



# YOUTH ACTIVISM'S FOR SCHOOL AND COMMUNITY ENGAGEMENT

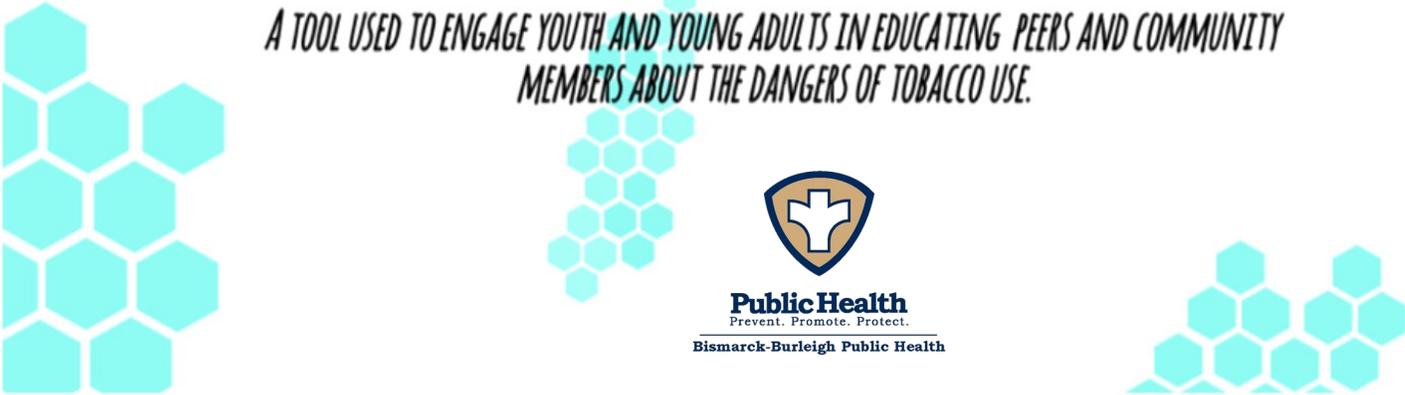
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*A TOOL USED TO ENGAGE YOUTH AND YOUNG ADULTS IN EDUCATING PEERS AND COMMUNITY MEMBERS ABOUT THE DANGERS OF TOBACCO USE.*



**Public Health**  
Prevent. Promote. Protect.

Bismarck-Burleigh Public Health



## Activism:

# Button Bonanza



**Key Messages:** Focus your facts on one of the topics listed on your action plan.  
*Please use the resource section at the back of the book for up to date facts and statistics to use when creating your messaging.*

## Description:

Forget the posters and t-shirts... spread your message with BUTTONS!

### Supplies Needed:

- Button Maker & Button Making Supplies  
(Check out from BBPH Tobacco Prevention office)
- Markers
- Colored Pencils
- Paper

*\*\*Designs can also be done on a computer\*\**

### Words of Wisdom:

- Make the design simple
- Wear them all on the same day (Kick Butts Day or other tobacco-free holidays)
- Have some talking points prepared about what's on your button if you are asked!
- Be creative and have fun!



## Instructions:

1. As a group pick an issue that you would like to educate your peers and community members about.
2. Come up with a unified design that is simple, but eye catching and gets the message out that you want to share.
3. Once you have a button design in mind, create it, and follow the steps of the button maker you are using. (Bismarck Burleigh Public Health has a button make that can be lent out to groups if needed call 701.355.1597)
4. Now that you have your button made have each person in your group wear their button on during a tobacco-free holiday like Kick Butts day, and have a few extra buttons on hand to pass out to peers.

## Activism:

# Polaroid Pictures & TF Outdoors!

**Key Messages:** Use the fact sheets provided and list of key messages to help you decorate your polaroid frame!

**Description:** Use the fact sheets provided to decorate large tag board cut outs of polaroid pictures educating about tobacco-free parks and outdoor venues. In groups use the decorated frames as a prop as you take pictures in front of a large park photo backdrop.

### Supplies Needed:

- Pieces of large white tag board
- Markers
- Colored Pencils
- Scissors
- Park back drop
- Tobacco Free parks fact sheets

### Words of Wisdom:

- Make the design simple
- Wear them all on the same day (Kick Butts Day or other tobacco-free holidays)
- Have some talking points prepared about what's on your button if you are asked!
- Be creative and have fun!

### Instructions:

1. Use the fact sheets provided to decorate large tag board cut outs of polaroid pictures to educate about tobacco-free parks and outdoor venues.
2. Using the tag board cut outs you have decorated, have one group member or your advisor take pictures of your group in-front of the park photo back drop holding up your tag board cut outs.
3. Post your photos on social media with #TOBACCOFREEFOUTDOORS!



Century High School SADD at  
the 2017 Bismarck Tobacco  
Prevention Youth Summit



## Activism:



# Chalk Your Walk

**Key Messages:** Focus your facts on one of the topics listed on your action plan. Please use the resource section at the back of the book for up to date facts and statistics to use when creating your messaging.

## Description:

Color the streets and sidewalks around your school with bright colored messages in chalk!

### Supplies Needed:

- Sidewalk chalk
- Sidewalk or parking lot in a high traffic area
- Tobacco industry facts, quotes, statistics

### Words of Wisdom:

- Check the forecast for the day you plan on chalking
- Get permission from the necessary people to chalk the area (you may need to get a permit if you do this in a park or on city sidewalks)
- Create your messages ahead of time
- Use bright colored chalk to make your messages pop!

