2014 BACK TO SCHOOL GUIDE

How to Kick Butts All Year Long

@KickButtsDay
www.kickbuttsday.org
KICK BUTTS BACK TO SCHOOL GUIDE

You don’t have to wait until March to fight Big Tobacco, because every day is Kick Butts Day! Raise awareness in your community about the dangers of tobacco by organizing events and gathering support. This school year, you can use these activities to help contribute to your community and stand out, speak up and seize control!

What’s in the Guide?

Airing Out Big Tobacco’s “Dirty Laundry” ..........................................................3
Anti-Tobacco Rally ...................................................................................................4-5
Body Bag Display ....................................................................................................6
Tombstones ..............................................................................................................7
Cigarette Butt Clean-Up ..........................................................................................8-9
Contact Your Legislators ......................................................................................10-11
Cups in a Fence .......................................................................................................12
Flash Mob ...............................................................................................................13-14
Kick Ball to Kick Butts ..........................................................................................15-16
Missing You ............................................................................................................17-18
Pledge Campaign ...................................................................................................19
Numbers Campaign ...............................................................................................20
They Put WHAT in a Cigarette ..............................................................................21
Supercharge Your Activity .....................................................................................22
Airing out Big Tobacco’s “Dirty Laundry”

**Prep Time:** Days  
**Cost:** Low

*Use this activity to creatively expose Big Tobacco’s lies and tricks by airing out their dirty laundry! Creating a powerful visual display can help people in your community realize the deadly consequences of tobacco use and the tactics used by the tobacco industry to market their products.*

**YOU’LL NEED**

“Laundry” items (such as old shirts, socks, sheets, and pants), markers, clothes line and something to string it from, clothes pins, [tobacco company quotes on marketing to kids.](#)

**INSTRUCTIONS**

- Make a sign that says “We’re Airing Out Big Tobacco’s ‘Dirty Laundry.’”
- Write quotes from the tobacco industry on the articles of clothing to expose what the industry has said historically about marketing tobacco products to young adults.
- Hang up the decorated clothing on a clothes line in a populated area such as a hallway or lunchroom.
**Anti-Tobacco Rally**

*Prep Time: Weeks  Cost: Moderate*

*Hold an anti-tobacco rally in your community or at your state capitol. Rallies are a great way to get media attention, and build excitement towards a policy issue. Gather with other youth advocates in a central location, and start planning what you want your rally to look like!*

**YOU’LL NEED**

Megaphones, posters and markers, sound equipment, podium, permit, transportation (depending on location)

**INSTRUCTIONS**

- Establish a planning team and decide the theme for your rally. Is there a tobacco tax increase proposal in your state? Are advocates still fighting for smoke-free workplaces? [Contact us](#) to see what’s going on in your state, and how you can help.
• Choose your location: Rallies should be held in high traffic areas, like outside a legislative building or downtown. Once you decide on a location, apply for a permit through your town. If you need transportation, start planning what you will use and how you will pay for it.

• Identify and recruit partners. Every good rally needs lots of participants. Seek partners to increase your number of participants, share in the cost of your event, and help with logistics.

• Decide who will speak at your rally. Find youth or policymakers who are passionate about tobacco use, and invite them to speak.

• Recruit participants! Create a Facebook event, pass out flyers, and publicize your rally.

• Create a rally schedule. Map out where your rally will be held and what time each of the speakers will speak.

• Develop your messaging—now that you have a theme, come up with some chants or other appropriate messaging for youth to use at the rally.

• Invite elected officials, the media, decision-makers and other stakeholders in your community.

**TIP:**
Many local businesses have been supportive of Kick Butts Day in the past. Don’t be shy, approach some of the businesses in your community and ask for donations or sponsorship for your event. It never hurts to ask, and may add some flash to your event.
Body Bag Display

Prep Time: Days  Cost: Low

This eye-catching visual will be sure to get people talking. Make an impact and get people thinking about what we can do to reduce tobacco use.

Creating a powerful visual display can help people in your community realize the deadly consequences of tobacco use and the tactics used by the tobacco industry to market their products.

YOU’LL NEED

Posters and markers, body bags (ask your local police department or hospital) or black trash bags, newspaper and other materials to make the bags look full.

