

# **Tennessee Quit Week**

***Seeing 2020  
Tobacco-Free***

## **K-12 Activity Guide**



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## **Introduction**

- This toolkit is provided by the Tennessee Department of Health Tobacco Use Prevention and Control Program to offer ideas to engage students in grades kindergarten through 12 in activities and education around preventing their use of tobacco/vaping products. Many of the activity ideas listed in this toolkit can be utilized with local T4 (Tennessee Teens Talk Tobacco) and TNSTRONG (Tennessee Stop Tobacco and Revolutionize Our New Generation) students.
- Information/Resources in this toolkit were retrieved from the following:
  - Health Educators in various counties in Tennessee
  - Campaign for Tobacco Free Kids Kick Butts Day Website
  - Public Health Law Center
  - Truth Initiative
- If you have questions about anything in this toolkit, please contact:
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## Miscellaneous K-12 Activity Ideas

Below are some ideas for activities to plan for your students. Proclamation and press release templates as well as downloadable posters and other Quit Week resources can be found [here](#).

- Proclamation with Local Officials (e.g. Mayor, County Commissioner, etc.)
- Press Releases
- T4 Activities/TNSTRONG Youth Group Activities
- Chalk the Walk
  - Use sidewalk chalk to trace body outlines. Write tobacco/vaping facts inside those outlines
  - You can also use masking tape for body outlines if you'd rather have the display in school hallways.
- Pick up cigarette butts and display at school/share with school board.
- Displays
  - During lunch at school – interactive if possible.
    - During Quit Week, set up during the high school lunch period. Students will have the opportunity to have fun with a photo frame and props while educating students about tobacco/vaping.
  - At local sports games during Quit Week.
- Announcements (Tobacco/Vaping Facts) (See pages 4-6 for examples)
  - Morning announcements at school
  - Sporting event announcements
- Tennessee Tobacco QuitLine available at each event/project
- Lives cut short – clothes line with shorts/t-shirts decorated with tobacco message/vaping message or in memory of someone who lost their life to tobacco use.
- Art contest by partnering with art teacher.
- Social media – share Quit Week logo and tobacco facts
- Ask schools to include Quit Week on their website/social media.
- Ask schools to place Quit Week on their marquee.
- Youth groups partnering with community event at library promoting Quit Week. One community held a “What’s Your Story?” contest in which anyone age 18+ who had quit tobacco for at least 6 months could write about their journey to become tobacco free. The promotion ran from late December until late January. Essay winners were announced and prize money was given (through an HTC grant). “Cold Turkey” sandwiches and celebration cupcakes were provided at this Quit Week event. Youth spoke about topics including the dangers of youth addiction with e-cigarettes and a discussion on what is “JUUL” and the dangers. Themed frame photos were made with Mardi Gras beads saying, *“Wear Your Juuls, Don’t Smoke Them!”*
- Promoting Truth Initiative Cessation Tool for Youth
  - Text “DITCHJUUL” to 88709 and get free advice, tips and inspiration for quitting.

## **Samples of Tobacco Facts for Announcements**

### **Centers for Disease Control and Prevention (CDC)**

- Smoking leads to disease and disability and harms nearly every organ of the body.
- Smoking is the leading cause of preventable death.
- Because young people who use smokeless tobacco can become addicted to nicotine, they may be more likely to also become cigarette smokers.
- **Using smokeless products can cause serious health problems. Protect your health; don't start. If you do use them, quit.**

### **The Toll of Tobacco in Tennessee 2019 (Campaign for Tobacco Free Kids)**

- 9.4% (31,900) high school students smoke
- 11.2% male high school students smoke cigars (female use is much lower)
- 11.5% high school students use e-cigarettes
- 2,200 kids (under 18) become new daily smokers each year
- 11.5 million packs of cigarettes are bought or smoked by kids each year
- 20.7% (1,089,600) adults in Tennessee smoke

### **Tobacco By the Numbers (Campaign for Tobacco Free Kids)**

- Tobacco use causes 1 in 10 deaths among adults worldwide
  - More than 7 million deaths per year
  - By 2030, the number of tobacco-related deaths will increase to 8 million each year.
- 480,000+: Annual tobacco-related deaths in the U.S.
- \$2.67 billion: Annual tobacco-related health care costs in TN.
- 5.6 million: U.S. kids under 18 alive today who will ultimately die from smoking (unless smoking rates decline)
- \$1.4 trillion (USD): Annual economic costs from smoking worldwide
- 100 million people died from tobacco use in the 20<sup>th</sup> century. If current trends continue one billion people will die from tobacco use in the 21<sup>st</sup> century.
- 11,400 adults in Tennessee die each year from their own smoking
- 125,000 kids now under the age of 18 and alive in Tennessee will ultimately die prematurely from smoking
- Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined – and thousands more die from other tobacco-related

causes – such as fires caused by smoking (more than 1,000 deaths/year nationwide) and smokeless tobacco use

- Annual tobacco industry marketing expenditures nationwide are \$9.4 billion. Of this, \$288.9 million is the estimated portion spent for Tennessee marketing each year.

### **E-Cigarettes (Truth Initiative)**

- Among youth, who vape, 97% used a flavored e-cigarette in the past month.
- E-liquids contain at least 60 chemical compounds. E-cigarette aerosol contains even more.
- 15-17 year olds have more than 16x greater odds to be current JUUL users vs adults.
- In 2019, e-cigarette use among high schoolers rose to 27.5%.
  - For high school seniors, the rate has doubled since 2017.
- Young people who use e-cigarettes are 4x times more likely to start smoking tobacco cigarettes than their peers who don't vape.
- JUUL remains the top e-cigarette brand and took 73.4% of the e-cigarette marketplace by July 2019.
- No e-cigarette has been approved for smoking cessation and no e-cigarette has gone through rigorous scientific review necessary to determine whether it actually does help smokers to quit.
- "If you've realized needing your JUUL isn't a great feeling and all your money is going to JUUL pods (or whatever vape product you formerly loved), we've got you. Text "DITCHJUUL" to 88709 and get free advice, tips and inspiration for quitting."

### **E-Cigarettes (CDC)**

- As of November 2019, the country is experiencing an outbreak of vaping related illnesses. More than 2,000 cases have been reported across 49 states with 39 deaths. (2 deaths in Tennessee).
- Most of these cases were from users who reported use of THC, about 86% reported use of THC and 64% reported use of nicotine vaporizer products and 11% report exclusively using nicotine products.
- On November 8, 2019, CDC identified vitamin E acetate as a significant concern in the outbreak, finding the chemical in all 29 samples it had analyzed from victims.
- CDC continues to advise non-smokers to avoid vaping of any variety and for everyone to avoid all vaping products purchased "off the streets".

### **Smokeless Tobacco (Truth Initiative)**

- Smokeless tobacco is linked to 3 types of cancer: esophagus, pancreas, and oral cavity.
- High school athletes are nearly twice as likely to use smokeless tobacco than their peers.
  - In 2013, 11.1% of high school athletes were current smokeless tobacco users, compared to 5.9% among high school students who do not play sports.
- Young men and white youth are more likely to use smokeless tobacco.
  - 10% of high school males and 7.8% of white high school students were current smokeless tobacco users in 2015.
- Chronic use of smokeless tobacco can result in nicotine addiction.



## KICK BUTTS DAY ACTIVITIES

[← Return to Kick Butts Day Activities](#)

### Kids in Jeopardy

Prep Time: Days

Cost: Low

The goal of this activity is to provide an educational resource and interactive game to increase your group's knowledge on the tool of tobacco.

### SUPPLIES NEEDED

- A computer and projector to play the game
- [Kids in Jeopardy Training PowerPoint](#)
- [Kids in Jeopardy PowerPoint Game](#)
- [Jeopardy Host Guide & Scorecard](#)
- Prizes (optional)

### INSTRUCTIONS

#### Before the Event

- Download the Training PowerPoint, Jeopardy PowerPoint game, and host guide and scorecard, and familiarize yourself with materials and facts. Be sure to study up so you are prepared to present the information to players at your event!

Learn more facts at [thetruth.com](http://thetruth.com).

- Customize the "Tobacco in Your State & Locality" section of the Jeopardy game using statistics specific to your state. [Click here to get the facts](#). Working on a local initiative? Change this section all together to focus on a current program or initiative you're working on with your group.
- Add custom questions to the Training PowerPoint, the PowerPoint game and score-card materials (optional)
- Print out all necessary materials, including your score card.
- Identify a location where you will host your jeopardy game – will you play in a classroom? During an event? At a community center? Get permission for your location and make sure you have all of your technical needs covered, including a computer, projector and screen.
- Identify any prizes you will give to winners, if applicable. Prizes can be gear, extra credit, raffle items and more. Get creative!
- Promote it! Make sure you have a captive audience ready to play the game.

#### During the Event

- Present the Kids in Jeopardy Training PowerPoint to players to teach them the facts about tobacco and how they can be the generation to #FinishIT and end smoking for good.



names. Have the host write down team names on the scorecard. One easy way to divide up a large group is to count them off by the number of teams.

- Explain the rules of Jeopardy to the teams. Distribute noisemakers or buzzers (optional).
- Once you have completed the game and identified a winning team, distribute any prizes, if applicable.
- Take pictures!
- Share a call to action with youth, encouraging them to enlist with truth at [thetruth.com](http://thetruth.com).

**Note:** The Kids in Jeopardy Training PowerPoint is a 30+ minute training tool which included answers for each question in the Jeopardy game (minus descriptions for the sixth category that you will customize for your state, county or community etc).

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## **Train Up to Kick Butts**

Host a Taking Down Tobacco 101 training for youth in your community to help create and #BeTheFirst tobacco-free generation.

### **WHY IS THIS IMPORTANT?**

Did you know that if we don't continue the fight against big tobacco, 5.6 million kids (under 18 years old) alive today will ultimately die from smoking? That's about the population of Minnesota! We can't let that happen.

By becoming a certified Taking Down Tobacco trainer, you can host trainings in your community that will educate, inform, inspire, and activate action. Help train one million youth by 2020 and create the first tobacco-free generation. Are you ready?

### **YOU'LL NEED**

- Meeting room/areas
- Laptop, projectors and screen/wall

### **INSTRUCTIONS**

#### **Before the Event:**

- Use your Kick Butts Day log-in to register at [www.takingdowntobacco.org](http://www.takingdowntobacco.org).
- Complete the *Taking Down Tobacco* online course.
- Complete the *Train the Trainer* online course.
- Download the Facilitator's Guide, PowerPoint slides, Promotional Flyer, and #BeTheFirst sign in the *Deliver a Taking Down Tobacco Training* online course.

#### **During the Event:**

- Utilize all the resources listed above to deliver an outstanding Taking Down Tobacco Training.

- Take a selfie with your training participants holding the #BeTheFirst sign.

#### After the Event:

- Complete the *Deliver a Taking Down Tobacco Training* online course\*

## TIP

Courses earn badges and points that can be redeemed for gear, activity kits and mini-grants.

## #BeTheFirst Pledge Wall

Prep Time: Days

Cost: Low

Quick & Easy

Remember when the thought of walking on the moon was impossible? Let's make history together, and help deliver the first tobacco-free generation. Gather pledges to #BeTheFirst tobacco-free generation!

## YOU'LL NEED

- A long roll of paper or printed banner for signatures
- Markers
- A high traffic location to hang the banner after the event/

## INSTRUCTIONS

### Before the Event:

- **Location, location, location:**

Identify a high-traffic location or event in your school or community where you will set up your #BeTheFirst pledge station. Will you gather pledges at an existing event like a 5K or music festival, or set up your pledge station as a separate event in the cafeteria during lunch periods or a club expo? Consider collecting pledges at a local mall, school cafeteria, concert, Relay for Life, county fair, local sporting event, or at an existing tobacco prevention event you're already planning!

- **Create your banner:**

[Download the banner template](#) (RIGHT CLICK the link to save the template, it may be too large to open in a browser) or get creative and make your own! Please note: Our banner template is a 14 MB file that will print up to 34x72 inches. Make sure you plan ahead and leave enough time to have this professionally printed.

- **Identify materials:**

Gather any materials you may need, including your banner, markers, a large table or surface for participants to sign the banner on, and additional pamphlets or factsheets supporting your local tobacco prevention work. Don't forget to identify volunteers to work your event!

Once you've identified your location, it's time to promote your event! Hang posters that include when and where you will be hosting your event and collecting pledges, promote your event through school announcements, local radio and TV stations, newspapers, social media, community calendars and websites, and word of mouth.