## Instructions:

1. Pick the area you wish to display your message
2. Get permission from the necessary people
3. Check the weather
4. Create a sheet of the quotes, facts, statistics, and pictures that you want used
5. Be creative. Example: draw body outlines with the chalk along with your messages



*Legacy High School SADD Chapter, Youth Summit 2017*



*Simle Middle School SADD Chapter, Youth Summit 2017*

## Activism:

# Crime Scene

**Key Messages:** Focus your facts on one of the topics listed on your action plan.

*Please use the resource section at the back of the book for up to date facts and statistics to use when creating your messaging.*

## Description:

- Create a crime scene for the victims who died from tobacco related diseases and use evidence markers to write facts/ statistics about Tobacco deaths/disparities.

### Supplies Needed:

- Scissors
- Construction paper
- Markers
- Masking tape or chalk
- Caution tape

### Words of Wisdom:

- Ask permission to tape off the area that you wish to use as the crime scene.
- Have a timeline for when you will set it up and tear it down.

### Example evidence card quotes:

- There has been one reported death in the United States of a child dying from consuming liquid nicotine used in e-cigarettes.
- Tobacco is the number one cause of preventable deaths.
- 14,000 kids under the age of 18 in North Dakota will die prematurely from smoking.
- Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders and suicides combined.



*Light of Christ 7th and 8th Grade Academy*

### Instructions:

- Mark off the area with caution tape
- Create an outline of a body (like you see on TV)
- Write facts about tobacco on con-



## Activism:



# Cups in a Fence

**Key Messages:** Focus your facts on one of the topics listed on your action plan.

*Please use the resource section at the back of the book for up to date facts and statistics to use when creating your messaging.*

## Description:

Create a large powerful visual display that will really stand out to community members everywhere. Use red plastic cups placed in chain-link fencing to spell out the deadly consequences of tobacco use and the tactics used by big tobacco companies.

## Supplies Needed:

- Colored plastic cups
- Some kind of graph paper (to map out your message)
- Chain link fence in a high traffic area

## Words of Wisdom:

- Make sure the fence you choose is in a high traffic area
- Get permission from the property owner of the fence and be sure to set a date when you will clean it up
- Be sure to map out your message on graph paper ahead of time so you know how many cups you need and how far to space words and pictures apart
- Reach out to the event organizers in your community and ask if you can display your message in an area near where the event is taking place.

## Instructions:

1. Find your fence
2. Get permission
3. Pick a message you want to display
4. Map out your message on graph paper ahead of time (this way you can make sure you have enough space and cups)
5. Put the plastic cups through the holes in the fence with the colored side facing the area with the highest amount of traffic.





## Activism:

# Dirty Laundry

**Key Messages:** Focus your facts on one of the topics listed on your action plan.

*Please use the resource section at the back of the book for up to date facts and statistics to use when creating your messaging.*

## Description:

There are a lot of things the tobacco industry would love to keep secret but we're not letting that happen. Show Big Tobacco's dirty laundry to the world by writing tobacco industry quotes, facts, or statistics on some old clothes and then hang them out for everyone to see.

## Supplies Needed:

- Clothes Line
- Clothes
- Safety Pins
- Clothes Pins
- Scissors
- Construction Paper
- Markers
- Masking Tape
- Poster Board
- Tobacco Industry Quotes

## Words of Wisdom:

- Have a simple message.
- Are the statistics or quotes too long to write with marker? Highlight the important parts on the clothing, and then print a longer explanation to display next to it.
- Select a highly visible location to display your clothesline.
- Have fun!

## Example Messages:

- Tobacco taxes save lives.
- Tobacco is the leading cause of preventable death.
- Smoking kills more people than alcohol, AIDS, car accidents, illegal drugs, murders, and suicides combined and thousands more die from spit tobacco use.

## Instructions:

1. Determine how and where you'll display this. Is there a place you can tie a clothesline to that is highly visible? Can you tape the display to a wall?
2. Get permission
3. Find current information about Big Tobacco.



**Bismarck High School SADD Chapter**

## Activism:

# Dirty Water

## Description:

While e-cigarettes have not been around long enough to be researched like combustible cigarettes, we do know that they contain at least 65 harmful chemicals and toxins. Use this activism to show/display to peers and community members that while e-cigarettes may not contain as many chemicals as cigarettes, they still contain chemicals and toxins that are harmful to your body.

## Supplies Needed:

- Provided water bottle labels
- Tape
- Disposable bottles of water (number can vary depending on how many you want to hand out)
- 3, 2 liter empty bottles of pop

## Words of Wisdom:

- \*\*\*Review the talking points with your group before doing this activity. They may be asked questions about e-cigarettes compared to traditional cigarettes.
- Plan ahead of time if you chose to have a display with the large versions of the “dirty water” so you can prepare the bottles.



*Horizon Middle School*

## Instructions:

1. Decide if you want to do a table/ booth or display to show the dirty water comparisons (you do not have to do this step if you chose not to).
2. If you decided to do some kind of display of booth follow the “dirty water” recipe and make; one VERY dirty bottle of water mixture, one kind of dirty bottle of water mixture, and the last bottle of water just pour in clean and clear water. **NOTE: SEE NEXT PAGE FOR RECIPE**
3. Label the VERY dirty bottle as “Cigarettes,” then label the kind of dirty bottle as “E-cigarettes,” and label the clean bottle of water as “Smoke Free and Tobacco Free.”
4. Purchas several cases of bottled water
5. Print off the pre made water bottle labels. (You can find these on the flash drive labeled as “Tobacco Free Activisms”)
6. Cut the labels out and then tape one to each bottle of water.
7. Hand out the bottled water at your school during lunch, set up a booth in the mall and hand them out, however you think would be best.
8. Use the three 2 liter pop bottles you created as visual aids for people to see.
9. Review the e-cigarette talking points on following pages.



