

KICK BUTTS AT SCHOOL!

Don't wait until next March to stand out, speak up, and seize control against Big Tobacco! Take advantage of your time in school by organizing an activity that will make a huge difference in our fight against Big Tobacco. Big Tobacco never takes a break and neither should we!

WHAT'S INSIDE?

Knock Tobacco Out of the Park.....	2-5
Lunchtime Scavenger Hunt.....	6
Breathe Easy Mini Field Day.....	7-8
100% Tobacco-Free Schools.....	9-10
Tobacco Ad Scavenger Hunt.....	11
Additional Resources.....	12

Remember to always obtain prior permission from your teacher or principal before organizing an event or activity at your school.



A young girl takes action at the Knock Tobacco Out of the Park booth in Phoenix, AZ at the MLB All-Star Game.

KNOCK TOBACCO OUT OF THE PARK

AGE GROUP: All ages, but activities will need to be tailored to the age group and younger youth might need to be supervised

NUMBER OF PARTICIPANTS: As many as possible

Time: Varies based on activity

RESOURCES: Computer with internet, tickets to a baseball game



Florida advocates at spring training game educate fans and collect petitions to Knock Tobacco Out of the Park.

Each year, millions of kids see their baseball heroes on Major League Baseball teams chew and spit tobacco—glamorizing tobacco use by making it look cool and athletic. Just like cigarettes, smokeless tobacco is addictive and deadly. Athletes and organized sports leagues should act as positive role models for kids. Use the following activity ideas to [join the national effort](#) to get tobacco out of baseball in your community and to urge Major League Baseball to go tobacco-free.

Baseball banned the use of smokeless tobacco in the minor leagues in 1993. Major League Baseball is way behind!

Record a video message to the Major League Baseball Players Association

Start practicing for the Kick Butts Day annual PSA contest by recording a video to the Major League Baseball Players Association (MLBPA.) You can do this activity by yourself, or even in a group.

We want the MLBPA to know that there are kids who care about their heroes using smokeless tobacco, and setting a bad example for future generations of baseball players and young fans. Record a short message telling MLBPA how you feel about baseball stars using tobacco on camera in front of millions of fans, many of them kids. If you have a personal experience with smokeless tobacco, please share it in your video.

1. Determine what you want to record with. Your iPhone, your camera, computer or maybe a video recorder?
2. Think about what you would like to tell MLBPA—there are a lot of resources including facts about the harms of smokeless tobacco on tobaccofreebaseball.org.
3. Create your script (using some talking points from the website and any personal experience you have) and record a personal message to MLBPA – a message from you or your group. If you have a favorite player or team, give them props and encourage them to help knock tobacco out of the park!
4. Upload your video to YouTube and tag it with your favorite player's name, team name, MLB, MLBPA, tobacco, this way, people who work at MLB will be able to see your video. Be sure to tag it with "Knock Tobacco Out of the Park" as well!
5. Share your video among your family and friends to raise awareness that the contract negotiation is happening this year. If we don't get a ban now, we have to wait 5 more seasons (5 years!) for the next contract negotiation.
6. Very Important: Send an email to Elizabeth at eorlan@tobaccofreekids.org and let her know your video is up, so that we can help promote it.



[Read more tips from our PSA Contest tip sheet.](#)



Write letters to the Major League Baseball Players Association

In order for Major League Baseball to go tobacco-free, the Major League Baseball Players Association must include the tobacco ban in their contract. Their current contract expires at the end of 2011.

So far, Major League Baseball and the Major League Baseball Players Association have received more than 7,000 messages in support of knocking tobacco out of the park! This helped lead MLB Commissioner [Bud Selig to announce the league will propose a ban in the contract](#). Now, we're waiting for a response from Michael Weiner, the Executive Director of the Major League Baseball Players Association.

- 1) **Organize a group of friends** to send a message to the MLB Players Association. Messages can be sent [through email](#) or to their office at this address:

Michael Weiner
Executive Director
Major League Baseball Players Association
12 East 49th Street
24th Floor
New York, NY 10017
E-mail: feedback@mlbpa.org
Phone: 212-826-0808
Fax: (212) 752-4378

- 2) You can **use [this template](#)** to send the email or write your own based on [this fact sheet](#). Some key points include:
 - a. Tobacco use among high school boys increased more than 36% between 2003 and 2009.
 - b. Tobacco use is the #1 cause of preventable death.
 - c. Smokeless tobacco use leads to dangerous health harms including cancer and other mouth diseases and heart disease.
 - d. Many youth watch baseball in person and on television, and seeing their heroes using smokeless sets a bad example.
 - e. Smokeless tobacco was banned in the minor leagues in 1993, and college teams ban it, too. Still, today's young players use tobacco and some say they started as youth imitating their big league heroes. The minor league ban didn't solve the problem.
- 3) **Include your own story.** This makes the letter more personal and will be more effective in getting the message across.
 - a. Have you ever played baseball or have a son/nephew/brother who played?
 - b. Have you ever used smokeless tobacco?
 - c. Do you have any other stories about smokeless tobacco or involvement in baseball?
- 4) **Send a copy to us!** We love to see what you're doing. Send a copy to/email kbdinfo@kickbuttsday.org:
Elizabeth Orlan
1400 Eye St. NW, Suite 1200
Washington, DC 20005