- **Incorporate your message:**

Identify how you can use this activity kit to support any existing tobacco issues you are trying to tackle in your community. How are YOU fighting to create a tobacco-free generation? Are you advocating for a tobacco-free policy in your school or community? Use this activity to educate your community and garner support that you can share with key decision-makers.

#### **During the Event:**

- **Set up**

Once you've identified an approved location, it's time to set up. Set up your banner in an easily accessible location where attendees can easily sign their name in support of a tobacco-free generation.

- **Educate**

During the event, be sure to engage with your audience and share your message with them in a clear, concise and compelling way. Let them know why they should care, and how they can help! Explain directions clearly.

- **Document**

During your event, take plenty of pictures and post to Twitter, Instagram and Facebook using the hashtag **#BeTheFirst!** Encourage attendees to post to their social media channels as well.

#### **After the Event:**

- **Show and tell**

Identify a game plan for your **#BeTheFirst** banner! Consider where you can display the banner or who you can show it to in order to affect change. Consider hanging the banner in a high traffic location at your school or in the community, using the banner to demonstrate support with key decision-makers, bringing the banner to additional events until it is full of signatures.



## **VISUAL**

Visuals can be incredibly powerful, but they're the most powerful with a call to action. Make sure you provide enough context and information so that your community can take real action to reduce the toll of tobacco. Once you've captured their attention with a powerful visual about the problem, give them ways to be part of the solution.

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### **1DayStand**

**Prep Time:** Weeks

**Cost:** Moderate

Take a 1DayStand against tobacco on your college campus by going tobacco-free for a day! Raise awareness about tobacco and build support for a tobacco-free campus.

#### **YOU'LL NEED**

- Posters

- Communications toolkit from [1DayStand.org](http://1DayStand.org)

## INSTRUCTIONS

### Before the Event:

There are lots of fun, easy and engaging ways to get your campus to go tobacco-free for one day! Check out the How-To-Guide on

[1DayStand.org](http://1DayStand.org) to get specific suggestions for 1Day Stand outreach activities and identify which activities you want to implement.



While instructions may vary depending on activity, generally, you'll need to:

- **Get the right people**  
Identify spokespeople & advocates, volunteers to staff outreach activities, and invite campus administration to outreach events.
- **Get the right information**  
Conduct an online campus survey, schedule a meeting with campus administration, etc.
- **Share your information**  
Finalize/submit campus media articles & radio/TV public service announcements, print/place posters and table tents throughout campus, share social media content, and announce the policy change at major sporting events.

### During the Event:

- **Have volunteers at events and campus entry points**  
Have volunteers on site to remind people that the campus is tobacco-free for the day. If possible, hand out a small flyer that provides details of the event and any activities they can take part in.
- **Announce results of campus survey (if applicable)**  
Announce the results of your campus survey at your campus's main event - possibly delivered by a campus administrator. Share the results with your campus newspaper and radio station, and through social media channels.
- **Take pictures**  
Pictures should be shared through social media and later with campus administration and [TobaccoFreeCampuses@gmail.com](mailto:TobaccoFreeCampuses@gmail.com).
- **Collect quotes and stories**  
Talk with people who are trying to quit and ask them to tell their story. Personal stories help put a face to the work-they're what it's really about.

### After the Event:

After your 1Day Stand is complete, there's still work to do. Use the event you hosted to encourage campus administration to sign on to the Fresh Air Campus Challenge or TFCCI Challenge.

- **Schedule a follow-up meeting with campus administration:**  
After successfully implementing the event, be sure to contact campus administration to recap everything that was done and start a discussion for long-term policy change. Share the campus survey findings (if applicable) and encourage them to sign on to the Fresh Air Campus Challenge or TFCCI Challenge to go smoke or tobacco-free. Materials on these Challenges are available.

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## Speaking Truth for the Unspoken

Prep Time: Days

Cost: Low

Quick & Easy

Take it to the streets with this creative activity designed to get visual and bring attention to the toll of tobacco and tobacco industry marketing. Chalk the walk with the cold, hard truth and bring the facts to your community so that we can #FinishIT!

### YOU'LL NEED

- Sidewalk chalk
- Tobacco industry facts and quotes

### INSTRUCTIONS



#### Before the Event:

- **Choose a high traffic location** where you can write your anti-tobacco messages, like a sidewalk in front of your school or at a popular park
- **Get permission** and/or a permit if necessary to chalk the walk at your chosen location.
- **Check the forecast!** Plan your "Speaking Truth for the Unspoken" activity when the weather will be clear.
- **Create a short one page sheet of quotes** and facts for your volunteers to use – choose quotes and facts that are short and to the point. Check out the examples below from truth:
  - Every 6 seconds, someone in the world dies from a smoking-related disease. **#FinishIT**
  - Tobacco kills about 30x more people than murder. **#FinishIT**
  - Big Tobacco's products kill 113 people from secondhand smoke every day. **#FinishIT**
  - About 1/3 of youth smokers will eventually die from a tobacco-related disease. **#FinishIT**
  - The tobacco industry spends over \$1 million every hour marketing their products. **#FinishIT**
  - Nicotine is as addictive as heroin, cocaine, and alcohol. **#FinishIT**



#### During the Event:

- If you plan to have a table, set up your table and have representatives on hand to answer questions and share information about fighting Big Tobacco.
- Use chalk to create drawings and write out facts about the toll of tobacco.
- **Be visual:** Make messages pop with color and drawings, like body outlines.
- Upload photos and videos to **social media** with the hashtag **#iKickButts**

#### After the Event:

- Want to elevate your activity? Take photos and upload them to your social media channels using the hashtag **#FinishIT** to create an online presence to reach a broader audience, and enlist at [thetruth.com](http://thetruth.com).

## VISUAL

Visuals can be incredibly powerful, but they're the most powerful with a call to action. Make sure you provide enough context and information so that your community can take real action to reduce the toll of tobacco. Once you've captured their attention with a powerful visual about the problem, give them ways to be part of the solution.

### Focus on Big Tobacco

Prep Time: Weeks

Cost: Moderate

### YOU'LL NEED

- Writing utensils
- Paper
- Post-it notes
- Flipchart paper
- Consent forms and other handout
- Cameras
- A printer and ink if printing photos or materials to display photos if using digital cameras
- The full "[Focus on Big Tobacco: A Point of Sale Photovoice Project](#)" [guide](#)

Activity created by



### INSTRUCTIONS

#### Before the Event:

- This guide provides information about how to implement a photovoice project focused on point of sale. The guide provides lesson plans that can help you facilitate a 5-session project with high school-aged youth. We encourage you to adapt this guide to meet the skills, interests, and needs of youth with whom you work.
- Preparation time for each session will vary depending on how knowledgeable members and facilitators are with POS issues and the group members' familiarity with one another. We estimate at least two hours of planning per session.
  - If possible, consider planning a project that lasts longer than five sessions, as this will allow youth more time to learn about POS issues and photovoice, take and discuss pictures, and plan actions they can take.

- This project is divided into three general phases:
  - Introduction to Project, Issues, and oncepts
  - Selecting, Contextualizing, and Codifying
  - Taking Action
- In this guide you will also find sample lesson plans that could be used in each phase. The sample lesson plans correspond to a project that takes place over five sessions, with each of the first four sessions lasting two hours. The final session is described in less detail because its objectives and specific steps will vary greatly depending on the specific action that your group chooses. We recommend that youth take pictures between sessions #1 and #2 and again between sessions #2 and #3.

#### After the Event:

- Taking Action is a key part of the photovoice process! This guide includes instructions on how youth can decide what they think needs to be addressed, identify decision-makers and key stakeholders, and develop a strategy for sharing and presenting their findings.

## Soap Box

Prep Time: Hours

Cost: Low

Quick & Easy

Get up on your soap box and spread the word of big tobacco's lies and deception! Use your voice to draw a crowd in this creative, engaging activity by [Reality Check of New York](#).

### YOU'LL NEED

- Sturdy box or stool to stand on (at least 3)
- Talking points
- Paper/poster and markers

### INSTRUCTIONS

#### Before the Event:

- Choose a tobacco related issue to focus on – are you working to get tobacco free parks? Fighting Point of Sale marketing? Or do you want to share information about the toll of tobacco in general?
- Once you know your key issue(s), develop talking points and prepare your soap box speakers. They will need to be prepared to speak non-stop for five minutes (or more if they are comfortable!) Prepare multiple speakers if possible so they can rotate in and out of speaking.
- Label your soap box(es) with your different issues and have a third blank soap box which will be used for people who want to join the fight!
- Identify a high traffic location to place your boxes. Get the proper permission in advance!
- [Contact the media](#) and make sure they know what you are doing, where you will be, and what time you will be there.





- Place your boxes anywhere! On the street, in a park, or if you get permission, in a mall or other public place. They should be far enough apart that everyone can be heard by the public, but close enough that it is clear that this is one activity. Having different points of interest will draw people in and hopefully, create a crowd.
- Stand on (or in) your box and start talking! Talk about the initiatives and DO NOT engage the public. Pretend you are on television and the people are watching your "show".
- Have other volunteers on hand on the floor to answer questions if there are any, and provide information about your group and what they can do to get involved.
- Set up a third "general" soap box for passersby who want to join in. Let them get up on their soap box and tell everyone why they don't like Big Tobacco. Make sure to ask their permission to record them and put on social media!

#### After the Event:

- Contact the media again! Be sure to send a press release and photos to any media outlets who didn't show up.
- Upload photos and videos to social media.
- Keep those boxes around! This is an activity that can be done anywhere, any time, on any topic!

#### TIP

Remember, this is a performance, not a lecture! Be BIG! Be passionate! You are there to inform.

## Not a Replacement

Prep Time: Hours

Cost: Low

Quick & Easy

Are you just a replacement for the 1,300 American customers Big Tobacco loses daily to tobacco-related illnesses? Or are you something more than a replacement? Tell Big Tobacco with this creative "selfie-statement" campaign.

This great activity originated from [SWAT Florida](#) and is now this year's Signature Activity. Join thousands of youth and tell Big Tobacco and the world that you are #notareplacement.

### WHY IS THIS IMPORTANT?

Tobacco kills 1,300 Americans every single day. That is 1,300 American consumers who are no longer purchasing products from tobacco companies. The tobacco industry understands the long-term effect of this daily loss of customers and, to keep replenishing its customer base, has marketed its products aggressively, particularly to youth. In fact, one [tobacco industry document](#) actually describes youth as "**replacement smokers**." Why? Because Big Tobacco needs to replace their customers who become addicted and die from their products.





to teens through point-of-sale advertising, new products designed to appeal to youth and innovative online strategies. Each day more than 2,800 kids under the age of 18 try smoking for the first time, and another 700 kids become regular smokers.

**It is time to use the tobacco industry's own words to empower youth and community members to stand up to Big Tobacco and declare that you are #notareplacement. Are you with us?**

## YOU'LL NEED

- Not A Replacement "Selfie Statement"
- Not A Replacement Rally Card
- Copies of RJ Reynolds "Replacement Smoker" memo
- Markers, camera, cell phone or smart phone with camera
- Access to a social media account (Instagram, Twitter, Facebook) to post photos

## INSTRUCTIONS

This campaign is designed to involve youth with any level of knowledge about Big Tobacco, from those just learning about the tobacco industry's marketing tactics to those well versed in their tricks.

**These campaign activation strategies are a guide to engage youth in multiple settings and can be used as stand-alone activities or in conjunction with other planned activities.**

### Before the Activity:

1. Train your Not A Replacement Activators (a.k.a. youth activists) about how tobacco companies continue to market their products toward youth.
2. Plan a time to have your Not A Replacement activation table set where youth will see it.
3. Print plenty of copies of the Not A Replacement Selfie Statements to have at the table.

### During the Activity:

1. Educate youth who visit your table on basic tobacco industry history of marketing to youth using your key messages.
2. Have youth personalize a Not A Replacement Selfie Statement with descriptions of who they are and what they represent. For example, "I am Not A Replacement, I AM a high school sophomore with a passion for art."
3. Have youth take pictures of themselves holding their Selfie Statements. These should be taken using their own cameras.
4. Have youth share photos to generate social media interest on Instagram, Facebook and Twitter accounts. Be sure to have youth use **#notareplacement** hashtag when posting and sharing pictures.

### After the Activity:

Prepare a final news release to highlight the success of the campaign. Check out the [Promote Your Event to the Media](#) page for tips.



Do you know what tobacco products and candy have in common? Both are marketed to youth. The purpose of this activity is to teach youth the marketing strategies tobacco companies use to appeal to youth, and how these strategies influence kids to start smoking and take up this dangerous addiction.

Participants will play two indoor games designed to teach them different strategies the tobacco industry uses to target youth and the damaging effects of these strategies. Each game culminates in the production of a visual display that your youth group can use to advocate for stricter tobacco marketing policies.