**Activism:**

# Dirty Water Cont. Resources

**Dirty Water Recipes:**

<b><u>VERY Dirty Water</u></b> "Cigarettes"	<b><u>Somewhat Dirty Water</u></b> "E-Cigarettes"	<b><u>Clean/ Clear Water</u></b> "Smoke Free & Tobacco Free"
<ul style="list-style-type: none"><li>• Clean out 2 liter bottle of pop</li><li>• Remove label from bottle</li><li>• Add enough warm water to fill 3/4 of the bottle</li><li>• Add 12 tbs. of flour</li><li>• Cut open 6 tea bags and pour them into the bottle</li><li>• Shake well</li><li>• Seal bottle tightly</li><li>• <b>NOTE:</b> <i>This bottle should be the darkest in color</i></li><li>• <b>Label:</b> "Cigarettes"</li></ul>	<ul style="list-style-type: none"><li>• Clean out 2 liter bottle of pop</li><li>• Remove label from bottle</li><li>• Add enough warm water to fill 3/4 of the bottle</li><li>• Add 4 tbs. of flour</li><li>• Cut open 2 tea bags and pour into the bottle</li><li>• Shake well</li><li>• Pour out half of water in the bottle.</li><li>• Refill water bottle to the top</li><li>• Seal bottle tightly</li><li>• <b>NOTE:</b> <i>This bottle should look lighter and clearer than the "Cigarette" bottle. If not then pour out some of the water and refill.</i></li><li>• <b>Label:</b> "E-Cigarettes"</li></ul>	<ul style="list-style-type: none"><li>• Clean out 2 Liter bottle of pop</li><li>• Remove label from bottle</li><li>• Fill with clean filtered water</li><li>• Seal bottle tightly</li><li>• <b>Label:</b> "Smoke Free &amp; Tobacco Free"</li></ul>

**Pre-made bottled water labels on next page.**



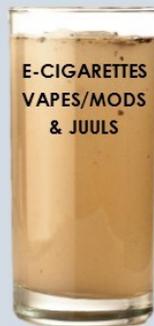
**Activism:**

# Dirty Water Cont. Resources

**Bottled Water Labels:**

**WARNING:** E-Cigarettes & Vape Pens contain Nicotine which is addictive and is harmful to youth brain development.

## Which would you rather put into your body?

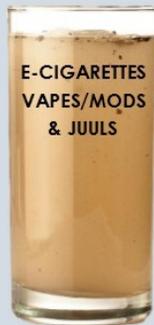


Do you still want to drink somewhat dirty water OR inhale somewhat dirty air?

**Sources:** FDA 2012, Harmful and Potentially Harmful Substances—Established List; Centers for Disease Control and Prevention Office on Smoking and Health

**WARNING:** E-Cigarettes aerosol, also known as vapor has not been proven safe and emits cancer causing agents and toxins into the environment.

## Which would you rather put into your body?



Do you still want to drink somewhat dirty water OR inhale somewhat dirty air?

**Sources:** FDA 2012, Harmful and Potentially Harmful Substances—Established List; Centers for Disease Control and Prevention Office on Smoking and Health; Legacy for Health; no-smoke.org; Prevent.org

**WARNING:** Nicotine found in E-Cigarettes and e-liquid can be absorbed through the skin or accidentally eaten causing dizziness, nausea, headache, vomiting, and seizures.

## Which would you rather put into your body?



Do you still want to drink somewhat dirty water OR inhale somewhat dirty air?

**Sources:** FDA 2012, Harmful and Potentially Harmful Substances—Established List; Centers for Disease Control and Prevention Office on Smoking and Health; Legacy for Health; no-smoke.org; Prevent.org

## Activism:

# Dirty Water Cont. Resources

### “Which would you rather put into your body?” – E-Cigarette Talking Points

1. **There are fewer chemicals in e-cigarettes than there are in cigarettes, so they are not that bad.**
  - a. E-cigarettes are not regulated by the FDA.<sup>4</sup>
  - b. It took until 1964 for the surgeon general to announce that cigarettes caused cancer. E-cigarettes have not been around as long as combustible cigarettes. It will take time to learn their long term health effects, but in the meantime it’s better to be safe than sorry.
  - c. E-cigarettes contain chemicals and toxins which can cause eye, nose, and throat irritation; headaches, loss of coordination, nausea; damage to your kidney, liver, and central nervous system.<sup>9, 10, 11</sup>
  
2. **Some products say they have no nicotine in them.**
  - a. Studies have found that even though the e-cigarette label states “no nicotine” when tested, traces of nicotine were still present.<sup>9</sup>
  - b. According to the Surgeon General’s report nicotine is addictive, poisonous to growing fetuses, and harmful, to youth brain development.<sup>8</sup>
  - c. The calls to poison control about nicotine poisoning rose from 1 per month in 2010 to 215 per month in 2014.<sup>7</sup>
  - d. In the United States there has been one reported death due to liquid nicotine poisoning.<sup>7</sup> Article link below:  
<http://news10.com/2014/12/10/fort-plain-child-dead-after-ingesting-liquid-nicotine/>
  
3. **E-cigarettes help people quit smoking.**
  - a. There are currently no bodies of evidence that prove that e-cigarettes help people quit smoking.
  - b. E-cigarettes are not FDA approved cessation devices.<sup>4</sup>
  
4. **There is no secondhand smoke from e-cigarettes, so it’s okay to smoke them around other people and inside.**
  - a. The vapor produced by e-cigarettes has not been proven to be safe and emits cancer causing agents and other toxins into the air.<sup>2</sup>
  - b. Short term exposure to e-cigarette aerosol/vapor causes eye, throat, and airway irritation.<sup>3</sup>

