issues.

International Network of Women Against Tobacco

www.inwat.org

INWAT is a global network of tobacco control activists working to achieve increased equality for women and girls across the world through the elimination of exposure to and use of tobacco.

International Non-Governmental Coalition Against Tobacco (INGCAT)

www.ingcat.org

INGCAT's purpose is to provide its members with training and information, among other resources, so that they might take effective action on tobacco in their own communities.

International Union Against Cancer (UICC)

www.uicc.org

UICC brings together a wide array of organizations and exists to share knowledge and best practices in the fight against cancer.

World Assembly of Youth

www.way.org.my

WAY serves as a bridge between the youth of the world and the United Nations. It serves as an international coordinating body for youth organizations around the world.

World Health Organization

www.who.org

The World Health Organization is the agency of the United Nations dedicated to health. The WHO exists with the objective of attaining the highest possible level of health for all people around the world.

NATIONAL RESOURCES:

American Cancer Society

www.cancer.org

1-800-ACS-2345

ACS provides advocacy, research, education, and service to eliminate cancer, including tobacco-related cancers, as a major health problem and organizes the annual Great American Smokeout each November.

American Heart Association

www.americanheart.org

1-800-AHA-USA1

AHA provides advocacy, research, education, and other resources to reduce tobacco use and other risk factors for heart disease and stroke.

American Legacy Foundation

www.americanlegacy.org

202-454-5555

A national, independent, public health foundation located in Washington, DC, Legacy is committed to working with other organizations that are interested in decreasing the use of tobacco by Americans. Among Legacy's top priorities are to reduce tobacco use by young people and to support programs that help people quit smoking.

American Lung Association

www.lungusa.org

212-315-8700

ALA provides advocacy, school programming, research, and services to fight emphysema, lung cancer, and other lung diseases, with a special emphasis on asthma, tobacco control, and environmental health.

Americans for Nonsmokers' Rights Foundation

www.no-smoke.org

510-841-3032

The ANR Foundation creates comprehensive education programs for school-age youth on issues of smoking prevention and their right to breathe smoke-free air.

APPEAL (Asian Pacific Partners for Empowerment, Advocacy and Leadership)

www.appealforcommunities.org

510-841-3032

APPEAL is working to prevent tobacco use among the Asian American and Pacific Islander communities (AAPI) through five priority areas: network development, capacity building, education, advocacy and leadership development. APPEAL has established itself as the only national AAPI network providing key technical assistance and resources on tobacco control.



ASPIRE (A Smoking Prevention Interactive Experience)

www.mdanderson.org/aspire

713-745-3817

A web-based multimedia program developed by The University of Texas M. D. Anderson Cancer Center for adolescents. ASPIRE uses animations, videos and interactive activities to communicate the facts about smoking and tobacco use, and offers skills to adopt a tobacco-free lifestyle. With broadband internet access, use ASPIRE at home, in the classroom, the computer lab, the library or any public computer. ASPIRE is evidence-based and is available free of charge.

Campaign Against Transnational Tobacco

www.bigtabaccosucks.org

The Campaign Against Transnational Tobacco mobilizes students to use the investment power of their universities to challenge the global tobacco industry's violation of human rights, public health and the environment. The site's extensive information on tobacco as an international social justice issue is a resource for all ages.



Campaign for Tobacco-Free Kids

www.tobaccofreekids.org

202-296-5469

The Campaign for Tobacco-Free Kids is building a healthier future for our children by changing public attitudes and public policies regarding tobacco use. It strives to prevent kids from smoking, help smokers quit, and protect everyone from second-hand smoke. Its site provides the latest data, state specific fact sheets, special reports, a tobacco ad gallery and more.

www.KickButtsDay.org

The Kick Butts Day website is your resource to create your own KBD activity, and to stay involved in the fight against Big Tobacco throughout the year. Request a guide, register your event, and browse through activity ideas, media materials and additional resources.

Centers for Disease Control and Prevention (CDC)

www.cdc.gov/tobacco

Access the Surgeon General's reports on tobacco and other tobacco-related education and research materials.

www.cdc.gov/tobacco/tips4youth.htm

A section just for kids (educators and parents too) on the CDC website.

Corporate Accountability International

www.stopcorporateabuse.org

Corporate Accountability International, formerly Infact, is a national grassroots corporate watchdog organization and a resource on boycotting industry products.