Knock Tobacco Out of the Park at *YOUR* MLB Stadium

If you really want to aim big and [live in or near a Major League Baseball city](#)—here’s an out of the box idea. Work with your local health department or another partner organization to organize this event.

After school starts, there’s a short amount of time where there’s still baseball games—so this will require quick planning. Be sure to check the [MLB calendar](#) to get the dates of the games in your area:

Then, gather up your friends for a day at the park! Secure a table outside the stadium, and have fans sign petitions. Educate fans about the problem of tobacco in baseball, and how it negatively affects kids who copy their big league idols. Then, go and enjoy the game, and hold up the “Tobacco Free Baseball” banner, showing players, coaches, fans and staff that you’re standing up to Knock Tobacco Out of the Park.

[Contact us](#) to get a banner and palm cards to hand out. The palm cards that you collect will be sent to the Major League Baseball Players Association, which must agree to a tobacco ban in their contract negotiations.

- 1) **Secure a table:** Call your baseball team’s Community Relations Office. Explain that you are from a tobacco control youth group and ask if you can have a table outside the stadium before the game to educate fans about tobacco use.
- 2) **Engage fans:** Ask fans to sign the petitions ([contact us](#) for petitions) and talk about the [rising rates of smokeless tobacco use among high school boys](#), and the [major influence players have on kids](#).
- 3) **Attend the game:** Wave your Tobacco-Free Baseball banner high, showing players, coaches and fans that you support this effort.
- 4) **Watch out for chewing:** See any of your favorite players with a bulge of a can in their back pocket or a wad of tobacco in their mouth? Send us a picture! We’ll call on them to quit and support a prohibition on tobacco use at games.

University of Maryland students help Knock Tobacco Out of the Park by educating youth at Nationals Park’s Camp Day.



LUNCHTIME SCAVENGER HUNT

AGE GROUP: All ages, but activities will need to be tailored to the age group and younger youth might need to be supervised

NUMBER OF PARTICIPANTS: As many as possible

Time: 1-2 weeks

RESOURCES: Tables, posters, and prizes for the winners. Supplies will vary depending on how the stations are set up.



- Before the day of the event, create a simple scavenger hunt questionnaire. Participants should be able to find the answers at the scavenger hunt stations the day of the event. For example,
Q: How many Americans die each day from tobacco use and secondhand smoke?
A: _____
- Using tables, set up several stations in your cafeteria and have each station provide different information about tobacco. Don't forget to have a table where students can pick up their questionnaire and drop it back off once it is finished. You might even want to put the prizes on display so that students will be more eager to participate.

Here are some ideas for different stations:

- **They put WHAT in a cigarette?!** - Create a display that tells others about the ingredients found in cigarettes and/or spit tobacco.
 - **Tobacco's Toll** - Set up a table highlighting the harmful effects of tobacco use and the number of people it kills each year.
 - **Target Practice** - Set up a table with information on how the tobacco companies target youth. You could include examples of advertisements and quotes from the tobacco industry.
 - **Toxic Gas** - Another idea is to set up a station focusing on secondhand smoke. Many people do not realize just how deadly secondhand smoke is, but it kills at least 38,000 each year and results in over one million illnesses in children. There are at least 69 known carcinogens in secondhand smoke.
- Make several announcements throughout the lunch period advertising the scavenger hunt so that students understand what is going on. Don't forget to let them know that there are prizes involved!
 - As students hand in their questionnaires, place all of them in a bucket. Before the lunch period ends, draw one (or more) questionnaires out of the bucket and announce the winner.



BREATHE EASY MINI FIELD DAY

This mini field day is perfect for a gym class or for an after school event. Use it to show students how cigarettes affect a person's athletic performance.

AGE GROUP: Elementary or middle school. You can also ask a local high school track team to help out at the event.

NUMBER OF PARTICIPANTS: 15 or more

TIME: One week to plan. The activity itself can be done during a gym class or held after school.

RESOURCES: Straws, baton or paper towel roll to decorate, paint or markers, measuring stick, sponges, 6 buckets

COST: Under \$50

At the beginning of the meet, give a brief overview of the stations and have all the students participate in a quick activity. Give everyone a straw and have them hop on one foot or run in place for 30 seconds while breathing through the straw. This is meant to simulate how it feels for a smoker to breathe while participating in physical activities. Remind everyone to keep this in mind while they are running their races.