## WHY IS THIS IMPORTANT?

Youth are three times more sensitive than adults to tobacco advertising. Tobacco marketing is also designed to target youth by using imagery that appeals to young children and adolescents. Specifically, tobacco products are packaged to look similar to products that appeal to youth, such as candy; and products and advertisements are placed where they are highly visible to youth. These tactics work: each day, almost 4,000 youth in the United States try their first cigarette and an additional 1,000 youth under age 18 become new, daily smokers.

## YOU'LL NEED

- Printed activity materials (rules and descriptions included for each game)
- Poster board
- Colored pencils/pens/markers
- Stickers/push pins/glue/tape for visual display

## INSTRUCTIONS

### Before the Event:

- Gather the materials for each game and the visual displays.
- Contact local newspapers and news stations to tell them you will be organizing this activity. Invite them to cover your event.

### During the Event:

- Introduce the activity by discussing the harmful consequences of smoking and tobacco use, the effects of tobacco marketing and advertising in the retail environment, and how tobacco marketing and advertising affects youth. Use the background information on page 1 as a guide.
- Play each game with your group following the instructions on pages 3 and 6.
- Discuss what you learned. Here are some possible discussion questions: What did you learn today? How could these products affect youth? What do you think should be done?
- Use each game to create a visual display illustrating the ways tobacco marketing and advertising target youth. The included examples on pages 3 and 6 may give you ideas of what the display can look like, but your group can use anything you want to create the display. Be creative! To get the group started, instruct your group to create a poster to show their parents or teachers what they learned during the activity.
- Upload photos and videos to **social media** with the hashtag **#iKickButts**.

- Share your findings with local school boards and policy makers. Use strategies outlined in the Media Advocacy Kit in this activity guide to get started.
- Contact the media again! Be sure to send a press release and photos to any media outlets who didn't show up.

## **Walking Tobacco Audit**

Prep Time: Weeks

Cost: Low

Can you guess how many tobacco retailers kids in your community see on their way to school? Don't know? Here's your chance to find out.

### **WHY IS THIS IMPORTANT?**

A walking tobacco audit offers youth a chance to see how many tobacco retailers and how many tobacco advertisements are located along their route to school. Participants will identify the number of tobacco retailers along the major routes to school and tally the tobacco product names, brands, and prices that can be seen from outside those stores. Youth will take photographs of tobacco advertisements to create a visual display of their findings.



### **YOU'LL NEED**

- [Audit form](#)
- [Audit guide](#)
- Route map
- Clipboards
- Pencils
- Digital camera
- Poster board, [stickers/push pins for visual display](#)
- Comfortable walking attire

Activity created by



## **INSTRUCTIONS**

### **Before the Event:**

- Contact local town legislators to schedule a time for youth to share the results of their [tobacco audit](#).
- Identify your walk route. Be strategic in your choice to make sure there are tobacco retailers on your route.

- Make copies of the audit form. You will need one copy of the form for each retailer along your planned route.
- Familiarize yourself with the 'How to conduct an audit' guide. This will help you focus on the right things during your walking audit.
- Gather additional materials and equipment needed for each session in appropriate quantities (clipboards, stickers, route map, pens/pencils).

#### **During the Event:**

- Walk your route following the instructions on the audit form.
- Upload photos and videos to **social media** with the hashtag **#iKickButts**.

#### **After the Event:**

- Find a time and place to meet after the walk to debrief.
- Compile final tallies of tobacco retailers and advertisements from individual audit forms.
- Discuss what you saw.
- Create a visual display of tobacco retailers and advertisements along the school route. Be creative!
- Share your findings with local school boards and policy makers.
- Contact the media again! Be sure to send a press release and photos to any media outlets who didn't show up.

### **TIPS**

- While the activity is best suited for an urban environment, you can certainly lead your youth group on a walking audit of tobacco retailers if you live in other locations.
- To ensure the safety of the participating kids, this activity is best suited for groups of 4-6 kids. Larger groups should be divided into subgroups for the walk and each subgroup should audit a route for a different school in your community.
- You are only observing advertisements that are visible from outside of the store. If someone questions what you are doing, let them know that your group is working on a project to learn more about advertising in your community.

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## **Tobacco Retailer Nation**

**Prep Time: Weeks**

**Cost: Low**

Communities are saturated with fast food restaurants. But how about tobacco retailers? What if our **Fast Food Nation** is really more of a **Tobacco Retailer Nation**? Participants will map tobacco retailers and fast food restaurants in their community.

retailers—the number of outlets selling tobacco for a given geographic location or population size- compared with fast food restaurant density.

This exercise can create a compelling argument and visual evidence to limit the number of tobacco retailers.

## YOU'LL NEED

- A computer with internet access

## INSTRUCTIONS

### Before the Event:

- Decide what geographic area you want to focus on for the activity. You could choose the zip code, city, or county level.
- In your group, think of the popular fast food chains in your town. Decide which one(s) you want to use. Use the Store Locator on fast food chains' websites to find out addresses and make sure you don't forget any stores.
- Identify the tobacco retailers in your area. Find tobacco retailer data from local or state licensing lists, [SYNAR data](#), or your own brainpower and knowledge of your town!

### During the Event:

- Divide up the investigation. Assign either a fast food chain or a tobacco retailer category (pharmacy, gas station, convenience store or supermarket) to each person/pair.
- Map the locations! Using Google Maps, create a shared map that everyone in your group has access to. If you don't already use Google Maps, [learn how to make a custom map here](#). Use different color pins to show fast food chains vs. tobacco retailers. Don't have access to Google Maps? Use a printed map and different color thumb tacks to show the different stores or make a pictograph to represent the number of stores in each category.
- Figure out some stats! Determine the ratio of tobacco retailer to the fast food chain you selected. Use the population of your geographic area to find out how many tobacco retailers vs. fast food restaurants there are per person. Use the area to find out how many tobacco retailers vs. fast food restaurants there are per square mile in your geographic area.
- **Bonus:** Map out where the schools are in relation to the tobacco retailers and fast food chains, in order to show the proximity between youth and tobacco. If you have time, add in parks, community centers and/or places of worship.
- Upload photos and videos to **social media** with the hashtag **#iKickButts**.

### After the Event:

- Make multiple teams and try to tackle the whole county! This could be a great year-round activity.
- Send your finalized map and statistics to your legislators.
- Turn your map into a game for events. Have people guess which pins represent fast food chains and which are tobacco retailers. Write up your statistics without the numbers and have people try to fill in the blanks.



Pictograph comparing the number of tobacco retailers to the number of fast food restaurants

# **Point-of-Sale Scavenger Hunt**

Prep Time: Weeks

Cost: Low

The purpose of this activity is 1) to raise awareness and inform youth about the marketing strategies tobacco companies use and how these strategies target kids to start smoking and 2) equip youth with strategies they can use to create change in their community to limit the deadly influence of the tobacco industry.

Activity created by



## **WHY IS THIS IMPORTANT**

The retail store, also known as the point of sale (POS), is the primary channel for tobacco industry marketing efforts, accounting for 89% of their total advertising, marketing and promotional budget.

Exposure to POS advertising and promotions prompts smoking initiation, encourages tobacco use, and undermines quit attempts. Youth are three times more sensitive than adults to tobacco advertising.

Tobacco marketing is also designed to target youth by using imagery that appeals to young children and adolescents. Specifically, tobacco products are packaged to look similar to products that appeal to youth, such as candy; and products and advertisements are placed where they are highly visible to youth.

## **YOU'LL NEED**

- Assessment form
- Clipboard
- Camera
- Pens and pencils

## **INSTRUCTIONS**

### **Before the Event:**

- Identify who will be conducting the store assessments. How many people do you have? Make sure you have chaperones or adults to accompany you to the stores.
- Pick a day when everyone is available and, if possible a time when the stores might not be as busy. Be sure to visit stores during daylight.
- Identify a list of stores to visit. Common store types include grocery stores, supermarket, gas stations, convenience stores, newsstands, pharmacies and drug stores.
- Contact key stakeholders to schedule a time to share the results of your tobacco assessments.
- Gather the other necessary materials.
- Make copies of the assessment form. You will need one copy of the form for each retailer you plan to visit.
- Make maps of where the stores are located.



marketing and advertising in the retail environment, and how tobacco marketing and advertising affects you with the group doing store audits. Review the "What to Look For" and the assessment form materials. Make sure everyone understands what you will be looking for during the assessment.

### During the Event:

- Distribute retailer maps and materials to each group.
- Designate what time and where the groups will meet back.
- Do your assessments! Follow the instructions in this guide.
- Upload photos and videos to **social media** with the hashtag **#iKickButts**.

### After the Event:

- Compile tallies of tobacco retailers and advertisements from individual forms.
- Discuss what you saw.
- Create a visual display of what you saw. Be creative!
- Share your findings with local school boards and policy makers and other key stakeholders in your community.
- Use the photos to make a slide show showcasing the best POS examples in your community.

**TIP**

2-3 youth per team work the best. One team will fit into a car, and teams usually won't overwhelm stores.

## Airing Out Big Tobacco's "Dirty Laundry"

**Prep Time: Days**

**Cost: Low**

## Quick & Easy

Use this activity to creatively expose Big Tobacco's lies and tricks by airing out their dirty laundry!

## YOU'LL NEED

- Laundry items (such as old shirts, socks, sheets, and pants)
- Markers
- A clothes line and something to string it from
- Clothes pins
- Tobacco company quotes on marketing to kids

## INSTRUCTIONS

### Before the Activity



clubs and organizations in your Kick Butts Day project by having them help collect articles of clothing! Having trouble collecting enough clothing? Cut t-shirts and pant shapes out of colored paper and hang those up.

- **Identify a high traffic location** to set up your display, like the cafeteria or your local mall. Get the proper permission in advance!
- **Contact the media** and make sure they know what you are doing, where you will be, and what time you will be there.

#### During the Activity

- **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.
- **Create your display** by hanging up the decorated clothing on a clothesline.
- **Set up a table or booth** manned by your group members to share additional information on fighting Big Tobacco on hand.
- Upload photos and videos to social media with the hashtag #IKickButts.

#### After the Activity

- **Contact the media** again! Be sure to send a press release and photos to any media outlets who didn't show up.



## VISUAL:

Visuals can be incredibly powerful, but they're the most powerful with a call to action. Make sure you provide enough context and information so that your community can take real action to reduce the toll of tobacco. Once you've captured their attention with a powerful visual about the problem, give them ways to be part of the solution.

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## Flash Mob

Prep Time: Weeks

Cost: Low

Capture attention with a flash mob! A flash mob is sure to get an audience and can be used to promote your message in visual and creative way. Here is a video of a previous flash mob held in honor of Kick Butts Day.

## YOU'LL NEED

- A medium to large group of participants
- Markers and paper for signs
- T-shirts for all participants (optional)
- Music or a chant

## INSTRUCTIONS



- **Pick a high-traffic location** for the event. A busy area, such as a mall, works best. If necessary, make sure you have the right permission and permits for the area you are performing in.
- Recruit interested participants for your flash mob, including a choreographer if necessary.
- Plan your flash mob action – will everyone freeze and hold up a sign? Does your flash mob involve a song and dance? Assess what materials you will need to make sure your flash mob is a success and be sure to PRACTICE!
- Decide whether participants should all wear the same t-shirt. You can make or buy t-shirts with your message. If you don't have t-shirts, consider having participants all wear one color.
- Create eye-catching, easy to read posters with messages about tobacco's toll.
- If you plan to have a table at the site of the flash mob, create a banner for the table and make sure you have resources available for participants here. Don't forget to include a call to action!
- Contact the media and make sure they know what you are doing, where you will be, and what time you will be there.

#### **During the Event:**

- If you plan to have a table, set up your table and banner.
- Your group should disperse and wander through the area, blending in with the other people in the crowd.
- Identify someone to video-tape and photograph your flash mob! Videos and pictures can be posted to social media and sent to the media.
- At the pre-determined time or signal, your flash mob action will begin. When you've finished your flash mob, be prepared for people to ask questions!

#### **After the Event:**

- Contact the media again! Be sure to send a press release and photos to any media outlets who didn't show up.
- Upload photos and videos to social media with the hashtag **#iKickButts**.

## **VISUAL:**

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## **Cups in a Fence**

**Cost: Low**

**Quick & Easy**

Spell out your message! Place colorful cups in a chain-link fence in a high traffic location to make a statement and create a powerful visual display highlighting the toll of tobacco.