#### Sources:

- 1 [http://www.cdc.gov/tobacco/data\\_statistics/sgr/50th-anniversary/pdfs/fs\\_smoking\\_youth\\_508.pdf](http://www.cdc.gov/tobacco/data_statistics/sgr/50th-anniversary/pdfs/fs_smoking_youth_508.pdf)
- 2 <http://www.prevent.org/data/files/actiontoquit/e-cigarette%20position%20statement%20may%202014.pdf>
- 3 <http://no-smoke.org/pdf/ecigarette-secondhand-aerosol.pdf>
- 4 [http://legacyforhealth.org/content/download/4542/63436/version/1/file/LEG-Vaporized-E-cig\\_Report-May2014.pdf](http://legacyforhealth.org/content/download/4542/63436/version/1/file/LEG-Vaporized-E-cig_Report-May2014.pdf)
- 5 [http://www.cdc.gov/tobacco/data\\_statistics/surveys/NYTS/](http://www.cdc.gov/tobacco/data_statistics/surveys/NYTS/)
- 6 <http://news10.com/2014/12/10/fort-plain-child-dead-after-ingesting-liquid-nicotine/>
- 7 Morbidity and Mortality Weekly Report: *Calls to Poison Centers for Exposures to Electronic Cigarettes – United States, September 2010 – February 2014*, April 4, 2014/Vol 63/No. 13
- 8 Surgeon General’s Report on Smoking and Youth –Centers for Disease Control and Prevention
- 9 <http://www.legacyforhealth.org/content/download/582/6926/file/LEG-FactSheet-eCigarettes-JUNE2013.pdf>
- 10 Schaller et al 2013, Electronic Cigarettes – An Overview
- 11 <http://www.fda.gov/NewsEvents/PublicHealthFocus/ucm172906.htm>



## Activism:

# Flash Mob



**Key Messages:** Focus your facts on one of the topics listed on your action plan.

*Please use the resource section at the back of the book for up to date facts and statistics to use when creating your messaging.*

## Description:

Grab your community's attention with a flash mob! A flash mob is sure to get an audience and can be used to promote your message in a fun and creative way. Use this link to view a Kick Butts Day flash mob: [http://www.kickbuttsday.org/search-activities/detail/activity\\_10](http://www.kickbuttsday.org/search-activities/detail/activity_10)

## Supplies Needed:

- A heavily populated location
- Medium to large group of participants
- Markers (for posters)
- Paper (for posters)
- Transportation (if you chose to have the flash mob at someplace other than your school)
- T-shirts for those who are participating (optional)

## \*Before the Event:

- Pick a location. A busy area such as a mall or school cafeteria may work best.
- Get permission to perform in the location you chose.
- Recruit participants for your flash mob (a choreographer if necessary, this could be someone whose in dance or a dance teacher?)
- Plan your flash mob action-will everyone freeze and hold up a sign or will they dance to a song?
- Decide if you want participants to all wear the same shirt. You can make or buy shirts or just have participants wear the same color.
- Create eye catching posters with easy to read messages.
- Determine a sign or signal for participants to know when the flash mob will start. Tell EVERYONE this signal.

## \*Day of the Event:

- If you plan on having a table, set up table and banner.
- Have your group disperse throughout the area and blend in with people in the crowd.
- At the pre-determined sign or signal, your flash mob will begin.
- When you have finished your flash mob be prepared for people to ask questions.

**Source:** [http://www.kickbuttsday.org/search-activities/detail/activity\\_10](http://www.kickbuttsday.org/search-activities/detail/activity_10)

**Activism brought to you by:** Campaign for Tobacco Free Kids and Bismarck Burleigh Public Health Tobacco Prevention and Control Program

## Activism:

# Flagging Down Tobacco Litter

**Key Messages:** Focus your facts on why tobacco free parks are beneficial to community members, events, and protect individuals from the harms of tobacco use.

**Description:** Show the community that tobacco use in parks is a problem by placing a flag where a tobacco product is littered on the ground at a local park. Place a flag at each spot that you find a cigarette butt, chew tin, e-juice container, etc. This project will give more of a visual of how much tobacco litter is left in our parks.

## Supplies Needed:

- About 500 construction flags (all the same color, depends on the size of the park)
- Medium to large group of participants
- Garbage bags
- Empty 2 ltr. Pop bottles
- Plastic gloves
- Map of the park
- Transportation (to get to the park)

## \*Before the Event:

- Pick a park
- Ask parks and rec not to clean the park for about a week
- Recruit participants to help clean up the tobacco litter and place flags where it was found
- Survey the park you chose beforehand to get an idea of how many flags that will be needed
- Purchase supplies
- Create a map of the park and divide it into numbered sections



## \*Day of the Event:

1. Go to the park that you chose
2. Set up the table and use it to create a station where students can pick up gloves, garbage bags, clear containers, and flags
3. Explain to students that each time they find a tobacco product they are to pick it up and put it into the clear container and place a flag in its place. Use the garbage bag to pick up non tobacco litter when they come across it.
4. Divide the students into groups that correlate to the park map created with the sections. Those students will be in charge of that section or the park. Give the students the map so they know where to go in the park.
5. Give the students a time limit (this depends on the size of the park)
6. Send the students out to the park. Take pictures of the students during the activity and pictures of the finalized project.
7. Then have students clean up the flags.
8. Share your findings and pictures to community members and policy makers

## Activism:

# Graffiti Wall

**Key Messages:** Focus your facts on one of the topics listed on your action plan.

*Please use the resource section at the back of the book for up to date facts and statistics to use when creating your messaging.*

## Description:

Tell the truth about Big Tobacco on paper... a lot of paper. Using a large sheet of butcher paper, get creative with your anti-tobacco message and display it for everyone to see!

