



Tobacco-Prevention Activities Guide



Breathe Easy “Track Meet”

Focus: Education, Health Effects

Purpose: To educate and demonstrate the negative impacts that tobacco products can have on your body and life.

Supplies Needed:

- Batons (empty paper towel or aluminum foil rolls)
- Shot-put (use a ball if you don’t have a shot-put)
- Distance markers (tobacco advertisements or posters)
- Straws or coffee stirrers
- Poster boards
- Markers
- Tape measure
- Prize for the winning team
- Chalk or a hula hoop
- Tobacco Key Facts on pg. 19 or visit: https://www.kickbuttsday.org/resources/tobacco_101

Target Audience: Elementary, middle, and high school students, and community members

Difficulty Level: Medium – Hard

Directions:

1. Identify a location in your school or community that is large enough for this activity. You will need enough space for multiple different activities.
2. Get permission from your school administration to organize the “track meet” at your school.
3. As a group, identify the different stations and activity leaders prior to the event.
4. Gather any supplies you will need.
5. Assign one of your youth leaders to provide an overview of the activities to the participants.
6. Set up all activity stations (see the individual activities below for further instruction.)
7. Decorate the track or field with posters of statistics regarding tobacco use and its impact on your community.

Tips:

- Ask for permission to use school or community property months before the date you want to host the event.
- Advertise the event on social media and using flyers throughout your schools and community.
- Ask for help creating posters and other decorations for the event from your student council groups, sports teams, or other school and community groups.
- Document your event and take plenty of pictures and post to social media.
- To request free resources to be used for this activity visit: txsaywhat.com/mini-grant-kits and click “Request a Mini-Grant”



“Track Meet” Activities:

Activity #1: Relay

Focus: Education

Purpose: To race and see who can get rid of cigarettes the quickest.

Supplies Needed:

- Batons (empty paper towel or aluminum foil rolls)
- Distance markers (tobacco advertisements or posters)

Difficulty Level: Medium

Directions:

1. Decorate the batons to look like cigarettes and cover the baton with a warning label.
2. Create the relay course and mark every 50 feet.
3. Groups will each have one participant at each mark, and at the mark they must pass the baton to the next person.
4. Prior to the start of the event, educate the participants about how using tobacco products shortens the life span, and other negative impacts that may happen as a result of tobacco use as you age.
5. Tell the participants they need to get rid of the cigarette baton as fast as they can by passing it off to their teammates.
6. Whichever team finishes first and gets rid of cigarettes the quickest, wins!

Tips:

- Demonstrate the relay before the participants have their races.
- Provide the winning team with a prize.
- To request free resources to be used for this activity visit: txsaywhat.com/mini-grant-kits and click “Request a Mini-Grant”



Activity #2: Breathe Through a Straw

Note: anyone with asthma or any illness effecting the lungs should NOT participate in this event

Focus: Education and Health Effects

Purpose: This activity will demonstrate the impact of smoking on a person's ability to be physically active.

Supplies Needed:

- Straws or coffee stirrers

Difficulty Level: Hard

Directions:

1. Give each participants a straw or coffee stirrer and ask them to breathe through it for 30 seconds.
2. Have participants hold their noses and ask them to continue breathing through the straw for another 30 seconds.
3. Ask the participants to run in place for 30 seconds while still breathing through the straw.
4. Ask the participants to run a bit faster for 20 seconds, then even faster for 15 seconds.
5. Ask the participants to stop running and to have a seat and relax. Ask them the following:
 - a. What did it feel like to breathe only through a straw compared to your normal breathing?
 - b. What happened when you started running?
 - c. How do you think breathing like this might impact your daily life?
6. Explain to participants that this is what it feels like for a person suffering from COPD or Chronic Obstructive Pulmonary Disease to breathe. COPD is a lung disease that is a result of smoking and it is non-reversible.

Tips:

- Make sure that you have enough space for participants to move around.
- Periodically check in with participants to make sure no one feels light headed or ill.
- To request free resources to be used for this activity visit: txsaywhat.com/mini-grant-kits and click "Request a Mini-Grant"



Activity #3: Shot-Put Event – Crush “Big Tobacco”

Focus: Education

Purpose: This activity will educate participants about marketing techniques the tobacco industry uses and will allow for participants to physically crush “Big Tobacco” advertisements.