- Colored plastic cups
- A chain-link fence in a high traffic location
- Graph paper

## INSTRUCTIONS

### Before the event:

- Find a fence that many people pass by every day. Consider tying your activity to a popular community event – is there a 5K race happening? A community field day?
- Get permission from the owner of the property or the event organizer to decorate the fence, and agree to clean it up after your event.
- Decide what message you would like to display. The message can be a few simple words such as "Tobacco Lies," or a phrase of your choice.
- Map out your message on graph paper ahead of time – make sure you have enough cups!
- Contact the media and make sure they know what you are doing, where you will be, and what time you will be there.



### During the event:

- Put plastic cups through the holes of your fence to spell it out!
- If you plan to have a table, set up your table and have representatives on hand to answer questions and share information about fighting Big Tobacco.
- Take photos and post them to social media!
- Contact the media again! Be sure to send a press release and photos to any media outlets who didn't show up.

### After the event:

- Contact the media again! Be sure to send a press release and photos to any media outlets who didn't show up.
- Upload photos and videos to social media with the hashtag #iKickButts.

## VISUAL:

Visuals can be incredibly powerful, but they're the most powerful with a call to action. Make sure you provide enough context and information so that your community can take real action to reduce the toll of tobacco. Once you've captured their attention with a powerful visual about the problem, give them ways to be part of the solution.

## Body Bag Display

Prep Time: Days

Cost: Low

Make an impact and spark conversation 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
- Markers
- Body bags (ask your local police department or hospital) or black trash bags
- Newspaper and other materials to make the "body bags" look full



## INSTRUCTIONS

### Before the Event:

- **Decide how many body bags you will use.** You can use a specific number to represent a statistic (see "[Fatal Figures](#)") or you can use the body bags to display facts or show smoking-related deaths.
- **Stuff the body bags** with paper or fake money and leave the bag slightly open.
- If you choose to use fake money, include a sign that says "If you smoke one 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, multiply that by 365, and then multiply that by the number of years the "person" has smoked.)
- **Make posters** with your statistic on them.
- **Identify a high traffic location** to set up your display. Get the proper permission in advance!
- **Contact the media** and make sure they know what you are doing, where you will be, and what time you will be there.

### During the Event:

- Set up your display in a high traffic location and be prepared for questions!
- If you plan to have a table, set up your table and have representatives on hand to answer questions and share information about fighting Big Tobacco.
- Upload photos and videos to **social media** with the hashtag **#iKickButts**.

### After the Event:

- Contact the media again! Be sure to send a press release and photos to any media outlets who didn't show up.

## VISUAL

provide enough context and information so that your community can take real action to reduce the toll of tobacco. Once you've captured their attention with a powerful visual about the problem, give them ways to be part of the solution.

## Tombstones

Prep Time: Days

Cost: Low

This eye-catching visual will be sure to get people talking. Make an impact and spark conversation 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

#### Before the Event:

- **Identify a high traffic location** to set up your display. Get the proper permission in advance!
- **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** each of the tombstones gray.
- **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.
- **Contact the media** and make sure they know what you are doing, where you will be, and what time you will be there.

#### During the Event:

- Display your finished tombstones in a populated area.
- Upload photos and videos to **social media** with the hashtag **#iKickButts**.
- If you plan to have a table, set up your table and have representatives on hand to answer questions and share information about fighting Big Tobacco.

#### After the Event:

- **Contact the media again!** Be sure to send a press release and photos to any media outlets who didn't show up.

Visuals can be incredibly powerful, but they're the most powerful with a call to action. Make sure you provide enough context and information so that your community can take real action to reduce the toll of tobacco. Once you've captured their attention with a powerful visual about the problem, give them ways to be part of the solution.

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## **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!

### **INSTRUCTIONS**

#### **Before the Event:**

- **Choose an issue** to focus on when speaking to your legislator. What is the problem? What is the solution? Is there a tobacco tax increase proposal in your state? Are advocates still fighting for smoke-free air? [Contact us](#) to see what's going on in your state, and how we can help.
- **Develop talking points** on your issue and have a plan to contact your elected officials. You can call your elected officials, mail or e-mail them materials or meet with them in person.
- Call your legislator's office and ask to **schedule a meeting** on Kick Butts Day. 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 with a local, youth-driven group.
- Find an expert on your issue, and ask them to **conduct training** for your group. It's crucial that when you visit a legislator you present all factual information.
- **Develop a leave-behind folder** with fact sheets and other materials about your issue, including 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, teacher, other adult) 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 4 people or fewer.
- [Contact the media](#) and make sure they know what you are doing, where you will be, and what time you will be there.

#### **During the Event:**

- **Tell your story:** why do YOU care about tobacco? Why does the issue matter? What makes you passionate about fighting Big Tobacco?
- Upload photos and videos to **social media** with the hashtag **#iKickButts**.



# **Anti-Tobacco Rally**

Prep Time: Weeks

Cost: Moderate

Hold an anti-tobacco rally in your community or at your state capital. 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!

Kick Butts Day 2014 from The 84 on YouTube

## **YOU'LL NEED**

- Megaphones
- Posters and markers
- Sound equipment
- Podium
- Permit

## **INSTRUCTIONS**

### **Before the Event:**

- **Choose a theme:** Establish a planning team and pick a 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. Also, if you need transportation, start planning what means of transportation 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.
- **Choose speakers:** Find youth or policymakers who are passionate about tobacco use, and invite them to speak. Make sure they are prepared to support your issue/theme.
- **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 go.
- **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.
- **Send invitations:** Invite elected officials, the media, decision-makers and other stakeholders in your community.
- **Contact the media** and make sure they know what you are doing, where you will be, and what time you will be there.

### **During the Event:**

- Upload photos and videos to **social media** with the hashtag **#iKickButts**.



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## **Billions of Butts**

Prep Time: Days

Cost: Low

Cigarette butts are ugly, bad for the environment, and expensive to clean up. This activity by [Forget Tobacco](#) makes it cool, easy, and cheap for you to clean up tobacco litter in your town. After all, cigarette butts are the number one cause of litter in the world.

### **YOU'LL NEED**

- Gloves
- Trash bags

### **INSTRUCTIONS**

#### **Before the Event:**

- Check with the city to see if you need a permit for the location of the cleanup.
- Recruit volunteers and invite local leaders and media to the clean-up.
- Map out your location – assign groups of volunteers to different areas if necessary.
- [Contact the media](#) and make sure they know what you are doing, where you will be, and what time you will be there.

#### **During the Event:**

- Meet with your volunteers at your designated location, hand each group of participants a trash bag and gloves, and have them get to work! Be sure your participants count the butts along the way.
- If you plan to have a table, set up your table and have representatives on hand to answer questions and share information about fighting Big Tobacco.
- Upload photos and videos to **social media** with the hashtag **#iKickButts**.

Activity created by



#### **After the Event:**

- Spread the message in your town. How many butts did you clean up? The number may disgust your neighbors and elected officials, and lead to policy change in your hometown!
- Contact the media again! Be sure to send a press release and photos to any media outlets who didn't show up.



### **TIP**

Don't just count your butts – take plenty of pictures! A picture is worth 100 words, and a giant pile of tobacco litter speaks volumes.

# Fatal Figures

Prep Time: Weeks

Cost: Low

Quick & Easy

How do you get people to realize just how deadly tobacco is? The answer: by creating a powerful visual to show the “fatal figures” for your state or your community

## YOU’LL NEED

- Any items that can creatively symbolize numbers (shoes, lunch boxes)
- Signage with your statistic

## INSTRUCTIONS

### Before the Event:

- **Choose your “Fatal Figure”** – make sure the number is feasible; it’s very difficult to find 400,000 lunchboxes! To get started, check out our [Toll of Tobacco](#) page.
- **Identify what items would work best for your display** – is it shoes? Lunch boxes? Tombstones? Body bags?
- **Identify a high traffic location** and get permission for your display, if necessary.
- **Collect the items** you will use to represent your statistic. Work with friends or your club, and explore collaborating with other organizations that support your mission. Make sure you give yourself enough time to collect all the items you need!
- **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!)
- If necessary, **have a plan for the items you have collected once your event is over** (example: donating shoes to a local charity).
- Invite the media! Local papers and TV stations can capture the power of your visual and share your message with a much larger audience.

### During the Event:

- **Create your visual** display in an area where many people will see it.
- Have representatives from your group on hand to talk about the statistic, and what you’re doing in your school or community to lower the rate of tobacco use. Set up a table or booth if you’re able to with materials and a call to action!
- Upload photos and videos to **social media** with the hashtag **#iKickButts**.

### After the Event:

- Contact the media again! Be sure to send a press release and photos to any media outlets who didn’t show up.





Visuals can be incredibly powerful, but they're the most powerful with a call to action. Make sure you provide enough context and information so that your community can take real action to reduce the toll of tobacco. Once you've captured their attention with a powerful visual about the problem, give them ways to be part of the solution.

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## **They Put WHAT in a Cigarette?!**

Prep Time: Days

Cost: Low

Quick & Easy

There's a lot more than just tobacco in cigarettes. Cigarettes contain over 7,000 chemicals – including at least 69 cancer-causing toxins.

### **YOU'LL NEED**

- Batteries
- Vinegar
- Hair dye
- Nail polish remover
- Cleaning supplies
- Disinfectant
- Paint (see list of [chemicals](#) for more ideas)



### **INSTRUCTIONS**

#### **Before the Event:**

- 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. Get the proper permission in advance!
- Create a large display with all of the chemical names, and title it "What's in a cigarette?"
- [Contact the media](#) and make sure they know what you are doing, where you will be, and what time you will be there.

#### **During the Event:**

- When passersby approach your display, explain that these household items contain the same ingredients as what's in a cigarette.
- If you plan to have a table, set up your table and have representatives on hand to answer questions and share information about fighting Big Tobacco.
- Upload photos and videos to **social media** with the hashtag **#iKickButts**.

#### **After the Event:**



## **VISUAL**

Visuals can be incredibly powerful, but they're the most powerful with a call to action. Make sure you provide enough context and information so that your community can take real action to reduce the toll of tobacco. Once you've captured their attention with a powerful visual about the problem, give them ways to be part of the solution.

# **Quit Fest (Obion County)**

**Event Name: Quit Fest**

**Location: Housing Authority**

**Audience: Adults**

- Cornhole
- Yogurt parfait bar
- Door prizes
- Pig lung display and demonstration

This event is primarily focused on getting the residents of the housing authority to sign up for cessation classes.

## **Youth**

The Boys and Girls Club we are going to have 5 different "stations" the youth will rotate through:

- A pledge station for the youth to decorate and sign pledges to "be the first" tobacco free generation and stick them on a banner.
- Pig lung display and demonstration
- Chalk for them to chalk the walk out front
- The Smokey Eyes game (if you're not familiar, the game comes with goggles that simulate macular degeneration and the youth wear them while they try to shoot balls into a bucket)
- A trivia-based relay race game (I'm still working out the details for this one)

## **Quit Kit**

Order nice, reusable clear plastic bags with the Health Department information on them.

Put the following core items in the bags: mints, toothpicks/toothpick holders, rubber bands, gum, straws, QuitLine cards, a brochure with our Health Department services, and the poem.

Poem (document for card stock attached)

### The Quit List

When the craving hits hard & you're having a fit  
Consider this kit your catcher's mitt.  
You might think it's crazy but we've got your back  
And this little kit to help keep you on track.  
Don't pick up that cigarette, grab a **straw** instead.  
Keep them close by you, even right by your bed.  
If you gotta drag on something, grab one of these.  
Take in only fresh air...it won't make you wheeze!  
To keep your mouth busy here's **gum** and some **mints**  
Chew while you think on all the money you've spent.  
Look for the **toothpicks** and soon you'll find  
That these little jewels help occupy your mind.  
If all these things fail you, there is one more thing.  
Pop yourself with a **rubber band** & make sure it stings!  
The pain won't last long so pop yourself hard.  
And keep with you always the **Tobacco QuitLine Card.**

If I have more goodies to put in there I usually add them, like hand sanitizer or chapstick with the QuitLine logo, or bracelets and reusable straws that say "I will be tobacco free".