Do Something

www.dosomething.org

Do Something inspires, supports, and celebrates young people changing their world. Do Something coordinates "Secondhand This!" – a campaign to prevent exposure to secondhand smoke – each year in October.

Healthy Monday

<http://www.healthymonday.org>

Healthy Monday is a non-profit public health organization and a movement to commit every Monday to behaviors and actions that will end preventable disease in the U.S.

National Education Association/ Health Information Network

www.neahin.org

202-822-7570

The NEA/HIN provides NEA members with information and training geared toward developing health-enhancing behaviors, reducing health risks, and promoting a safe and healthy environment.

National Latino Council on Alcohol and Tobacco Prevention

www.nlcatp.org

202-265-8054 (Hablamos Español: 202-371-9860)

LCAT provides research, policy analysis, community education, training and information dissemination to reduce the harm caused by alcohol and tobacco in the Latino community.

National Network of Tobacco Cessation Quitlines

www.smokefree.gov

1-800-QUITNOW (1-800-784-8669)

Smokefree.gov is intended to help you or someone you care about quit smoking. The website was created by the Tobacco Control Research Branch of the National Cancer Institute, with important contributions from other nationally recognized agencies and organizations such as the Centers for Disease Control and Prevention and the American Cancer Society.

National Spit Tobacco Education Network (NSTEP)

www.nstep.org

NSTEP is a program of Oral Health America that is educating people, especially young people, about the dangers of spit tobacco use, and helping users quit.

Office on Women's Health

www.4woman.gov/QuitSmoking/index.cfm

The Office on Women's Health in the Department of Health and Human Services is the federal government's focal point for women's health issues, including tobacco use. The site's "A Breath of Fresh Air" page includes separate sections for teens and parents as well as links to the Surgeon General's Report on Women and Smoking.

Tar Wars

www.tarwars.org

Tar Wars is an innovative and fun program that teaches fifth graders about the short-term, image-based consequences of tobacco use and how to think critically about tobacco advertising.

Tobacco.org (Tobacco News and Information)

www.tobacco.org

This informative and comprehensive site addresses virtually every subject relating to tobacco. It includes links to other anti-tobacco sites, tobacco-related news, research information, lesson plans, and more.

truth ®

www.thetruth.com

truth ® is a nationwide teen tobacco prevention campaign.

STATE RESOURCES:

(Youth Empowerment Programs appear *italics*)

Alabama

Coalition for a Tobacco-Free Alabama,
www.tobaccofreealabama.org
Alabama Alliance Counteracting Alcohol and Tobacco
Advertising Targeting Youth (ACATA),
www.cosancadd.org/acata.shtml

Alaska

Alaska Department of Health and Social Services,
www.hss.state.ak.us

Arizona

Arizona Smokers' Helpline, www.ashline.org
Coalition for a Tobacco-Free Arizona,
www.tobaccofreeaz.org

Arkansas

Yes Team, www.yesteam.org
Stamp Out Smoking, www.stampoutsmoking.com
Coalition for a Tobacco-Free Arkansas,
www.arfreshair.com

California

California Youth Advocacy Network (CYAN)
and Fusion, www.cyanonline.org
California Department of Health Services,
www.dhs.ca.gov/tobacco

Colorado

Get R/REAL, www.getrealcolorado.com
State Tobacco Education and Prevention Partnership,
www.steppcolorado.com

Connecticut

Connecticut Department of Public Health,
<http://www.ct.gov/dph>
MATCH (Mobilize Against Tobacco for Children's
Health) Coalition, www.matchcoalition.com

Delaware

Kick Butts Generation (KBG), www.ysmoke.org
Delaware Division of Public Health,
www.state.de.us/dhss/dph/dpc/tobacco.html

Florida

SWAT (*Students Working Against Tobacco*),
www.gen-swat.com
Florida Department of Health,
www.doh.state.fl.us/tobacco
Tobacco Free Florida, www.tobaccofreeflorida.com

Hawaii

REAL, www.therealmesssage.net
Tobacco Prevention and Education Program,
www.hawaii.gov/health/healthy-lifestyles/tobacco/
Coalition for a Tobacco-Free Hawaii,
www.tobaccofreehawaii.org