Relay Event: Get rid of that cigarette as fast as you can!

Create a baton by decorating an empty paper towel roll with paper or paint to look like a cigarette. Then, cover the cigarette with warning labels.

For the relay, tell everyone they need to get rid of the cigarette as fast as they can by passing it off to their teammates.

Breathe Easy Races

You can hold a variety of races, including a 50 meter dash and a one mile run. Before and after the race, remind everyone that if they were to smoke, they would not be able to run as fast or as long! Line the inside or outside of the track with posters containing tobacco statistics.

Shot Put Event: Crush Big Tobacco!

Just like a regular shot put event, everyone must try to throw the shot put as far as possible. Create distance marker lines that incorporate the anti-tobacco theme. Here are a few ideas!

- Decorate posts to look like cigarettes and have students try to crush the cigarettes with the shot put.
- Make a line of tobacco advertisements for the students to crush.

Long Jump Event: How far can you go to stop Big Tobacco?

Set up a long jump event and have students take turns seeing how far they can jump. All you need is a line to start running from, a line to jump from, and a tape measure to keep track of how far people jump.

Relay Event: Dump the Tar

For this activity, you'll need six buckets and several white or light colored sponges.

- Set up three buckets in a straight line and place the other three buckets in a line directly across from them, about five feet away.
- Put six cups of water in the first three buckets (in the same line) and use food coloring to dye the water the color of tar.
- Have one student stand behind each bucket. The students standing across from each other are on the same team.
- Give a sponge to the three students standing behind the first row of buckets.
- The object of the game is to soak up all of the "tar" in the buckets on one side and dispose of it in the buckets on the other side. When the announcer says "go," the students with the sponge dip the sponge into their buckets and soak up as much tar as possible.

- Then, the students run over to the bucket across from them, trying not to contaminate the ground with any tar as they run. Once they reach the bucket across from them, they ring out their sponges into the empty buckets as fast as they can.
- Next, they hand the sponge to their partner standing, who should be standing behind the bucket. The partner must then run to the bucket containing the tar and repeat the process.
- The first team to empty their bucket, without spilling much tar on the ground, wins.

At the end, the sponges should be gross and discolored. Explain to students that the sponges resemble the lungs of a smoker.

Darts: Don't Let Big Tobacco Target You!

- Create a dart board in the shape of a target. Cover it with tobacco industry quotes, such as:
 - "...the base of our business is the high school student." - Lorillard memo, August 30, 1978
 - "Today's teenager is tomorrow's potential regular customer." - Myron E. Johnston, Philip Morris Researcher, 1981
 - "Cherry Skoal is for somebody who likes the taste of candy, if you know what I'm saying." - Former UST sales representative, 1994
 - "Brown & Williamson will not support a youth smoking program which discourages young people from smoking." - Tobacco Institute Memo, 1983

100% TOBACCO-FREE SCHOOLS

You spend almost a third of your waking time in school, or about 135 hours per month. And that doesn't include the time you spend at school for extracurricular activities! This puts schools in a uniquely powerful position to play a major role in reducing tobacco use among youth.

AGE GROUP: Middle school and above

NUMBER OF PARTICIPANTS: As many as possible!

RESOURCES: Will vary depending on the types of activities you chose to use in your campaign.

COST: \$40 or more

Fighting for a 100% Tobacco-Free Schools policy for your school district may seem a little overwhelming, but don't let that stop you! Passing a 100% Tobacco-Free Schools policy will have a huge impact on your community by protecting all of the youth in your community for years to come.

What does 100% smoke-free mean? A 100% Tobacco-Free School policy prohibits all tobacco use at all times by students, staff, and visitors on all school property and at all school sponsored events. School-sponsored events include sporting events, school dances, and other events held both on and off school property.

PHASE 1: AWARENESS

Educate your peers, PTA, administrators, school board officials and your community about the need for a 100% Tobacco-Free Schools policy.

- Send emails to parents, administrators, school board officials and government officials in your community.
- 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 takeout bags with your message on them. This can reach lots of people in your community.
- Announce facts about tobacco's deadly toll and Big Tobacco's deceptive advertising and marketing over your school's loudspeaker/PA system. Emphasize the need for a 100% Smoke-Free Schools Policy.
- Before or after school (as students are entering or leaving the building) get a group together and create a living billboard. Choose a message that you want to convey, such as the toll of tobacco in your state, and draw each letter or number on a separate poster. Have each person hold up a poster in order to display the message and stand outside of the school where everyone will see you.
- Hand out flyers to *everyone!*



PHASE II: ADVOCACY

Now that you've told everyone how deadly tobacco is, it's time to start advocating for a 100% Tobacco-Free Schools policy. Here are a few things you can do:

- Collect names on a petition. Ask your peers, your teachers, parents, administrators and members of your community.
- Get statements of support from influential people and organizations.
- Organize a rally outside of your school.