For more information on the Quit Kits and the Quit Fest Event contact:

Catherine Sedergren, MSPH  
Public Health Educator, Obion & Lake Counties  
Obion County Health Department  
(731) 885-8722  
Catherine.Skahen@tn.gov

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You might think it's crazy but we've got your back  
And this little kit to help keep you on track.  
Don't pick up that cigarette, grab a **straw** instead.  
Keep them close by you, even right by your bed.  
If you gotta drag on something, grab one of these.  
Take in only fresh air...it won't make you wheeze!  
To keep your mouth busy here's **gum** and some **mints**  
Chew while you think on all the money you've spent.  
Look for the **toothpicks** and soon you'll find  
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Consider this kit your catcher's mitt.  
You might think it's crazy but we've got your back  
And this little kit to help keep you on track.  
Don't pick up that cigarette, grab a **straw** instead.  
Keep them close by you, even right by your bed.  
If you gotta drag on something, grab one of these.  
Take in only fresh air...it won't make you wheeze!  
To keep your mouth busy here's **gum** and some **mints**  
Chew while you think on all the money you've spent.  
Look for the **toothpicks** and soon you'll find  
That these little jewels help occupy your mind.  
If all these things fail you, there is one more thing.  
Pop yourself with a **rubber band** & make sure it stings!  
The pain won't last long so pop yourself hard.  
And keep with you always the **Tobacco QuitLine Card.**

#### The Quit List

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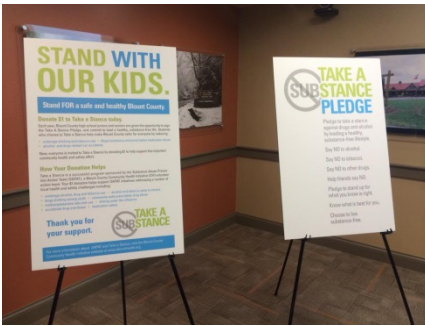
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# Take A Stance Event

## Blount County



Each fall, high school students across Blount County are given the opportunity to sign a Take A Stance pledge and commit to leading a healthy, substance-free life. The Take A Stance program, which was developed and is sponsored by the Community Health Initiative (Health Council) Substance Abuse Prevention Action Team (SAPAT), is held in conjunction with October's Red Ribbon Week. This national drug, alcohol, tobacco and violence prevention awareness campaign is designed to promote awareness among young people about the negative consequences of underage alcohol and tobacco use and drug abuse.

In previous years, SAPAT partnered with local retailers to sell \$1 paper Take A Stance ribbons in area businesses. Donors were encouraged to sign their ribbons in support of students who are committed to living healthy, substance-free lives. All proceeds from the ribbon campaign helped fund SAPAT initiatives addressing a number of local health and safety challenges including:

- underage tobacco use, drinking and drug abuse
- alcohol and tobacco sales to minors
- driving under the influence
- binge drinking among young people ages 14-24
- community-wide prescription drug abuse
- methamphetamine labs and use
- accidental drug overdoses
- medication safety



This year, SAPAT partnered with a local farm to paint pumpkins a lime green color to promote Take A Stance which were available for purchase, all proceeds go to the SAPAT initiatives. On November 4th, there's Take A Stance pledge event to celebrate the students pledging to be substance free at the Foothills Theater where there will be food, games, a speech by Miss Tennessee, and the final celebration is a movie screening of Thor: Ragnarok.

For more information, please contact:

William Gates Jr., Public Health Educator  
Blount County Health Department  
(865) 983-4582 ext: 137  
[William.Gates@tn.gov](mailto:William.Gates@tn.gov)

Peyton Camera  
Blount County Community Health Initiative  
(865) 977-5718  
[peyton.sapat@gmail.com](mailto:peyton.sapat@gmail.com)

# **RESOURCES**

## **E-Cigarettes and Youth: Resources for Educators and Others Working with Youth**

*Updated: November 21, 2019*

**CDC Office on Smoking and Health (CDC/OSH) E-Cigarettes Resources.** The [CDC e-cigarettes landing page](#) has a variety of materials and resources, and is a one-stop shop for evidence-based messages about e-cigarettes:

- A webpage with [general information about e-cigarettes](#).
- A webpage with information specific to [e-cigarettes and young people](#), with links to infographics, fact sheets, an [e-cigarettes and youth toolkit for partners](#), and an [OSH presentation to educate youth on e-cigarettes](#). (Please note: these materials don't include information on the e-cigarettes lung-injury outbreak.)
- CDC/OSH and the Tobacco Control Network (TCN) collaborated to produce a pair of youth e-cigarette use microlearning videos. The videos, a [long form](#) and a [short form](#), feature introductory remarks from TCN Chair Luci Longoria before a comprehensive overview on the prevalence and risks of youth e-cigarette use from Dr. Brian King, Deputy Director for Research Translation with OSH. Both videos present the same content in different levels of detail, and are appropriate to share with school administrators, nurses, teachers, and other school-based stakeholders to ensure that all young people can learn in an environment free from e-cigarette use.

### **CDC Outbreak of Lung Injury Associated with E-Cigarette Use, or Vaping (EVALI) Information and Resources.**

See this webpage for information specific to the [outbreak of lung-injury associated with e-cigarette use, or vaping](#), including information for the [general public](#), and a [healthcare provider](#) webpage with information relevant to school health staff, including a poster, available in [English](#) and [Spanish](#), suitable for placement in school health clinics and school nurse offices.

**School-Based E-Cigarettes Prevention Curriculum.** While CDC/OSH doesn't endorse programs or curricula, there are several noteworthy evidence-based youth e-cigarette prevention curricula and materials:

- FDA continues to work with Scholastic to develop [youth e-cigarette prevention resources](#) for middle schools and high schools. Resources, such as lesson plans and activity sheets, will be sent to more than one million teachers to help them start educational conversations about the harms of youth e-cigarette use. "The Real Cost of Vaping" website, created by Scholastic, also includes a parent take-home sheet, infographics, youth cessation resources, and an educational program that can be used by schools as an alternative to student suspensions or citations (INDEPTH™, see below).
- The Stanford Medical School [Tobacco Prevention Toolkit](#) module on E-Cigs/Vapes and Pods
- The University of Texas Health Science Center at Houston [Catch My Breath Youth E-Cigarette and JUUL Prevention Program](#)
- The American Lung Association [INDEPTH™: Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health](#) offers an alternative to suspension or citation for infractions of school tobacco-free policies.

### **E-Cigarettes Cessation Resources for Youth**

- The Truth Initiative launched a youth/young-adult focused [E-cigarette Quit Program](#). Youth and young adults can access the e-cigarette quit program by texting "DITCHJUUL" to 88709. Parents and other adults looking to help young people quit should text "QUIT" to (202) 899-7550.
- The National Cancer Institute's [SmokefreeTeen](#) website includes information on [How To Quit Vaping](#).



## Youth-Facing E-Cigarette Prevention Ads

**The FDA Center for Tobacco Products** is running a national e-cigarettes prevention campaign to reach youth. The press release, [FDA launches its first youth e-cigarette prevention TV ads, plans new educational resources as agency approaches one-year anniversary of public education campaign](#), describes the campaign as well as resources (e.g., posters, lessons plans) that FDA has distributed or plans to distribute to public and private middle and high schools nationwide. A variety of the FDA's youth e-cigarette prevention materials, including print materials and social media content, are available for download on the [Center for Tobacco Products Exchange Lab](#), including:

- “Chemicals in Vaping” posters. These five posters – focused on [chromium](#), [lead](#), [nickel](#), and [nicotine](#) – help educate youth about the potential dangers of e-cigarette use.
- [11 short vaping videos](#), designed to educate youth that vapes can contain chemicals that could be harmful to the body, are available for download to share on Instagram and Facebook.
- In addition, the FDA ad “[Hacked](#)” is now available in the CDC Media Campaign Resource Center for order. Placement of this ad requires payment of talent rights.

**The Truth Initiative** is offering **truth**®-branded video content focused on flavored e-cigarettes. The content has been created specifically for youth-serving partners and stakeholders. The video “[Sweet Clouds](#)” highlights the fact that 81% of youth who have ever used e-cigarettes started with flavors. Truth Initiative is also offering **truth** content that spreads awareness of the facts and dangers associated with flavored and menthol tobacco products. “[Burn Through](#)” focuses on how Big Tobacco uses fruit flavors to disguise the 3,000 other dangerous chemicals in their products. Also available are “[Making Menthol Black](#)”, a hard-hitting expose of the tactics Big Tobacco used to target African Americans for decades, and “[Power In Numbers](#)”, an exploration of the disturbing trends and numbers behind menthol use in America.

The videos are available in :30, :15 and :10 length versions plus scripted social media posts, gifs and still images. They are available free of charge (any/all media fees to be covered by partners) and can be run online (and some on TV) as well as on closed circuit tv systems on college campuses. *All assets are available without any tagging/co-branding or any modifications.* The use of the **truth** content will be vetted by and at the discretion of Truth Initiative. For further information, contact [ad.inquiries@truthinitiative.org](mailto:ad.inquiries@truthinitiative.org).

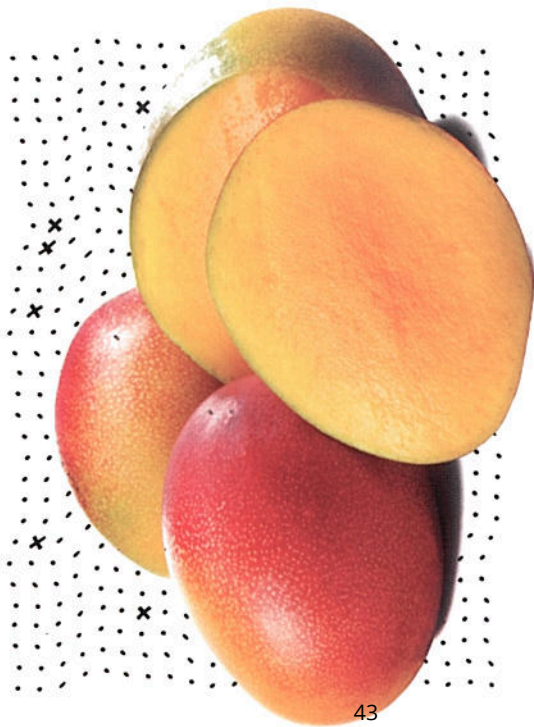
**CDC/Surgeon General Public Service Announcements (PSAs) for Adult Influencers.** Adult-facing PSAs from CDC/OSH and the U.S. Surgeon General are available for free through the CDC Media Campaign Resource Center. These PSAs are not designed for youth; they are appropriate for use with adult audiences, to raise their awareness about the health risks associated with e-cigarettes and youth:

- [One Brain](#) Radio PSA
- [It's Not Like You Can Buy A New Brain](#) (Vending Machine) Print ad
- [It's a Fact](#) Radio PSA
- [Any Volunteers?](#) Video PSA
- *E-Cigarettes Risky for Youth* [digital](#) and [social](#) media images
- [E-Cigarettes, Nicotine, and Brain Development](#) social media image

*An item's inclusion does not necessarily represent the views of the Department of Health and Human Services (DHHS), Centers for Disease Control and Prevention (CDC) or the Office on Smoking and Health (OSH) nor does it imply endorsement of the item's methods or findings. OSH, CDC and DHHS assume no responsibility for the factual accuracy of the items presented. The selection, omission, or content of items does not imply any endorsement or other position taken by OSH, CDC or DHHS.*

*References to publications, news sources, and non-CDC Websites are provided solely for informational purposes and do not imply endorsement by OSH, CDC or DHHS. OSH, CDC and DHHS assume no responsibility for the factual accuracy of the content of the individual organization found at non-Federal links.*

	<b>American Lung Association: Not On Tobacco (NOT)</b>	<b>ALA: INDEPTH</b>	<b>USC: Project EX</b>	<b>ACS Freshstart + supplemental (e.g. Stanford Toolkit, CATCH My Breath, etc.)</b>
<b>Summary</b>	<ul style="list-style-type: none"> <li>Youth cessation</li> <li>10 50-minute sessions and can be implemented in both school and community settings</li> <li>Strictly voluntary</li> <li>Group setting</li> </ul>	<ul style="list-style-type: none"> <li>Alternative to Teen Nicotine Suspension or Citation</li> <li>4 50-minute sessions</li> <li>One-on-one or group setting</li> </ul>	<ul style="list-style-type: none"> <li>School-based</li> <li>Tobacco-use cessation program for high school youth (ages 14-19 years).</li> <li>Delivered in a clinic setting</li> <li>Involves enjoyable, motivating activities such as games, mock talk shows, and yoga</li> </ul>	<ul style="list-style-type: none"> <li>Group-based, facilitator-led tobacco cessation</li> <li>Free online training</li> <li>Pair ACS program with prevention curriculum for education and cessation components</li> </ul>
<b>Training Platform</b>	In-Person, required	Online, required	In-Person, not required	Online, required
<b>Training Cost</b>	\$250/person (covers 3 year certification, facilitator binder, and lunch)	Free	\$1300-2000 + Travel (optional training for 5-15 people)	N/A
<b>Teacher Material/ Manual Cost</b>	Included in Training	Free - Printing	\$60/manual	Free - Printing
<b>Student Material cost</b>	Free - Printing	Free - Printing	\$35/set of 5 (\$7/student)	Free - Printing
<b>Student Pre/Posttest</b>	Free - Printing	Free - Printing	\$5/student	Free - Printing
<b>Website</b>	<a href="https://www.lung.org/stop-smoking/helping-teens-quit/not-on-tobacco.html">https://www.lung.org/stop-smoking/helping-teens-quit/not-on-tobacco.html</a>	<a href="https://www.lung.org/stop-smoking/helping-teens-quit/indepth.html">https://www.lung.org/stop-smoking/helping-teens-quit/indepth.html</a>	<a href="https://projectex.usc.edu/">https://projectex.usc.edu/</a>	<a href="https://www.acsworkplacesolutions.com/freshstart.asp">https://www.acsworkplacesolutions.com/freshstart.asp</a> <a href="https://med.stanford.edu/tobaccopreventiontoolkit.html">https://med.stanford.edu/tobaccopreventiontoolkit.html</a> <a href="https://catchinfo.org/modules/e-cigarettes/">https://catchinfo.org/modules/e-cigarettes/</a>
<b>Contact</b>	Geneica Jones <a href="mailto:Geneica.jones@lung.org">Geneica.jones@lung.org</a> 615-510-3553	<a href="mailto:INDEPTH@lung.org">INDEPTH@lung.org</a> 800-586-4872 (800-LUNGUSA)	Leah Meza <a href="mailto:Leahmedi@usc.edu">Leahmedi@usc.edu</a> 323-442-8202	



TIRED OF WEIRDLY CRAVING **MANGOS**  
EVERY TIME YOU TRY TO LIVE YOUR LIFE?