Idaho

Coalition for a Healthy Idaho, www.chidaho.org
Idaho Department of Health and Welfare,
www.healthandwelfare.idaho.gov
Smokefree Idaho Campaign, www.smokefreeidaho.org

Illinois

Illinois Coalition Against Tobacco, www.ilcat.org

Indiana

VOICE, www.voice.tv
Indiana Tobacco Prevention and Cessation,
www.in.gov/itpc/

Iowa

Just Eliminate Lies, www.JELiowa.org
Iowa Department of Public Health,
www.idph.state.ia.us/tobacco/

Kansas

TASK (*Teens Against Smoking in Kansas*),
www.kstask.org
Kansas Department of Health and Environment,
www.kdhe.state.ks.us/tobacco/
Tobacco-Free Kansas Coalition,
www.tobaccofreekansas.org

Kentucky

Kentucky ACTION, www.kentuckyaction.org
Kentucky Cabinet for Health Services,
www.chfs.ky.gov

Louisiana

Defy, <http://www.defythelies.com/>
Coalition for a Tobacco-Free Louisiana, www.ctfla.org
The Louisiana Campaign for Tobacco-Free Living,
www.tobaccofreeliving.org

Maine

Partnership for a Tobacco-Free Maine,
www.tobaccofreemaine.org

Maryland

Maryland T.R.A.S.H., www.marylandtrash.com
College Coalition, www.marylandstops.com
Smoking Stops Here, www.smokingstopshere.com

Massachusetts

The 84, www.the84.org
Make Smoking History, www.makesmokinghistory.org
Get Outraged, www.getoutraged.com
Massachusetts Tobacco Control Program,
www.state.ma.us/dph/mtcp/

Michigan

Michigan Department of Community Health,
www.michigan.gov/mdch
Smoke-Free Environmental Law Project,
www.tcsg.org/sfelp/home.htm
Tobacco-Free Michigan,
www.tobaccofreemichigan.org

Minnesota

Catalyst, www.bethecatalyst.org
Minnesota Department of Health,
www.health.state.mn.us/divs/hpcd/tpc
Minnesota Smoke-free Coalition,
www.smokefreecoalition.org

Mississippi

Generation Free, www.generationfree.com
Mississippi State Department of Health,
www.msdh.state.ms.us
The Partnership for a Healthy Mississippi,
www.healthy-miss.org

Missouri

Breathe Easy Missouri, www.breathe easymo.org
Missouri Department of Health and Senior Services,
www.dhss.mo.gov/SmokingAndTobacco/

Montana

Montana reACT (Against Corporate Tobacco),
www.reactmt.com
Montana Tobacco Use Prevention Program,
www.tobaccofree.mt.gov
Native American Tobacco Coalition of Montana,
www.keeptobaccosacred.org

Nebraska

No Limits, www.nolimitsnebraska.com
Nebraska Health and Human Service System,
www.hhs.state.ne.us

Nevada

XPOZ, www.xpozcoalition.org
Urban Fuel, www.urbanfuel.org
Nevada State Health Division, <http://health.nv.gov/>

New Hampshire

Dover Youth to Youth, www.doveryouth.org

New Jersey

NJREBEL, www.njrebel.com
New Jersey Department of Health and Senior Services,
www.state.nj.us/health

New Mexico

MASCOT (Multicultural Advocates for Social Change on Tobacco) Coalition, www.mascotcoalition.org
New Mexico Department of Health,
www.health.state.nm.us/TheStink

New York

Reality Check, www.realitycheckny.org
New York State Department of Health,
www.health.state.ny.us/nysdoh/smoking/main.htm

North Carolina

Step Up NC, www.stepupnc.com
Tobacco. Reality. Unfiltered. (TRU),
www.realityunfiltered.com
Question Why, www.questionwhy.org
North Carolina Department of Health and Human Services,
<http://www.tobaccopreventionandcontrol.ncdhhs.gov>

North Dakota

North Dakota Tobacco Prevention and Control Program, www.ndhealth.gov/tobacco
Breathe North Dakota, www.breathend.com
Tobacco-Free North Dakota, www.tfnd.org

Ohio

Ohio Department of Health, www.odh.ohio.gov

Oklahoma

OK SWAT (Students Working Against Tobacco),
www.okswat.com
Tobacco Stops with Me, www.stopswithme.com
Oklahoma State Department of Health,
www.health.state.ok.us/PROGRAM/tobac