## Supplies Needed:

- Sheets of butcher paper (size of sheets is up to you)
- Items to decorate the “wall” : Markers, chalk, spray-paint, colored pencils, etc.
- Tape, to tape the butcher paper up on the wall

## Words of Wisdom:

- Add visuals like a drawing of Big Tobacco, large decorative lettering, etc.
- Use markers, crayons, colored pencils, chalk, spray paint, etc.
- Create more than one wall
- You can make it interactive for people who pass by
- Keep comments clean
- Have fun and be creative!

## **Example of an interactive message for your graffiti wall:**

- “What is cheaper than a pack of cigarettes?” Let people passing by add items that cost more than a pack of cigarettes. Movie tickets, a round of mini golf, dinner at a restaurant.



*Simle Middle School SADD Chapter*





## Activism:

# Giant Bar Graph

**Key Messages:** Focus your facts on one of the topics listed on your action plan.

*Please use the resource section at the back of the book for up to date facts and statistics to use when creating your messaging.*

## Description:

Charts, lines, numbers... all this data can be overwhelming and boring. Help this data leave a big impression on its viewers by making a huge graph display.

### Supplies Needed:

- Sheets of butcher paper (size of sheets is up to you)
- Scissors
- Markers
- Masking Tape
- Construction Paper
- Poster Board
- Sharpies
- Pencil
- Tape Measurer

### Words of Wisdom:

- Be accurate. Keep the information the same, just make it bigger. Use a ratio of: 1" to 1%.
- Draw some attention by putting this in a noticeable location. Use a wall or the floor to display the graph.
- Simple is the way to go. Sometimes charts are too confusing and require a lot of information to properly convey the data. That can mean a lot of extra work. Pick a simple graph.
- Stick to the facts. We want the public to know the truth about tobacco issues.
- Add some poster board to explain the importance of the data.

## Instructions:

- Pick a location to hang your giant bar graph. Get permission to hang it up.
- Using the most recent Youth Risk Behavior Survey (YRBS) Create a giant bar graph showing data on Youth tobacco use in North Dakota butcher paper and tape.
- Add some poster boards explaining why this information is important and ways to decrease tobacco use among youth.

## Example Messages:

- Significantly increasing the price of tobacco products is an effective way to decrease tobacco use, especially among youth.
- Young people are sensitive to nicotine. The younger they are when they start using tobacco, the more likely they are to become addicted to nicotine and the more heavily addicted



*Wachter Middle School SADD Chapter*



## Activism:

# Luminary Display

**Key Messages:** Focus your facts on one of the topics listed on your action plan.

*Please use the resource section at the back of the book for up to date facts and statistics to use when creating your messaging.*

## Description:

Create a luminary display to bring the problem of tobacco use to light in North Dakota.

### Supplies Needed:

- White Lunch Bags
- LED Lights
- Permanent Markers
- Rocks or Weights
- \*\* Color in glow in the dark markers if you don't have LED lights\*\*

### Example Messages:

- **One side of the bag will state one or more of the following statistics:**
  - The tobacco industry spends over \$37.3 million each year marketing to youth in ND.
  - In North Dakota, approximately 4,500 youth smoke.\*
  - In North Dakota, 11.7% of high school students smoke
- **On the other side, share one of these:**
  - Picture or a memory or name of a loved one you know who died from tobacco related death or someone who is currently suffering
  - Your promise to never experiment with or use tobacco.

## Instructions:

1. Decorate the luminary bags with your message.
2. Place the luminary bags with sand/rock to hold them in place.
3. Determine the number needed.
4. Line them to send a strong message.



## Activism:

# Not a Replacement

**Key Messages:** Focus your facts on one of the topics listed on your action plan.

*Please use the resource section at the back of the book for up to date facts and statistics to use when creating your messaging.*

## Description:

Are you replaceable? Big Tobacco thinks so. Smoking and other tobacco use kills, which means Big Tobacco needs replacement users. Why are you not going to be a replacement for tobacco companies?

## Supplies Needed:

- Not a Replacement download (download can be found on [www.KickButtsDay.org](http://www.KickButtsDay.org) )
- Blank Name Tags
- Markers / Sharpies



## Instructions:

1. Print off Name Tags
2. For your event pass name tags out in homerooms or at a booth at school. Be sure that if you want students to fill out their name tags during home room, provide each class with enough name tags for each student. This may require some discuss with teachers or administration staff.
3. Email teachers or provide a letter in their mail boxes explaining what you would like students to do. Another idea may be to have a student representative explain the activity to each homeroom.
4. Have students write on their name tag what they are.



Simle Middle School SADD





## Activism:

# Numbers Campaign

**Key Messages:** Focus your facts on one of the topics listed on your action plan.

*Please use the resource section at the back of the book for up to date facts and statistics to use when creating your messaging.*

## Description:

It's time get people talking about this. Create a buzz about the true impact of tobacco.

### Supplies Needed:

- Butcher Paper
- Scissors
- Markers
- Masking Tape
- Poster Board
- Stencils

### Words of Wisdom:

- Have a simple message with a number that relates to it.
- Cut out your number in construction paper, print it in different fonts, tape it to the floor, or write it on some sheets of toilet paper or paper towels...get creative!
- Include visuals for your announcement.
- *\* Remember we want to focus on how the industry is portraying a deadly product as cool and fun.*

### Instructions:

1. Choose a statistic (like the fact that there is no safe level of exposure to secondhand smoke) and make at least 100 copies of it.
2. Now plaster the place with it. Hang it in the bathrooms, the hallways, and the lunch line. Put it everywhere!
3. Typically you wouldn't tell anyone what that number means and then make a huge announcement after a couple of curiosity-filled days.
4. For the scavenger hunt, create display explaining the number.