IF YOU'VE REALIZED **NEEDING YOUR**  
**JUUL ISN'T A GREAT FEELING**

**& ALL YOUR MONEY IS GOING**  
**TO JUUL PODS**

(OR WHATEVER VAPE PRODUCT  
YOU FORMERLY LOVED)

**WE'VE GOT YOU.**

TEXT "DITCHJUUL" TO  
**88709**

AND GET FREE ADVICE, TIPS AND INSPIRATION FOR QUITTING.





# STUDENT COMMERCIAL TOBACCO USE IN SCHOOLS

## Alternative Measures



School policies regulating the use and possession of commercial tobacco products,<sup>1</sup> including electronic delivery devices (e.g., e-cigarettes, vaping devices, JUUL, Suorin), often contain punitive measures for student violations.

This publication provides sample language and ideas for evidence-based solutions and information as to why these alternative measures may be more effective than suspension and expulsion at addressing student tobacco use and nicotine addiction as part of a school's Commercial Tobacco-Free Policy.



The sample language for alternative measures in this publication is part of the Public Health Law Center's comprehensive *Commercial Tobacco-Free K-12 School Model Policy*.





- I. The tobacco industry has historically and continues to target youth to maintain profits, especially in and around schools.<sup>2</sup> Schools should consider these predatory tactics when creating or modifying a policy to address youth possession and use of commercial tobacco in schools.

When considering how to effectively address youth use and possession of commercial tobacco products in schools, *it is important to understand how pervasive the industry's targeting of youth and young adults with these highly addictive products has been for several decades.* Overwhelming evidence, including the tobacco industry's own documents, shows that from the 1950s to the present the tobacco industry intentionally and strategically studied and marketed commercial tobacco products to youth in order to recruit "replacement smokers" to stay in business.<sup>3</sup> In 1981, a Philip Morris representative said, "[t]oday's teenager is tomorrow's potential regular customer."<sup>4</sup> The tobacco industry knows that "the overwhelming majority of smokers first begin to smoke while still in their teens."<sup>5</sup>

Well-documented examples of the tobacco industry's unethical efforts to capture the youth market are school "education programs," which were promoted and distributed to schools in the 1980s and 1990s. These programs were ineffective at best and harmful at worst.<sup>6</sup> They were more likely to increase youth commercial tobacco use because they focused on decision-making skills and portrayed smoking as an "adult-only" activity. In so doing, they implicitly labeled commercial tobacco use a "forbidden fruit and badge of maturity" without honestly presenting the addictive and lethal nature of the products.<sup>7</sup>

The tobacco industry continues to target youth in schools. R.J. Reynolds currently funds a program called “Right Decisions Right Now” that it defines on its website as a “free education tobacco prevention program in grades 5–9.” In the face of the youth e-cigarette epidemic, JUUL — the most popular brand of e-cigarette among youth — promoted an “education program” and offered schools money to test it.<sup>8</sup> Although JUUL later abandoned the program, these examples show that youth are still being targeted, even in schools. Some manufacturers have even offered college scholarships.<sup>9</sup> The U.S. Centers for Disease Control and Prevention warns that, “because the presence of the tobacco industry in school settings may increase the likelihood of youth tobacco product initiation, it is critical that public health and school-based efforts to prevent youth tobacco product use remain independent of tobacco industry influences.”<sup>10</sup>

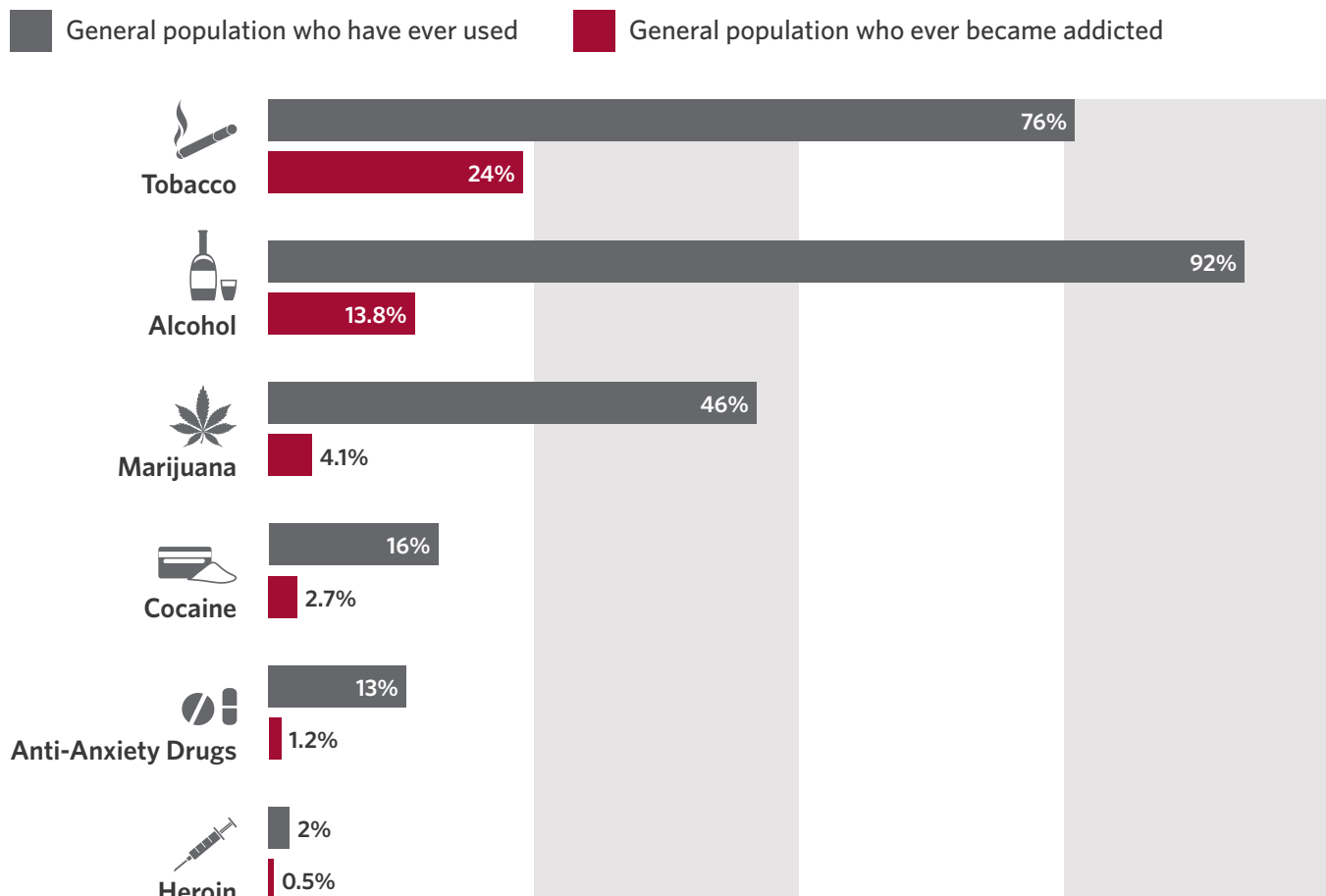
Youth are also bombarded with commercial tobacco advertising and marketing in their day-to-day physical environments outside school. Most youth report entering convenience stores weekly and two-thirds of youth report seeing tobacco advertising all or most of the time they visit a convenience store.<sup>11</sup> A study in California demonstrated that 32.6 percent of stores placed at least one tobacco advertisement at or below three feet — a clear effort to advertise to young children.<sup>12</sup> Several studies confirm that stores closer to schools have more tobacco advertising than stores that are located farther away from schools.<sup>13</sup> The tobacco industry spends nearly \$26 million every *single day* in advertising and 96 percent of that budget goes to marketing in retail stores, where youth frequently enter.<sup>14</sup> Youth are targeted by price promotions and discounts in the stores, and by an increased number of tobacco retailers in and around schools.<sup>15</sup> This is especially true in low socioeconomic neighborhoods and areas with a high percentage of Black and Indigenous youth and youth of color. The U.S. Surgeon General has concluded that, “there is strong, consistent evidence that advertising and promotion influence the factors that lead directly to tobacco use by adolescents” and this includes both initiation and long-term use.<sup>16</sup>

More recent studies provide specific evidence that e-cigarette marketing exposure is associated with ever and current e-cigarette use among middle and high school students.<sup>17</sup> E-cigarette products that are popular among youth, like JUUL and Suorin, only entered the marketplace in the past few years, prior to an in-depth scientific understanding of all the health harms they pose, especially for youth. E-cigarette companies have capitalized on this window of opportunity — before widespread scientific understanding and agreement — to market their products in ways that have contributed to widespread use and misperceptions by youth about these products. By 2018, an estimated 3.05 million (20.8 percent) high school and 570,000 (5.7 percent) middle school students were current users of e-cigarettes, the majority (67.8 percent) of whom use flavored e-cigarettes.<sup>18</sup>

Heavy targeted advertising of youth-appealing flavored cigarettes, cigars, and e-cigarettes is another key contributor to youth commercial tobacco use. Cigarette, cigar, and e-cigarette manufacturers and sellers, including R.J. Reynolds and JUUL, make and advertise youth-appealing flavors like menthol, mint, sweet, and fruity flavors — often even labeling their products to mimic well-known candy, cereal, and snack brands.<sup>19</sup> These companies have advertised on social media under the radar of parents, schools, and other concerned adults. Unlike adult users, adolescent e-cigarette users report the availability of flavors as their top reason for e-cigarette use.<sup>20</sup> In multiple recent studies, national samples of youth e-cigarette users demonstrate that the majority were not aware that the products contain nicotine and believed them to be “not at all addictive.”<sup>21</sup>

## II. Nicotine exposure in adolescence can permanently change brain development and make nicotine addiction extremely difficult to break.

### Drugs People Get Hooked On<sup>22</sup>



Exposure to nicotine in adolescence creates measurable changes in brain chemistry and biology. These changes lead to heavier daily use, stronger addiction, and more difficulty quitting tobacco use later in life.<sup>23</sup> Nicotine addiction is complex and differs between adults and adolescents. In fact, the U.S. Surgeon General warns that nicotine exposure during adolescence may harm brain development, as well as impact learning, memory, and attention.<sup>24</sup>

In general, nicotine addiction functions similar to other addictions — the nicotine activates dopamine and other positive chemicals in the brain, effectively hijacking the body's natural reward system. A youth's exposure to nicotine can alter brain development resulting in long-term consequences such as decreased cognitive ability, increased mental health issues, and behavioral and personality changes.<sup>25</sup> Additionally, brain changes induced by nicotine exposure can make youth more susceptible to addiction to other substances.<sup>26</sup>

Student use or possession of commercial tobacco products, even if in violation of school policies, indicates an addiction to nicotine that should compel school administrators to use supportive and effective methods to assist the student in achieving recovery. Student use or possession of commercial tobacco in violation of school policies despite their knowledge of the potential negative consequences of violating the policy demonstrates the strong addictive nature of nicotine.