INSTRUCTIONS

- Decide how many body bags you will use. You can use a specific number to represent a statistic or you can use the body bags to display facts or show smoking-related deaths. (see state-specific tobacco data)
- Stuff the body bags with paper. Instead of paper, you can also add some fake money and leave the bag slightly open. If you choose to do this, include a sign that says “If you smoke 1 pack a day, this is what Big Tobacco thinks your life is worth.” Write a dollar amount on each bag. (To come up with your numbers, multiply the number of packs smoked a day by the price per pack in your community, multiply that by 365, and then multiply that by the number of years the “person” has smoked.
- Make posters with your statistic on them.
Tombstones

Prep Time: Days  Cost: Low

This eye-catching visual will be sure to get people talking. Make an impact and get people thinking about what we can do to reduce tobacco use.

Creating a powerful visual display can help people in your community realize the deadly consequences of tobacco use and the tactics used by the tobacco industry to market their products.

YOU’LL NEED

Cardboard or poster board, gray paint or spray paint, black paint or markers

INSTRUCTIONS

• Cut out cardboard in a tombstone shape. Consider how you are going to display your tombstones. They can be taped to a wall or free-standing. If they are free-standing, create a stand or a stake to hold them up.
• Paint the tombstones.
• Brainstorm messages to display. The messages can include tobacco-related causes of death (lung cancer, emphysema, learn more ways tobacco effects your health), names of those whose lives have been lost from tobacco use, or quotes from the tobacco industry related to death and disease.
• Display your finished tombstones in a populated area such as a school cafeteria, the entrance to a building, or the school field/track.
Cigarette Butt Clean Up

Prep Time: Weeks  Cost: Low

Do you constantly see cigarette butts thrown on sidewalks, parks, beaches and other public property? In 1993, all of the cigarette butts thrown away in America weighed as much as 30,800 large elephants! Not only are cigarette butts disgusting, but they are washed into rivers, lakes and oceans from city streets through storm drains and seabirds, animals and fish eat them by mistake. Since the birds, animals and fish have no way to digest the filters, the cigarette butts can kill them. Plus, cigarette butts take an average of 25 years to decompose!

It's time to take action and do something about it! You can organize a cigarette butt clean-up to raise awareness of the effects of discarded cigarette butts.

YOU’LL NEED

Gloves and garbage bags

INSTRUCTIONS

4 WEEKS OUT

- Check with the city to see if you need a permit for the location of the clean-up (it is worth checking ahead of time with local officials to find out how long the permit process takes in your city or town; you may want to start earlier).
- Invite local leaders and the media to the clean-up.
- Hand out flyers and advertisements with the date and location of the clean-up.
- Recruit volunteers and have them turn in permission slips if necessary.

1-2 WEEKS OUT

- Assign volunteers to certain areas of the location. Each volunteer or group of volunteers will be responsible for picking up all of the cigarette butts in their assigned area.
- Contact local newspapers and news stations to tell them you will be cleaning up a public space. Invite them to cover your event and let them know you will send them more information.
2-3 DAYS OUT

- Make follow-up calls to your local media. Fax or deliver your press materials.

DAY OF EVENT

- Collect cigarette butts in garbage bags and count them along the way. Make sure everyone wears gloves!
- Present the garbage bags full of cigarette butts to leaders and the media and announce how many cigarette butts you picked up. Use your cigarette butt evidence to urge your lawmakers to pass a tobacco-free policy in your city, state or county.
- You could ask for a tobacco-free parks and playgrounds ordinance, or you could use the cigarette butts you collected to urge your state legislators to protect the environment and public health by passing a statewide smoke-free policy.
Contact Your Legislators

Prep Time: Weeks  Cost: Low

Pick a policy issue, and contact your legislators (local, state or even Federal!) asking them to support or vote against a policy. Make sure that your elected officials hear your voice!

YOU’LL NEED

A computer or phone

INSTRUCTIONS

Contact Your Representatives:

- Develop talking points on your issue and have legislators’ phone numbers ready. Then, create palm cards or send out this information, asking them to take action.
- Contact your legislators by phone; email, or through in-person legislator visits.

Schedule a Meeting:

- Call your legislator’s office and ask to schedule a meeting. Be sure to tell them what the meeting’s about, your address (proving that you live in their district), and what school or group you are from. Emphasize that you are a youth-driven group.
- Find an expert on the issue you want to address, and ask them to conduct a training for your group. It’s crucial that when you visit a legislator you present all factual information.