*St. Mary's Central High School*

### Example:

- **Number:** 14,000
- **Meaning:** 14,000 kids now under 18 in ND will die prematurely from smoking. This is MORE than the entire population of Bismarck Public Schools.

## Activism:

# Photo Voice

**Key Messages:** Focus your facts on why tobacco free parks are beneficial to community members, events, and protect individuals from the harms of tobacco use.

**Description:** Youth express and present their voice on tobacco use in parks by taking pictures and recording their observations. Then display the pictures and words on poster boards/display boards to educate their peers and the community on why its important to make parks tobacco free,

### Supplies Needed:

- List of parks and their addresses
- Transportation (to get to the parks)
- Camera OR phone (either will work to take pictures)
- Poster paper
- Computer
- Glue
- Construction paper

### \*Words of Wisdom:

- Have a plan of where students will go to take pictures
- Set aside time to put together the boards before sharing them with the community
- If displaying the photo voice boards at a booth have a petition that students, staff, faculty, and community members can sign in support of tobacco free parks
- Be creative with the display boards



### \*Instructions:

- Have students select a park or parks that they would like to take pictures at.
- Students then go to the park and take pictures of where they see tobacco products
- Print off the pictures and put them onto large poster boards with a description of where the picture was taken, quotes, or other observations. Be sure to answer the following questions in your description:
  - What issues do you see in this picture?
  - How does these issues impact your community or your life?
  - What do these issues have in common? How are they different?
- Use the display boards to educate peers, park boards members, and community members on the importance of tobacco free parks.

Sources: <http://www.ardn.ca/ardn-initiatives/photovoice/>; <https://www.google.com/search>

**Activism brought to you by:** Southwest Conservation Corps Youth and Bismarck Burleigh Public Health Tobacco Prevention and Control Program



## Activism:

# The Pit Stop News

**Key Messages:** Focus your facts on one of the topics listed on your action plan.

*Please use the resource section at the back of the book for up to date facts and statistics to use when creating your messaging.*

## Description:

Create flyers to hang on the back of the door in bathroom stalls. This is a unique form of advertising and will definitely make your audience look at the message you are trying to send! There is not a whole lot to of things to look at in a bathroom stall, so a bright eye catching poster or info-graphic will catch their eye.

## Supplies Needed:

- Paper
- Markers, colored pencils, crayons, etc.
- Tape

## Words of Wisdom:

- Get permission from place where you want to hang your flyers
- Use bright colors to draw your audience to the flyer in the bathroom
- Make sure that the messages are appropriate
- Set a timeline of when you want the flyers up and when you want to take them down. A week would be a good timeframe
- Be creative!

## Instructions:

1. Create your flyers
2. Tape them behind the doors of bathroom stalls at eye level





## Activism:

# Post it Note Messages

**Key Messages:** Focus your facts on one of the topics listed on your action plan. Please use the resource section at the back of the book for up to date facts and statistics to use when creating your messaging.

## Description:

Use a lot Post It notes to create large messages indoors. You will need a large space to create your message on. Then take markers and write smaller messages on the individual post it notes that were used to create the large message. This is sure to stand out and be noticed so be sure to have an impactful message.

## Supplies Needed:

- Large packs of Post It notes (number of packs depends on how long the message is that you want to write)
- Markers
- Large indoor area to stick post its to

## Words of Wisdom:

- Use the sticky notes to display words OR pictures
- Keep your message simple and appropriate
- Have a large area to put your message on
- Don't place message somewhere with fans, the post it notes will fall off the wall
- Use bright colored post its especially if you have a dull background
- Be creative and have fun!



*Youth Summit 2014*



*Youth Summit 2014*

## Activism:

# Secondhand Smoke & Pets

**Key Messages:** Focus your facts on one of the topics listed on your action plan.  
*Please use the resource section at the back of the book for up to date facts and statistics to use when creating your messaging.*

## Description:

We know that secondhand smoke effects people, but what about our pets? Educate your community on how secondhand smoke and other tobacco use can affect pets.

### Supplies Needed:

- Photos of family pets
- Markers
- Colored Pencils
- Poster Board

### Words of Wisdom:

- Start collecting photos of students pets as early as 2-3 weeks prior to your event. That way you give them enough time to get them to you.
- Photos can be sent by email and then printed off on the computer.
- It is up to your group if you want the photos to be in color or black and white.

## Instructions:

1. Reach out to all group members and/or the school and have students and teachers submit photos of their pets. These can be submitted online or dropped off in a central location.
2. Check out Truth campaigns website & Americans for NonSmokers Rights for information on how secondhand smoke and tobacco can affect pets.  
<https://www.thetruth.com/>  
<http://www.no-smoke.org/learnmore.php?id=623>
3. Gather all of the photos that were submitted and create a display using the photos and facts on secondhand smoke and pets to create a display.
4. Have fun with this and be creative!



*Bismarck Burleigh Public Health  
Kick Butts Day Project*



## Activism:

# Tombstones

**Key Messages:** Focus your facts on one of the topics listed on your action plan.  
*Please use the resource section at the back of the book for up to date facts and statistics to use when creating your messaging.*

## Description:

This eye catching visual will definitely be one to get people talking and will spark conversations among peers and community members about the dangers of tobacco and the toll it takes on everyone's life.