Oregon

Tobacco-Free Coalition of Oregon,
www.tobaccofreeoregon.org
Oregon Department of Human Services,
www.ohd.hr.state.or.us/tobacco

Pennsylvania

Busted, www.pabusted.com
Coalition for a Tobacco-Free Pennsylvania,
www.tobaccofreepa.org

Rhode Island

Rhode Island Department of Health,
www.health.ri.gov/topics/smoking.php

South Carolina

Rage Against the Haze,
www.rageagainstthehaze.com
South Carolina Department of Health and Environmental Control,
www.scdhec.net/health/chcdp/tobacco/index.htm

South Dakota

South Dakota Department of Public Health,
www.state.sd.us/doh/Tobacco
South Dakota Tobacco-Free Kids Network,
www.sdtobaccofree.org

Tennessee

Tennessee Department of Health,
www.state.tn.us/health/

Texas

Duck, www.ducktexas.org
Worth It, www.worthit.org
Texas Department of Health,
www.dshs.state.tx.us/tobacco/default.shtm

Utah

Utah Phoenix Alliance, www.utahphoenixalliance.org
Utah Tobacco Prevention and Control Program,
www.tobaccofreeutah.org

Vermont

Our Voices Exposed, www.ovx.org
Coalition for a Tobacco-Free Vermont,
www.tobaccofreevermont.org
Vermont Department of Health,
www.healthvermont.gov/prevent/tobacco/

Virginia

Ydouthink, www.ydouthink.com
Virginia Tobacco Settlement Foundation,
www.vtsf.org

Washington

No Stank You, www.nostanky.com
Washington Tobacco Prevention and Control Program,
www.doh.wa.gov/Tobacco

West Virginia

RAZE, www.razewv.com
Department of Health and Human Resources,
www.wvdhhr.org/bph/oehp/tobacco
Division of Tobacco Prevention, www.wvdtp.org

Wisconsin

FACT, www.fightwithfact.com
Smoke-free Wisconsin, www.smokefreewi.org
Wisconsin Department of Health and Family Services,
<http://dhfs.wisconsin.gov/tobacco>

Visit www.tobaccofreekids.org/research/webresources/
for links to additional online resources.

USEFUL VIDEOS:

The Truth Campaign

Take a look at these powerful anti-tobacco television advertisements from the Truth Campaign.

1200,
www.youtube.com/watch?v=gJTCWtcAews
Body Bags,
www.youtube.com/watch?v=c4xmFcrJexk
Gummy Bears,
www.adgabber.com/video/smoking-is-addictive-you-know
Baby Invasion,
www.youtube.com/watch?v=Do5eTAg9qMo
The 5th,
www.thetruth.com/videos/the5th.cfm
Replacement Smokers,
www.youtube.com/watch?v=UPaS2pbUWY4

State Campaigns

Check out these state campaign spots from across the country.

FACT Wisconsin: They Killed 8000,
www.youtube.com/watch?v=XfwHjzduQ_M
Tobacco Free Florida: Dressed to Kill,
www.youtube.com/watch?v=ywFMINbmBqc
Tobacco Free Florida: Light it Up,
www.youtube.com/watch?v=ZpL_X5EhvYg
South Dakota: Masks,
www.youtube.com/watch?v=sTa84M7FvKk
South Dakota: Sightings,
www.youtube.com/watch?v=MOaNsywIDWE

Legislative Victories

Here is some of the media coverage garnered after the FDA bill was passed.

CBS: FDA to Collar Joe Camel?,
www.youtube.com/watch?v=layWZLdSXSsw
CBS: Tobacco Reform Bill Passes,
www.youtube.com/watch?v=EIz0GIVxl3M
President Obama Signs FDA Bill,
www.youtube.com/watch?v=DjYSWmnZ0Sg

Kick Butts on Film PSAs

Check out these video PSAs from our 2nd Annual Kicking Butts on Film contest.

Fight Back,
www.youtube.com/watch?v=qERk1m75fKw
Get the Facts,
www.youtube.com/watch?v=k7xjX35DOXk750,
www.youtube.com/watch?v=0TMBgVh94KQ
Would You Inhale...?,
www.youtube.com/watch?v=3NKOYDRMmwY