

The logo for "KICK BUTTS DAY" features the text in a bold, white, sans-serif font on a black, slanted rectangular background. The background has a diagonal hatched pattern on the left side. A black lightning bolt graphic extends from the bottom left of the black box. The entire logo is set against a yellow rectangular background.

KICK BUTTS DAY

Resources to Get Ready

January 9th, 2019

3PM - 4PM EST



WEBINAR SERIES

**2nd Wednesday of the month from 3-4PM
EST**

- **Feb. 13:** Kicking Butts through the Media
- **March 13:** Kicking Butts Online



WEBINAR SERIES

www.kickbuttsday.org/resources/webinars

- **Schedule**
- **Registration links**
- **Slides & recordings**



OVERVIEW

Kick Butts Day is a day of activism that empowers youth to stand out, speak up and seize control against Big Tobacco at more than 1,000 events planned by independent organizers across the United States and around the world.

March 20th, 2019



TOBACCO-FREE KIDS

Kick Butts Day is a project of the **Campaign for Tobacco Free Kids**, a leading force in the fight to reduce tobacco use & its deadly toll in the United States and around the world.

We work to save lives by advocating for public policies that prevent kids from smoking, help smokers quit and protect everyone from secondhand smoke.



AGENDA

- What **FREE** resources are available to support your Kick Butts Day event?
 - ❑ Activities Database
 - ❑ Mini-grants 💰
 - ❑ Activity Kit
 - ❑ Fact sheets
 - ❑ Taking Down Tobacco Training Program
 - ❑ Kick Butts Day merch
 - ❑ Templates & Toolkits
- What new resources are there this year?

ACTIVITIES DATABASE

- Filter by cost, prep-time and age
- Nearly 30 activity ideas
- (3) new activities added
- Comment with questions or tips





New Activities

Pinwheels



A powerful, eye-catching visual that will make the toll of tobacco in your community real

Postcard Party



Activity that encourages youth to let their decision-makers know what they are doing to #BeTheFirst tobacco-free generation

21 Reasons Why



A storytelling tool that gives you the chance to speak out through personal stories, statistics or any other reason to raise the minimum age of tobacco purchase to

21

ACTIVITY KITS

- Pledge wall kit
- 1st come 1st serve while supplies last
- Must register “pledge wall” activity to request kit

Generously supported by:





Pledge Wall Kits

Kits include...

- Instructions
- 34" x 72" vinyl pledge wall banner
- #BeTheFirst stickers & pins
- Markers

Materials also available to download and print.



MINI-GRANTS

- Up to **\$500**
- Register event to access the application
- Must be certified Taking Down Tobacco trainer
- **DEADLINE TOMORROW!**



TAKING DOWN TOBACCO

- **FREE** online training program for youth leaders and adult allies
- Use the training program to get ready to kick butts, or host a training on March 20th, 2019



WWW.TAKINGDOWNTOBACCO.ORG

KICK BUTTS DAY

Train Up to Kick Butts

1. Have your planning team complete **Taking Down Tobacco 101** to get the latest facts
2. Use our advanced skills trainings like **Messaging Matters** and **Activities that Kick Butts** to sharpen your messaging and event planning skills
3. Host a **Taking Down Tobacco 101** training as your Kick Butts Day event!



WWW.TAKINGDOWNTOBACCO.ORG



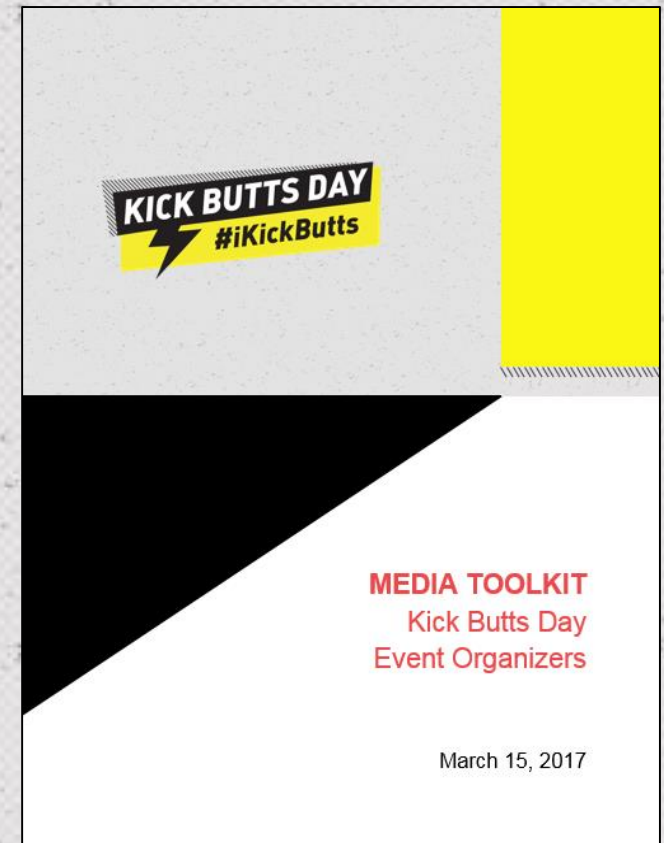
Juul Update in Taking Down Tobacco

- Brief video on Juul in Section 2: Tobacco Basics
- Goal is to prepare youth for questions from peers and to ensure adult allies understand the appeals of new products like Juul



TEMPLATES & TOOLKITS

- Downloadable logos
- Media Toolkit
- Social Media Toolkit
- Customizable stationary



KICK BUTTS DAY MERCH

- Apparel
- Promotional items like stickers, buttons and signs
- Mugs & bottles





REMINDERS

- **Register your event!**
- Mini-grant applications due **TOMORROW!**
- Youth Advocates of the Year Awards applications due **January 27th**
- Request your Kick Butts Day pledge wall kit by registering a “pledge wall” activity!
- Next webinar **February 13th!**



STAYING CONNECTED

- Create an account at www.kickbuttsday.org to receive e-mail updates
- Follow us on Facebook, Twitter and Instagram [@KickButtsDay](https://www.instagram.com/KickButtsDay)
- Check out the [Kick Butts Blog](#)



Please ask your questions via phone or in the chat box.

Q&A

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