### III. Effective solutions to school policy violations focus on helping youth succeed.

School years are critical for the physical, social, and educational development needed for success both in school and in life. Research shows penalties like expulsion and suspension contribute to negative educational and life outcomes, undermining schools' goals for supporting healthy student development.<sup>27</sup>

The U.S. Department of Education (DOE) and U.S. Department of Justice recognize the connection "between exclusionary discipline policies and practices and an array of serious educational, economic, and social problems."<sup>28</sup> In 2014, the DOE issued a report titled *Guiding Principles: A Resource Guide for Improving School Climate and Discipline*. That report finds that some of the harms from suspension and expulsion include a decreased likelihood to graduate on time, increases in grade repetition and dropout, and an increased likelihood of involvement with the criminal court system.<sup>29</sup>

The negative consequences of using expulsions and suspensions are not limited to the expelled or suspended student. High rates of school suspensions are associated with lower scores on standardized tests and overall academic achievement of the entire student body.<sup>30</sup> The DOE recommends that "schools should... explicitly reserve the use of out-of-school [punishments]



for the most egregious disciplinary infractions that threaten school safety,” such as bringing a firearm to school.<sup>31</sup>

Recent addiction treatment research supports a shift towards the decriminalization of addiction in general. In a school setting, suspension, expulsion, and other punitive measures are parallel to and can lead to actual criminalization of addiction in society. While commercial tobacco and nicotine use are not criminalized in the same way as other substances, at its core, nicotine addiction operates in the brain similar to other addictions.<sup>32</sup> *Because of that reality, nicotine addiction should be treated in a similar way — by moving away from punitive measures and moving towards therapeutic interventions that address the underlying disease causing the behavior (addiction) and helping to treat it.* The World Health Organization and the United Nations support this holistic approach, noting that there is “little apparent relationship between the severity of sanctions prescribed for drug use and the prevalence or frequency of use.”<sup>33</sup>

Research also demonstrates that the stress, isolation, and separation that occurs when a student is expelled or suspended can increase commercial tobacco and other drug use and prolong addiction. In contrast, an approach that provides a supportive and fulfilling environment can serve to reduce addiction and promote recovery.<sup>34</sup> Focusing on punishment rather than rehabilitation is likely to drive youth into a deeper, more secretive addiction — rather than seeking help from trusted teachers, coaches, or other school staff in order to achieve recovery.

#### **IV. Tobacco use disparities and implicit bias in the administration of penalties may result in unequal treatment of students that is prohibited by law.**

The industry has targeted young women and Black, Indigenous, LGTQIA+, and low socioeconomic youth with marketing of highly addictive and poisonous tobacco products for decades. This has resulted in use and addiction disparities among youth. *For this reason, assessing punitive measures against students for violating the commercial tobacco policy may result in unequal treatment of students based on race, gender, sexual orientation and identity, or socioeconomic status, even if there was no implicit or explicit bias informing the decision-making process.*

The process for handling violations of school policies often includes some level of administrative discretion. This discretion can lead to disparities caused by implicit or unconscious biases. A plethora of evidence exists regarding racial disparities in school discipline, including suspension and expulsion practices.<sup>35</sup> Department of Education Office of Civil Rights (DEO OCR) data reveal that “although African-American students represent 15 percent of students in the [sample], they make up 35 percent of students suspended once, 44% of those suspended more than once, and 36 percent of students expelled.”<sup>36</sup> These concerning



disparities only increase when considering a student's multiple identities — male students and students with disabilities that are also Black are suspended and expelled more than any other group.<sup>37</sup> Even regarding preschool age children, Black children and children of color experience discipline with greater severity and frequency than their white peers.<sup>38</sup>

The DOE OCR has made it clear that schools are responsible for any biased disciplinary actions — whether it is administered by principals, teachers, or school resource officers. The DOE OCR data demonstrates that Black students are significantly more likely to be referred to school resource officers, outside law enforcement, and subject to arrest than their white counterparts. In the most recent DOE OCR report, Black students made up 15 percent of the total student body but represented 31 percent of students referred to law enforcement or subjected to school-related arrests.<sup>39</sup> Because of these concerns, the DOE advises that school administrators should limit the use of school resource officers (SROs) when dealing with students. This is supported by research demonstrating that schools that increased the presence of SROs in response to the threat of school shootings experienced a significant increase in criminalization of student behavior, especially for non-violent crimes.<sup>40</sup> The research recommends that schools ensure that SROs “do not become involved in routine school disciplinary matters” and make certain

that the role of SROs is “focused on protecting the physical safety of the school or preventing the criminal conduct of persons other than students.”<sup>41</sup>

**In conclusion, using punitive measures like suspension and expulsion to penalize student violations of a school commercial tobacco policy is not reasonable, considering the targeted marketing, science of addiction, and long-term consequences associated with expulsion and suspension.** Effective school policies attempt to address the underlying addiction to commercial tobacco instead of purely punitive measures, which do not deter continued use and may exacerbate the problem. While schools have an interest in prohibiting behavior that is disruptive and harmful to health, schools may consider weighing the severity of the infraction with the consequences and effectiveness of the punishment. According to the Centers for Disease Control and Prevention, **the most effective approaches to helping youth quit tobacco use are through counseling and education.**<sup>42</sup> As such, schools seeking to avoid excessive punitive measures in their Commercial Tobacco-Free Policy may consider the following alternative penalty language as part of a comprehensive commercial tobacco-free schools policy:<sup>43</sup>

Any student violations of this Policy shall result in the following measures:

1. The first violation shall result in confiscation of tobacco products, tobacco-related devices, imitation tobacco products, or lighters; notification of parents and/or guardians; and at least one of the following:
  - a. A student meeting and individual student assessment with a chemical health educator or designated staff to discuss commercial tobacco use and the school policy.
  - b. Student participation in a tobacco education program.
  - c. Provision of information to student about available cessation programs and resources.
2. The second violation shall result in confiscation of tobacco products, tobacco-related devices, imitation tobacco products, or lighters; notification of parents and/or guardians; the provision of information to the student about available cessation programs; and at least one of the following:
  - a. A student meeting and individual student assessment with a chemical health educator or designated staff with parents and/or guardians to discuss commercial tobacco use and school policy.
  - b. Student participation in a tobacco education program.

3. The third and any subsequent violation shall result in confiscation of tobacco products, tobacco-related devices, imitation tobacco products, or lighters; notification of parents and guardians; the provision of information to the student about available cessation programs; student participation in a tobacco education program; and at least one of the following:
  - a. A student meeting and individual student assessment with a chemical health educator or designated staff with parents and/or guardians to discuss commercial tobacco use and school policy.
  - b. Educational community service.

For more information and resources:

- **Education and Prevention Program for Students as An Alternative Solution to Punitive Measures from the American Lung Association**  
<https://www.lung.org/stop-smoking/helping-teens-quit/indepth.html>
- **Quitting Resources for Youth and Adults**  
<https://truthinitiative.org/research-resources/topic/quitting-smoking-vaping>
- **Stanford Medicine: Tobacco Prevention Toolkit**  
[www.med.stanford.edu/tobaccopreventiontoolkit.html](http://www.med.stanford.edu/tobaccopreventiontoolkit.html)
- **CATCH My Breath: E-cigarette and JUUL Prevention Program**  
[www.catchinfo.org/cvshealth](http://www.catchinfo.org/cvshealth)

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The Public Health Law Center provides information and legal technical assistance on issues related to public health. The Center does not provide legal representation or advice. This document should not be considered legal advice.

## Endnotes

- 1 The Public Health Law Center recognizes that traditional and commercial tobacco are different in the ways they are planted, grown, harvested, and used. Traditional tobacco is and has been used in sacred ways by Indigenous communities and tribes for centuries. Comparatively, commercial tobacco is manufactured with chemical additives for recreational use and profit resulting in disease and death. For more information visit: <http://www.KeepItSacred.ITCMI.org>. When the word “tobacco” is used throughout this document a commercial context is implied and intended.

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# COMMERCIAL TOBACCO-FREE K-12 SCHOOL MODEL POLICY



The use or promotion of commercial tobacco products<sup>1</sup> on school grounds and at off-campus school-sponsored events is detrimental to the health and safety of students, staff, and visitors.

Under federal law, smoking is prohibited in any kindergarten, elementary, or secondary school or library serving children under the age of 18 years if federal funds are used in the school.<sup>2</sup> Many states also have laws that restrict commercial tobacco use, including electronic cigarettes, in public K-12 schools.<sup>3</sup> However, federal law and many state laws do not cover outdoor school grounds.



To promote an environment free of commercial tobacco in primary and secondary schools, the Public Health Law Center has prepared a comprehensive model policy that school districts and schools may adopt. The policy:

- Provides a definition of commercial tobacco products to include current and future tobacco products;
- Prohibits the following items on campus (inside and outside buildings) and at off-campus, school-sponsored events:
  - Tobacco products and tobacco-related devices, including electronic cigarettes,
  - Imitation tobacco products (such as candy cigarettes), and
  - Lighters;
- Prohibits accepting any donations or curriculum from any tobacco-related industry;
- Prohibits any promotion of tobacco products, including electronic cigarette products; and
- Includes effective and holistic enforcement options for student violations beyond suspension and expulsion.

Both this publication and *Commercial Tobacco-Free K-12 School Model Policy: Questions & Answers* reflect this policy.

## Free Legal Technical Assistance

As with all policy drafting, this K-12 Model Policy is only to be used as a guide. Each school district or school may consider modifications that reflect local needs, resources, and situations. You should review your policy with a legal technical assistance provider to ensure internal consistency, especially if you change terms or delete provisions.

The Public Health Law Center may be able to review the draft of your school or school district's commercial tobacco-free policy. The Center also offers trainings on drafting effective policies. Please check our website at [www.publichealthlawcenter.org](http://www.publichealthlawcenter.org) for more information about policy drafting and other model policies and resources. To request assistance, e-mail [publichealthlawcenter@mitchellhamline.edu](mailto:publichealthlawcenter@mitchellhamline.edu).



## K-12 Schools, Commercial Tobacco-Free: Model Policy Questions & Answers

### I. Findings

- (A) Commercial<sup>4</sup> tobacco use is the single most preventable cause of death in the United States.<sup>5</sup>
- (B) In the United States, smoking causes 480,000 deaths annually and is responsible for nearly \$170 billion in excess medical care costs.<sup>6</sup>
- (C) Nicotine is found in all commercial tobacco products, including electronic smoking devices.<sup>7</sup> Exposure to nicotine during adolescence and young adulthood can cause addiction and harm the developing brain.<sup>8</sup>
- (D) The use of commercial tobacco products by children in the United States is a pediatric disease of considerable proportions that results in new generations of nicotine-dependent children and adults.<sup>9</sup>
- (E) In 2018, 27.1 percent of U.S. high school students were current users of commercial tobacco products, totaling 4 million. Overall commercial tobacco use by high school students increased in the United States by 38 percent during 2017–2018, which reversed recent declines in commercial tobacco use by youth in the United States. This increase was driven by the use of electronic smoking devices (also known as e-cigarettes, vapes, Juul), which rose 78 percent during 2017–2018.<sup>10</sup> By 2018, an estimated 3.05 million (20.8 percent) of high school and 570,000 (5.7 percent) of middle school students were current users of e-cigarettes, the majority (67.8 percent) of whom use flavored e-cigarettes.<sup>11</sup>
- (F) Children are exposed to tailored, targeted, substantial, and unavoidable tobacco industry marketing and advertising that leads young people to (1) hold favorable beliefs about, (2) overestimate the prevalence and undermine the health harms of, and (3) become more likely to begin to use commercial tobacco.<sup>12</sup>
- (G) Electronic delivery smoking devices create and increase nicotine addiction among young people. In 2018, the U.S. Surgeon General declared use of electronic delivery smoking devices as an epidemic among young people.<sup>13</sup> Using these products may also encourage youth to try other combustible tobacco products that are known to cause disease and lead to premature death.

- (H) Imitation tobacco products, such as candy cigarettes and smokeless chew, may lead youth to use commercial tobacco by desensitizing them to the dangers of tobacco and by advancing the idea that commercial tobacco use is socially acceptable.<sup>14</sup>
- (I) Evidence has shown anti-tobacco use campaigns sponsored by the tobacco industry (including electronic smoking device manufacturers and retailers) do not prevent youth from using commercial tobacco products and may encourage youth to smoke and create positive associations with the tobacco industry.<sup>15</sup>

## II. Purpose

This is a comprehensive policy designed to ensure a safe learning and work environment free of commercial tobacco.