Develop materials:

- Legislators love getting information. Develop a leave-behind folder with fact sheets about your issue, information about your group and a business card or other way for the legislator or their aides to get in touch with you if they have any questions.
- Decide who will go with you to the meeting (a parent, adult, teacher) and outline what you are going to say. The more people who live in that elected official’s district the better, but try to limit each of the meetings to four people or fewer.
- Tell your story: why do YOU care about tobacco? Why does the issue matter?
MAKE A BIG IMPACT

Coordinate with other groups across your community and state for a day of legislative visits. That way, many legislators are hearing from tobacco control advocates at the same time. This makes your event more media worthy, and also gives your visit even more visibility!
Cups in a Fence

Prep Time: Weeks  Cost: Low

Creating a powerful visual display can help people in your community realize the deadly consequences of tobacco use and the tactics used by the tobacco industry to market their products.

YOU’LL NEED

Colored plastic cups

INSTRUCTIONS

- Find a fence that many people pass by every day.
- Get permission from the owner of the property to decorate the fence, and agree to clean it up after your event.
- Decide what message you would like to display and put plastic cups through the holes of your fence to spell it out. The message can be a few simple words such as “Tobacco Lies,” or a phrase of your choice.
Flash Mob

Prep Time: 1-2 Weeks  
Cost: Low

Capture attention with a flash mob! For this event, you will need a medium-to-large group of people. Perform your flash mob in a high traffic location.

YOU’LL NEED

Markers, posters, a banner, and transportation. Other options include making (or buying) t-shirts for all of the participants and having a table with flyers and information to hand out.

INSTRUCTIONS

1-2 WEEKS OUT

- Pick a location for the event. A busy area, such as a mall, works best.
- Create eye-catching, easy to read posters with messages about tobacco’s toll and tobacco control.
- If you plan to have a table near 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. In addition, don’t forget to have a call to action available! This could be a letter writing campaign or a petition for an issue your group is working on, such as statewide smoke-free workplaces and public places policy. It is also a good idea to have a signup sheet available so that you can capture the names and email addresses of those who would like to be more involved.
- Decide whether the participants should all wear the same t-shirt. If you don't have t-shirts for your group, and do not have the money to purchase some, just have participants all wear one color.
- Plan your flash mob action – will everyone freeze and hold up a sign? Does your flash mob involve a song and dance? Assess whatever materials you will need to make your flash mob a success and be sure to practice!
• Choose a time, or a signal, so that participants know when to start and make sure everyone knows what the signal is.

DAY OF THE EVENT:

• If you plan to have a table, set up your table and banner.
• The group should disperse and wander through the area, blending in with the other people in the crowd.
• At the pre-determined time or signal, your flash mob action will begin. When you’ve completed your flash mob, be prepared for people to ask you questions!
Kick Ball to Kick Butts

Prep Time: 3-4 Weeks  Cost: Low

Bring attention to tobacco issues in a fun and creative way through a Kick Ball game or tournament! Raise awareness through information tables, banners, announcements and creative team t-shirts.

YOU’LL NEED

A gym or field, the appropriate sports equipment, posters, markers, and other decorations.

INSTRUCTIONS

- This event is not limited to kick ball. It can be any sport. Participants could play kickball, basketball, football, or soccer. When choosing which sport to play, remember to consider where you are going to hold the event.
- Don’t forget to obtain prior permission to use a gym or field for your tournament.
- Decide how to recruit team members. For instance, you might advertise around your community and have people who are interested in participating send you an email to RSVP. On the other hand, you might want to contact specific people and invite them to participate.
- Have participants form teams or divide participants into teams yourself. For fun, have each team come up with a name that is in some way related to tobacco control.
- Advertise your event! Hang flyers around your community to invite the public to watch the game. Don’t forget to inform the local media.

DAY OF THE EVENT:

- Have teams create “team uniforms” (such as a custom t-shirt) with tobacco related messages.
• Decorate the area where the tournament is being held with banners and posters containing tobacco facts. It is also a good idea to have a table with information on the toll of tobacco and resources for those interested in becoming tobacco-free.

• Incorporate the presentation of tobacco facts into the tournament. For example, you could announce them at half time or throughout the game.
Missing You

Prep Time: Days  Cost: Low

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.

YOU’LL NEED

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

INSTRUCTIONS

• Before you start, respectfully ask permission to use the names and photographs of your friends and family for this activity.

• Create “missing” posters using pictures of friends and family members. Make sure you include that they died from tobacco use. Include facts about tobacco use and tobacco related illnesses.

