

City Billboard

Activity Details:

Have your group display a tobacco fact or prevention message on any local billboard that is available for the public to use. This can be a cheap way to get a really big message out! (For example, In Merkel, TX it only costs \$10 to post something on one side of the city billboard.) You could also display your message on a billboard in front of your school and other schools and churches in your community.

Step by Step Plans:

1. Choose a tobacco fact or tobacco prevention message.
2. Contact those in charge of the billboard.
3. Ask if they will allow you to do it free for the cause. (It never hurts to ask!)
4. If not, gather the money and give the fact/message and the date you want it to be displayed to the persons in charge of the billboard.

Age Group: Any age

Number of Participants: As many as possible to be reached.
There should be at least one person in charge of contacting the persons in charge of the billboards, but preferably more to help out.

Time to Complete Activity: 1 week

Cost: Varies, depending on whether or not you are charged for billboard space

Materials/Resources Needed: Just a tobacco fact or prevention message and maybe money depending on where the billboard is placed and who owns the billboard.

Don't Forget!:

- Email your event report to staff@txsaywhat.com for a chance to win scholarships to the 2014 Say What! Texas Tobacco-Free Conference!