- (A) [ The [ district name ] Board of Education ] / [ school name ] recognizes that the use of commercial tobacco products, including electronic smoking devices, is a health, safety, and environmental hazard for students, staff, visitors, and school facilities. The board is acutely aware of the serious health risks associated with the use of commercial tobacco products, including electronic smoking devices, to users and non-users. The [ board/school ] believes that the use or promotion of commercial tobacco products, including electronic smoking devices, on school grounds and at off-campus school-sponsored events is detrimental to the health and safety of students, staff, and visitors.
- (B) The [ board/school ] also believes accepting gifts or materials from the tobacco industry will send an inconsistent message to students, staff, and visitors.
- (C) The [ board/school ] embraces that adult staff and visitors serve as role models for students. The board embraces its obligation to promote positive role models in schools and to provide an environment for learning and working that is safe, healthy, and free from unwanted smoke or aerosol and other commercial tobacco use for the students, staff, and visitors.

THEREFORE, the [ board/school ] adopts the following commercial tobacco-free policy:

## III. Definitions

- (A) **"Administrator"** means any person who has disciplinary and managerial authority to enforce school policies in [ district/school name ], including but not limited to principals, vice-principals, and office personnel.
- (B) **"Any time"** means 24 hours a day, seven days a week, 365 days a year.

- (C) **“Electronic smoking device”** means any product containing or delivering nicotine, or any other substance, whether natural or synthetic, intended for human consumption through the inhalation of aerosol or vapor from the product. “Electronic smoking device” includes, but is not limited to, devices manufactured, marketed, or sold as e-cigarettes, e-cigars, e-pipes, vape pens, mods, tank systems, Juul, Suorin, or under any other product name or descriptor. “Electronic smoking device” includes any component part of a product, whether or not marketed or sold separately, including but not limited to e-liquids, e-juice, cartridges, or pods.
- (D) **“Imitation tobacco product”** means any edible non-tobacco product designed to resemble a tobacco product, or any non-edible non-tobacco product designed to resemble a tobacco product and intended to be used by children as a toy. “Imitation tobacco product” includes, but is not limited to, candy or chocolate cigarettes, bubble gum cigars, shredded bubble gum resembling chewing tobacco, pouches containing flavored substances packaged similar to snus, and shredded beef jerky in containers resembling snuff tins.
- (E) **“Lighter”** means a mechanical or electrical device typically used for lighting tobacco products.
- (F) **“Off-campus, school-sponsored event”** means any event sponsored by the school or school district that is not on school property, including but not limited to, sporting events, day camps, field trips, dances, or theatrical productions.
- (G) **“Parent/Guardian”** means any person that has legal guardian status over a student enrolled in [ district/school name ].
- (H) **“School”** means [ name of school/any public nursery, day care center, child care facility, Head Start program, kindergarten, elementary, secondary school, alternative learning center or adult education center ] operated under the control of [ district name ].
- (I) **“School property”** means all facilities and property, including land, whether owned, rented, or leased by [ district/school name ], and all vehicles owned, leased, rented, contracted for, or controlled by [ district/school name ] used for transporting students, staff, or visitors.
- (J) **“Signage”** means signs declaring that all [ district/school name ] school property is tobacco-free.
- (K) **“Smoking”** means inhaling, exhaling, burning, or carrying any lighted or heated cigar, cigarette, or pipe, or any other lighted or heated product containing, made, or derived

from nicotine, tobacco, marijuana, or other plant, whether natural or synthetic, that is intended for inhalation. “Smoking” also includes carrying or using an activated electronic smoking device.

- (L) **“Staff”** means any person employed by [ district/school name ] as full or part-time, or any position contracted for or otherwise employed, with direct or indirect monetary wages or compensation paid by [ district/school name ], or anyone working on a volunteer basis. This term includes, but is not limited to, faculty, service personnel, volunteers, chaperones, student teachers, adult classroom or student aides, and other adults working for [ district/school name ].
- (M) **“Student”** means any person enrolled in [ district/school name ]’s educational system.
- (N) **“Tobacco industry”** means manufacturers, distributors or wholesalers of tobacco products or tobacco-related devices (e.g., Juul, Altria). This includes parent companies and subsidiaries.
- (O) **“Tobacco industry brand”** means any corporate name, trademark, logo, symbol, motto, selling message, recognizable pattern of colors, or any other indication of product identification identical or similar to those used for any brand of tobacco product, company, or manufacturer of tobacco products.
- (P) **“Tobacco product”** means any product containing, made, or derived from tobacco or that contains nicotine, whether synthetic or natural, that is intended for human consumption, whether chewed, smoked, absorbed, dissolved, inhaled, snorted, sniffed, or ingested by any other means, or any component, part, or accessory of a tobacco product, including but not limited to: cigarettes; electronic smoking devices; cigars; little cigars; cheroots; stogies; periques; granulated, plug cut, crimp cut, ready rubbed, and other smoking tobacco; snuff; snuff flour; cavendish; plug and twist tobacco; fine-cut and other chewing tobacco; shorts; refuse scraps, clippings, cuttings and sweepings of tobacco; and other kinds and forms of tobacco.
- (Q) **“Tobacco products shop”** means a retail establishment that derives more than 90 percent of its gross revenue from the sale of tobacco products, as defined in this policy.
- (R) **“Tobacco-related devices”** means ashtrays, rolling papers, wraps, or pipes for smoking and any components, parts, or accessories of electronic smoking devices.
- (S) **“Visitor”** means any person subject to this policy that is not a student, staff, or administrator as defined above.

#### IV. General Statement of Policy

- (A) [ district/school name ] students are prohibited from possessing, using, consuming, displaying, promoting, or selling any tobacco products, tobacco-related devices, imitation tobacco products, or lighters at any time on school property or at any off-campus, school-sponsored event.
- (B) Administrators, staff, or visitors of [ district/school name ] are prohibited from using, consuming, displaying, activating, promoting, or selling any tobacco products, tobacco-related devices, imitation tobacco products, or lighters at any time on school property or at any off-campus, school-sponsored events. This includes products or paraphernalia displaying tobacco industry brands.
- (C) It shall be a violation of this policy for [ district/school name ] to solicit or accept any contributions, gifts, money, curricula, or materials from the tobacco industry or from any tobacco products shop. This includes, but is not limited to, donations, monies for sponsorship, advertising, alleged educational materials, promotions, loans, scholarships, or support for equipment, uniforms, and sports and/or training facilities. It shall also be a violation of this policy to participate in any type of service funded by the tobacco industry while in the scope of employment for [ district/school name ].
- (D) It shall be a violation of this policy for any person to promote, or for [ district/school name ] to promote or allow promotion of tobacco products, tobacco-related devices, or imitation tobacco products on the school property or at off-campus, school-sponsored events. This includes promotion of these products via gear, technology accessories, bags, clothing, any personal articles, signs, structures, vehicles, flyers or any other materials.
- (E) [ district/school name ] shall act to enforce this policy and to take appropriate action against any student, staff, administrator, or visitor who is found to have violated this policy.
- (F) Instruction to discourage the use of tobacco products shall be included in the education provided for all students. Staff responsible for teaching tobacco use prevention shall have adequate training and participate in ongoing professional development activities to effectively deliver the education program as planned. The curriculum for this instruction will not be paid for or developed by the tobacco industry or its subsidiaries.

## V. Exceptions

- (A) It shall not be a violation of this policy for a person to possess or provide tobacco, tobacco-related devices, imitation tobacco products, or lighters to any other person as part of an indigenous practice or a lawfully recognized religious, spiritual, or cultural ceremony or practice. It shall not be a violation of this policy to use tobacco or tobacco-related devices as part of an educational experience related to indigenous tobacco practices that has been approved by administrators.
- (B) It shall not be a violation of this policy for tobacco products, tobacco-related devices, imitation tobacco products, or lighters to be included in an instructional or work-related activity in [ district/school name ] school buildings if the activity is conducted by a staff member or an approved visitor and the activity does not include smoking, chewing, or otherwise ingesting the product.
- (C) It shall not be a violation of this policy for non-students 18 years and older to use or possess a product that has been approved by the U.S. Food and Drug Administration for sale as a tobacco cessation product, as a tobacco dependence product, or for other medical purposes, and is being marketed and sold solely for such an approved purpose.

## VI. Opportunities for Cessation Programs

- (A) Administrators shall consult with the local public health department or other appropriate health and allied community-based organizations to provide students, staff, and administrators with information and access to support systems, programs, and services to encourage them to abstain from the use of tobacco products.
- (B) Administrators shall identify and offer evidence-based programs and services for staff that use tobacco products to support them in complying with this policy.

## VII. Enforcement

The success of this policy depends upon the thoughtfulness, consideration, and cooperation of the whole [ district/school name ] community. All individuals on school premises, including students, staff, administrators, and visitors are responsible for adhering to and enforcing this policy. Members of the [ district/school name ] community are encouraged to communicate this policy with courtesy and diplomacy. Any person acting in violation of this policy will be informed or reminded of the policy and asked to comply.

**(A) Students**

- (1) The first violation shall result in confiscation of tobacco products, tobacco-related devices, imitation tobacco products, or lighters; notification of parents and/or guardians; and at least one of the following:
  - (i) A student meeting and individual student assessment with a chemical health educator or designated staff to discuss commercial tobacco use and the school policy.
  - (ii) Student participation in a tobacco education program.
  - (iii) Provision of information to student about available cessation programs and resources.
- (2) The second violation shall result in confiscation of tobacco products, tobacco-related devices, imitation tobacco products, or lighters; notification of parents and/or guardians; the provision of information to the student about available cessation programs; and at least one of the following:
  - (i) A student meeting and individual student assessment with a chemical health educator or designated staff with parents and/or guardians to discuss commercial tobacco use and school policy.
  - (ii) Student participation in a tobacco education program.
- (3) The third and any subsequent violation shall result in confiscation of tobacco products, tobacco-related devices, imitation tobacco products, or lighters; notification of parents and/or guardians; the provision of information to the student about available cessation programs; student participation in a tobacco education program; and at least one of the following:
  - (i) A student meeting and individual student assessment with a chemical health educator or designated staff with parents and/or guardians to discuss commercial tobacco use and school policy.
  - (ii) Educational community service.

**(B) Staff**

- (1) The first violation of this policy shall result in a verbal warning to the staff member and an offer of a referral to cessation services.

- (2) The second violation shall result in a written warning to the staff member with a copy placed in the staff member's district personnel file, and an offer of referral to cessation services.
- (3) The third violation shall be considered insubordination and shall be dealt with accordingly based on established policies and procedures for suspension and/or dismissal of staff.

(C) Visitors

- (1) Visitors observed violating this policy shall be asked to comply with [ district/school name ]'s tobacco-free policy.
- (2) If a visitor fails to comply with the request, this policy violation may be referred to the building principal or other available school district supervisory personnel. The supervisor shall decide on further action that may include a directive that the visitor leave school property and forfeit any fee charged for admission to a school-sponsored event.
- (3) Repeated violations may result in a recommendation that the superintendent prohibit the individual from entering [ district/school name ]'s property for a specified period of time.

## VIII. Dissemination of Policy

- (A) Appropriate signage shall be posted throughout the district at building entrances and other highly visible locations on all school buildings, building entrances, vehicles, vehicular entrances to school grounds, and all indoor and outdoor athletic facilities indicating that [ district/school name ] requires an environment free of commercial tobacco.
- (B) The [ school/district ] shall notify students and parents/guardians of this policy through student handbooks and orientations.
- (C) The [ school/district ] shall provide notice of this policy in staff handbooks, through orientations and employee or staff trainings, and when offering employment.
- (D) The [ school/district ] shall make reminder announcements of its commercial tobacco-free policy at [ school/district ] events at appropriate intervals throughout the events, when possible.



## IX. Program Evaluation

The tobacco-free policy shall be assessed by the school district or its designee evaluator at regular intervals, but at least once a year, to determine whether policies, policy enforcement, communication, education, staff training, and cessation programs are effective. Policies and programs shall be updated and revised accordingly.

## X. Effective Date

This policy shall take effect in full on [ insert date ].

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## Endnotes

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- 2 20 U.S.C. § 6083(a), <https://www.law.cornell.edu/uscode/text/20/6083>.
- 3 National Association of State Boards of Education, *Tobacco-Free Environments*, <https://statepolicies.nasbe.org/health/categories/physical-environment/tobacco-free-environments>.
- 4 Traditional and commercial tobacco are different in the ways they are planted, grown, harvested, and used. Traditional tobacco is and has been used in sacred ways by Indigenous communities and tribes for centuries. Comparatively, commercial tobacco is manufactured with chemical additives for recreational use and profit, resulting in disease and death. For more information, visit <http://www.keepitsacred.itcmi.org>. When the word “tobacco” is used throughout this document, except for the indigenous practice provision, a commercial context is implied and intended.
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