## Supplies Needed:

- Cardboard or poster board
- Gray paint or spray paint
- Black paint or markers
- A high traffic location
- Tape (if you are going to tape them on the wall)

**NOTE:** Use fact sheets and resources at the back of this book for messages for the tombstones.

## Words of Wisdom:

- Be sure that you have a high trafficked area where to place the tombstones you have created
- Be sure to get permission before you set them up
- Make sure that the facts you put on the tombstones are well researched and come from a reliable source



*Horizon Middle School*

## Instructions:

1. Cut out cardboard in the shape of a tombstone.
2. If you want to have your tombstones free standing, create a stand or a stake to hold them up.
3. Paint the tombstones gray.
4. Brainstorm messages to display. Examples: tobacco related causes of death (lung cancer, emphysema etc).
5. Display tombstones in a populated area such as your school cafeteria, the entrance to a building, or at a local community event with permission.



## Activism:

# True Stories

**Key Messages:** Focus your facts on one of the topics listed on your action plan.

*Please use the resource section at the back of the book for up to date facts and statistics to use when creating your messaging.*

## Description:

We all have our own reason for wanting to address tobacco issues. Maybe you lost a family member or watched a loved one struggle to quit smoking. Maybe a friend recently start smoking or you are just fed up with excessive tobacco ads in your neighborhood...whatever your reason is, we want to hear it. Create a display for people to share their story with others.

## Supplies Needed:

- Butcher Paper
- Scissors
- Markers
- Masking Tape

## Messages:

- Tobacco is the number one cause of preventable death.
- Nearly 9 out of 10 smokers start smoking by age 18, and 99% start by age 26.
- Significantly increasing the price of tobacco products reduces tobacco use, especially among teens.
- **Here are some policies proven to prevent youth tobacco use:**
  - Make tobacco products less affordable.
  - Restrict tobacco marketing.
  - Ban smoking in public places—such as workplaces, schools, day care centers, hospitals, restaurants, hotels, and parks.
  - Require tobacco companies to label tobacco packages with large, graphic health warnings.



*Century High School SADD*

## Instructions:

1. Create directions for the display.
2. Add your story to get things started.
3. Stories can be extremely impactful when trying to create change. Encourage people to include their name and contact information with their story.
4. Include facts and effective ways to address tobacco issues in your display.



## Activism:

# T-Shirt Advertising

**Key Messages:** Focus your facts on one of the topics listed on your action plan.

*Please use the resource section at the back of the book for up to date facts and statistics to use when creating your messaging.*

## Description:

Wear your message...literally! You can let your creativity fly with a little puff paint and t-shirt markers. Use the t-shirt as a canvas to write facts, statistics, and draw pictures representing the message you want to get across to your peers. Then have your group wear their t-shirts for tobacco holidays like Kick Butts Day, Great American Smokeout, etc.

## Supplies Needed:

- Plain t-shirts
- T-shirt markers
- Puff paint
- Pieces of cardboard

## Words of Wisdom:

- Decorate the t-shirts several days before you plan to wear them so they have enough time to dry, especially if you use puff paint.
- Keep the message simple and appropriate
- Place pieces of cardboard inside the shirts to prevent the paint or markers from bleeding through the other side of the shirt.
- Your t-shirts will stand out amongst the crowd so be sure to check your facts if you are doing statistics or explain the harmful effects of tobacco products.

## **Example messages for shirts:**

- E-cigarettes contain nicotine which is addicting and harmful to youth brain development
- Every year 1,000 adults in ND die from their own smoking.



*Youth Summit 2014*

## Activism:

# What's in Secondhand Smoke

**Key Messages:** Focus your facts on one of the topics listed on your action plan.

*Please use the resource section at the back of the book for up to date facts and statistics to use when creating your messaging.*

## Description:

- Hand sanitizer, crackers, and candy bars have a list of ingredients printed on the package, but you are not going to find but you're not going to find a list of the 7000 plus chemicals found in secondhand smoke... you won't even find a list of the list of the chemicals 69 carcinogenic (cancer causing) chemicals. Let the public know what's in secondhand smoke by creating a display.

## Supplies Needed:

- Empty containers
- Printed chemical name signs
- Butcher paper
- Scissors
- Markers
- Masking tape
- Poster board
- Pencils
- A box



*South Central High School*

## Messages:

- There is no such thing a safe exposure to secondhand smoke.
- Everyone deserves smoke-free environments.
- Youth deserve environments where tobacco use isn't a norm

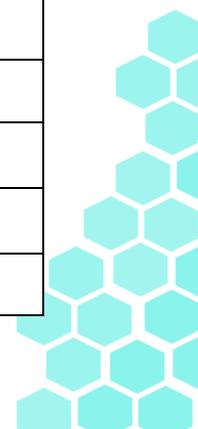
## Instructions:

- Relate the chemicals found in secondhand smoke to things the public will recognize.  
Ex: Acetone is found in secondhand smoke and nail polish remover.
- Create a large cigarette box with a brand name like "Toxic," "Carcinogenic," or "Deadly" to house your display.
- Label the different containers with the chemical names
- Display a poster to draw attention to existing policies that eliminate secondhand smoke.  
Example: Thank the public for respecting the 100% tobacco-free policy at your school or smoke free state.