• Hang the posters up around your community (For example, on community bulletin boards, on light poles, bus stops, etc.). Remember to get permission before hanging posters on private property.

• Offer a link for more information or a way to get involved and fight back against Big Tobacco
MISSING

Barbara J. Yarbrough - a **mother**, **wife**, and **grandmother** - died Tuesday, Aug. 1, 2006, at the age of 64, due to **lung cancer** caused by **tobacco use**. She continues to be missed by her friends and family.

**Did you know…?**

- Smoking is responsible for **87 percent** of lung cancer deaths.

- Over **100,000** men and women die of smoking caused lung cancer each year.
Pledge Campaign

Prep Time: Days  
Cost: Low

Everyone has a reason they’re tobacco free, and even former smokers have reasons they quit. Set up a booth and have passersby take pictures with a sign stating why they are tobacco free. You can use these photos as a powerful display in your community.

YOU’LL NEED

Camera/cell phone, fill in the blank signs, markers

INSTRUCTIONS

- Pick a message for your pledge campaign. It can be anything from “I am smoke-free because…” to “I fight big tobacco because…” Choose a message that will help to advance your group’s goals, and make a splash.
- Make copies of a well-designed sign, and pass them out to your group’s members, or friends at school. Ask them to take a picture with the sign, and their filled in answer.
- Collect all of the photos, and create a giant pledge wall for a legislator, display them in a public area, or create an online portal like Instagram to share them.
Numbers Campaign

Prep Time: Weeks  
Cost: Low

Tobacco use kills over 400,000 Americans each year. Show the toll of tobacco in your community, or state by making these numbers into a powerful visual.

YOU’LL NEED

Any items that can creatively symbolize numbers (shoes, lunch boxes) or chalk to outline bodies, signage

INSTRUCTIONS

- Start brainstorming what items and which locations would work best for your display.
- Identify which number you’d like to use. Make sure it’s feasible; it’s very difficult to find 400,000 lunchboxes! To get started, check out our Toll of Tobacco page.
- Tell all of your friends to bring in that item, or buy chalk and get volunteers to be traced for your display.
- Create posters and other visuals to explain the number. Be sure that your messaging is consistent throughout the event (pick one number, and stick to it!)
They Put WHAT in a Cigarette?!

Prep Time: Days  Cost: Low

There’s a lot more than just tobacco in cigarettes. Cigarettes contain over 7,000 chemicals – including at least 69 cancer-causing toxins. For this activity, you will create a display that exposes the truth about cigarettes and all of the dangerous, deadly chemicals they contain.

YOU’LL NEED

Batteries, vinegar, hair dye, nail polish remover, cleaning supplies, disinfectant, paint (see list of chemicals for more ideas)

INSTRUCTIONS

• Track down some household items that contain the same ingredients as cigarettes.
• Organize a place where you can display these products in a populated area, either at your school’s lunch period or downtown when there’s heavy foot traffic.
• Create a large display with all of the chemical names, and title it “What’s in a cigarette?”
• When passersby approach your display, explain that these household items contain the same ingredients as what’s in a cigarette.

WANT TO MAKE YOUR EVENT BIGGER?

Have your event participants write a letter to the Food and Drug Administration (FDA) urging them to require elimination of these harmful substances found in tobacco products.
Ways to Supercharge Any Activity

1. Promote Your Event to the Media
   Want to reach people throughout your community and across your state with your Kick Butts Day message? It can happen if you work hard to let the media know about your exciting event. Getting noticed in newspapers, radio and television is just as important as planning your activity.

   Just think: if you have a rally at your state capital with 50 people, then 50 people hear your message...but if you have a rally and alert local television stations and newspapers, your message could be seen and heard by hundreds or thousands of people!

2. Participate on Social Media
   Use social media including Facebook, Twitter and Instagram to promote your event. Create a Facebook event to invite participants and create a unique hashtag for your event.

3. Create Powerful Visuals
   Creating a powerful visual display can help people in your community realize the deadly consequences of tobacco use and the tactics the tobacco industry uses to market their products. Visuals can also attract media attention.

   Use relevant statistics from your state or community to send a clear message about tobacco’s deadly effects in a numbers campaign activity, create tombstones or body bags displays, or display tobacco industry quotes in a populated area.

WWW.KICKBUTTSDAY.ORG
WWW.TOBACCOFREEEKIDS.ORG