- Hold a press conference outside of your school (check out our online Kick Butts Day 2011 guide for tips on holding a press conference).
- Write letters to the editor of your school and local papers.
- Attend a PTA meeting and give a presentation about the need for a 100% Tobacco-Free School Policy. Ask parents to sign your petition.
- Present at a school board meeting.
 - Prior to the school board presentation, identify the position of individual members of the school board. This will help you be better able to anticipate and prepare for their questions and challenges.
 - Assemble and distribute information packets before the meeting. Make sure to include information on the health effects of tobacco use; the impact of school tobacco use on youth; letters demonstrating support for tobacco-free schools from parents, administrators, health officials and government officials; a copy of the proposed policy (check out www.tobaccofreeschoolsnc.org/ModelPolicy.doc for a great example!); an overview of the benefits of a 100% Tobacco-Free Schools Policy; and answers to frequently asked questions or concerns.
- Don't forget to utilize social networking sites, such as Facebook and Twitter.

PHASE III: ACTION

After the need for the policy has been recognized and the policy has been introduced, it's time to make sure that the policy passes.

- Attend a second school board meeting to follow up on the progress of a 100% Tobacco-Free Schools policy.
- Attend a second PTA meeting, if necessary.
- Be ready to answer questions and provide advice about enforcement and implementation. Remember, a tobacco-free schools policy must be clearly and consistently communicated, applied and enforced in order to be effective. Check out www.tobaccofreeschoolsnc.org/ComplianceFAQ.aspx for answers to common concerns about enforcing a 100% Tobacco-Free Schools Policy.

Here are some other resources that will help you pass a 100% Tobacco-Free Schools Policy:

- Why We Need Tobacco-Free Schools: www.tobaccofreeschoolsnc.org/WhyTFS.aspx
- Toolkit for Compliance at Football Games: www.tobaccofreeschoolsnc.org/Football.aspx
- Tackle Smoking Wallet-sized Cards: www.tobaccofreeschoolsnc.org/TackleSmokingHandoutCardAvery.pdf

Visit <http://www.tobaccofreeschoolsnc.org> for information on implementing a 100% Tobacco-Free Schools Policy. For more information about the health harms of smoking and Big Tobacco's lies, visit www.tobaccofreekids.org.

TOBACCO AD PHOTO SCAVENGER HUNT

*Activity adapted from the Northwest Hennepin Human Services Council, Tobacco Free Youth. Thanks for sharing with us!

Get together a group of your friends (with a parent or adult) and go to your local tobacco retailers (for example: convenience stores, supermarkets and gas stations). [Try to find the following ad placements](#). You can compete individually or with multiple groups, and see who finds the most tobacco ads! Be sure to take pictures of the tobacco ad placements, and have a discussion after your activity about how tobacco ads target youth!

NOTE: There are different laws in different states that may ban tobacco advertising in certain places (for example, in DC, tobacco ads are not allowed to be in store windows/doors). If you can't find a particular type of sign, it might be because your state has a ban on that particular type of point of sale advertising.



AGE GROUP: Middle school and above; adult supervision is highly recommended, as it requires going into stores.

NUMBER OF PARTICIPANTS: As many as possible!

RESOURCES: Transportation to stores, scavenger hunt sheet

COST: Free, or \$15-20 for a small prize

- Hand out copies of the Scavenger Hunt Items checklist.
- [Map out convenience stores, grocery stores and other places in your town](#) where cigarettes and other tobacco products are purchased. You may want to have an adult call the stores, and tell them that youth will be coming in and taking pictures as part of an educational activity. Ask for adults or parents to volunteer to accompany the youth into the stores. Fill out permission slips if required by your school district, or complete the activity in your free time, after school or on the weekend.
- Use the "Tobacco Ad Photo Scavenger" document, or make your own based on what types of point of sale advertisements you commonly see in your community.
- Award a small prize to the individual or team who finds the most scavenger hunt items.
- If you thought this was a great activity, you can learn more and help to regulate advertisements at the local level on storealert.org.

Additional Resources

Tar Wars, <http://www.tarwars.org/>

A tobacco-free education program for kids from the American Academy of Family Physicians. Do the fourth and fifth graders in your community participate in Tar Wars? If not, let the teachers in your school district know about Tar Wars!

Trinkets and Trash, <http://www.trinketsandtrash.org/>

An online gallery of cigarette ads and tobacco industry promotional items, such as t-shirts, caps, radios, and a wide variety of other items designed by tobacco companies.