**See Next Page**

## Chemicals Found in Secondhand Smoke

<b>Chemical Name</b>	<b>What We Know It As</b>
Acetone	Nail Polish Remover
Acetic Acid	Vinegar
Ammonia	Floor / Toilet Bowl Cleaner
Arsenic	Rat Poison
Benzene	Rubber Cement
Butane	Cigarette Lighter Fluid
Cadmium	Rechargeable Batteries
Carbon Monoxide	Car Exhaust Fumes
DDT / Dieldrin	Insecticides
Ethanol	Alcohol
Formaldehyde	Body Preserver
Hexamine	Barbeque Lighter Fluid
Hydrogen Cyanide	Gas Chamber Poison
Methane	Swamp Gas
Methanol	Rocket Fuel
Naphthalene	Mothballs
Nickel	Used in the process of electroplating
Nicotine	Insecticide / Addictive Drug
Nitrobenzene	Gasoline Additive
Nitrous Oxide Phenols	Household Disinfectant
Stearic Acid	Candle Wax
Toluene	Industrial Solvent
Vinyl Chloride	Plastic Garbage Bags



## Activism:



# Whose Targeting Who?

**Key Messages:** How the tobacco industry is still targeting youth through the use of pictures and videos from the “eyes” of youth.

## Description:

Use a Go! Pro camera and head strap to show the world of tobacco marketing through the “eyes” of youth. Have 1-3 students from different grades and different heights wear a Go! Pro (or some type of camera) on their head as they go into a convenience store to purchase candy, gum, pop, etc. If possible have an adult repeat the actions of the student while also wearing a Go! Pro on their head. Afterwards use the images of the trip into the convenience store to create a video or display with the images the students and the adult captured. Write a description or bullet points about what you find comparing the adult to the student videos/photos of their experience.

## Supplies Needed:

- Go! Pro Camera
- Head Strap for Camera

## Words of Wisdom:

- Make sure that the battery of your Go! Pro is turned on before going into the convenience store.
- Blur out any faces of other individuals in the store, including workers, when printing photos **OR** creating your video.
- Do your best to focus on the products/advertisements and not the people in the store.

## Instructions:

1. Find a Go! Pro camera and its matching head strap.
2. Pick a convenience store that sells tobacco products located by your school or home.
3. Have at least 1 student and 1 adult volunteer to wear the Go! Pro with the strap on their head as they go into a convenience store to make a purchase.
4. Strap it to the students head and turn it onto video mode **OR** time-lapse mode (whichever you prefer), go into the convenience store.
5. Keep your Go! Pro on for as long as you can while in the store.
6. The goal of this activism is to understand the eyes of youth and how tobacco marketing affects them versus adults.
7. Repeat steps 4 & 5 for the adult participating. If you are able to have 2 Go! Pro's for the activity have the adult and student visit the convenience store at the same time.
8. Use the video clips or photos from the Go! Pro to create a display, poster, or video of how BIG Tobacco markets to youth versus adults.



## Activism:

# Window Marker Madness

**Key Messages:** Focus your facts on one of the topics listed on your action plan.

*Please use the resource section at the back of the book for up to date facts and statistics to use when creating your messaging.*

## Description:

- Use window markers to tell your peers the dangerous effects of tobacco products and e-cigarettes. You can draw pictures, display statistics, or write quotes. Use the window as your canvas and be creative!

### Supplies Needed:

- Windows
- Window markers that are easy to clean off and NOT permanent
- Glass cleaners and towels (used for clean up, the janitors will probably have some for you to use)

### Words of Wisdom:

- Get permission from the school principal and janitorial staff to make sure it is okay that you write on the windows of your school.
- Set a date for when you will write your messages on the windows and a date for when you will clean it up.
- Keep your messages clear and appropriate.
- Be creative and have fun!

### Instructions:

1. Choose which windows you want to write on.
2. Get permission to write on them from the necessary people.
3. Pick a day when you are going to write your message on the windows.
4. Come up with what messages you want to write.
5. Pick a day when you will clean off the windows.



## Activisms Brought to you by the following entities and other creative minds across the nation:

- Bismarck Burleigh Public Health Tobacco Prevention and Control Program
- KickButtsDay.org
- Campaign for Tobacco Free Kids
- Wisconsin FACT Movement
- A Smoke-Free Paso Del Norte
- Southwest Conservation Corps Youth
- No Limits - Nebraska Youth Group



**If you need any further assistance please contact:**

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[jschaefbauerbismarcknd.gov](http://jschaefbauerbismarcknd.gov)



# Resources

**\*\* Please use the following resources when creating messaging for your activisms.**

# Helpful Resources:

- **Bismarck Tobacco Free Coalition**  
<http://www.breathend.com/publichealthunits/bismarck-tobacco-free/>
- **ND Department of Health**  
<https://www.ndhealth.gov/>
- **Campaign Tobacco Free Kids**  
<http://www.tobaccofreekids.org/>
- **Toll of Tobacco in ND**  
[https://www.tobaccofreekids.org/facts\\_issues/toll\\_us/north\\_dakota](https://www.tobaccofreekids.org/facts_issues/toll_us/north_dakota)
- **Truth Initiative**  
<http://truthinitiative.org/>
- **Truth-Finish It**  
<https://www.thetruth.com/>
- **Centers for Disease Control and Prevention**  
<http://www.cdc.gov/>
- **CDC-Tips From Former Smokers**  
<http://www.cdc.gov/tobacco/campaign/tips/>
- **FDA-Real Cost of Tobacco**  
<https://therealcost.betobaccofree.hhs.gov/dip/index.html?>
- **Surgeon Generals Report**  
<http://www.surgeongeneral.gov/library/reports/50-years-of-progress/consumer-guide.pdf>
- **Tobacco 21**  
<http://tobacco21.org/>

**IMPORTANT:** Use the above resources to get information on tobacco, smoking, e-cigarettes, youth tobacco use rates etc. These websites are credible and very reliable. If you chose to use information from other places please let Jordyn Schaeftbauer know at [jschaeftbauer@bismarcknd.gov](mailto:jschaeftbauer@bismarcknd.gov), that way we can verify that the information is factual.