Supplies Needed:

- Shot-put (use a ball if you don’t have a shot-put)
- Distance markers (tobacco advertisements or posters)
- Chalk or a hula hoop

Difficulty Level: Easy

Directions:

1. Create a shot-put field by marking a circle (either with chalk, or using a hula hoop, etc....) and then placing tobacco advertisements at different distances from the circle to measure the length of each throw.
2. Prior to the shot-put activity, discuss the different ways the tobacco industry has marketed their products over the years. As a group, show the participants examples of different tobacco advertisements and ask them some of the following questions:
 - a. Who is the target audience for this advertisement?
 - b. What about this advertisement would make someone want to buy this product?
 - c. Where can tobacco advertisements like these be found in our community?
3. Participants will line up and each have an opportunity to throw a ball as far as they can and try to crush the “Big Tobacco” advertisements.

Tips:

- Give out prizes to the winners.
- If you have a younger audience, make sure the distance markers/tobacco advertisements are closer to the shot-put circle.
- To request free resources to be used for this activity visit: txsaywhat.com/mini-grant-kits and click “Request a Mini-Grant”



Activity #4: Long Jump Event – How Far Will You Go?

Focus: Education

Purpose: This activity encourages participants to jump as far as they can which represents staying on track and living their lives tobacco-free.

Supplies Needed:

- Distance markers (tobacco advertisements or posters)
- Tape measure

Difficulty Level: Medium

Directions:

1. Use either the long jump pit on your track field or use part of the field you have access to.
 - a. Draw or create a line from which participants should start running from, and a line from which the participants must jump from.
 - b. Using a tape measure, mark the long jump pit or the field to measure the distances following the jumping line (make the measurement marks every 6 inches to 1 foot).
 - c. If you're group has access to tobacco ads, or group made posters, you can use those as your distance markers.
2. Before the participants start the activity, have a discussion on how they can stay on track and continue to live their lives tobacco-free.
3. Participants will line up and each have an opportunity to jump and see how far they can jump.

Tips:

- Give out prizes to the winners.
- If you have a younger audience, make sure the distance markers/tobacco advertisements are closer to the jumping line.
- To request free resources to be used for this activity visit: txsaywhat.com/mini-grant-kits and click "Request a Mini-Grant"



Postcard Party

Focus: Advocacy and Education

Purpose: To inform your decision-makers about what you are doing to #BeTheFirst tobacco-free generation and encourage them to join the fight against tobacco.

Supplies Needed:

- Double-sided postcards printed from: https://www.kickbuttsday.org/content/activities/postcard_designs.pdf
- Pens, markers, crayons, pencils
- Your decision-makers names and addresses
- Large mailing envelopes
- Tobacco Key Facts on pg. 19 or visit: https://www.kickbuttsday.org/resources/tobacco_101
- Postage

Target Audience: Elementary, middle, and high school students, and community members

Difficulty Level: Easy

Directions:

1. Identify when and where you will be having your postcard party and get permission from the school or business (if applicable) to host your party there.
2. Create your own, or download printable postcards from: https://www.kickbuttsday.org/content/activities/postcard_designs.pdf
3. Encourage all event guests to write a message and sign postcards with their name and where they live.
4. Messages can be filled with facts, personal testimonies, or about a specific topic you are advocating for.
5. After the event, mail the postcards to the decision-makers in your community, or hand deliver them!

Tips:

- Advertise the event on social media and by posting flyers throughout your school and community.
- Document your event and take plenty of pictures and post to social media.
- Assign one person to the job of mailing the postcards to ensure they are sent.
- Make sure that you have enough postage to cover the cost of mailing the postcards.
- To request free resources to be used for this activity visit: txsaywhat.com/mini-grant-kits and click “Request a Mini-Grant”



1,300 Display

Focus: Education

Purpose: Every day in the United States 1,300 people die from tobacco-related causes. This activity will provide people with a physical example of what 1,300 people actually looks like.

Supplies Needed:

- 1,300 pairs or shoes (or other items like jerseys, backpacks, etc....)

Target Audience: Middle and high school students, and community members

Difficulty Level: Easy

Directions:

1. Collect 1,300 pairs of shoes, or any other item, and display them in your school, or in a spot in your community where a lot of people will see them.
2. Create tags for each pair or item with a name of someone who has died, a statistic related to tobacco use, a disease that tobacco causes etc., to make a big impact.

Tips:

- Advertise the event on social media and by posting flyers throughout your school and community.
- Get permission from your school or community space to hold this event.
- Create a large sign with the fact on it and put it on display with your 1,300 items display.
- Partner with group members and community members to:
 - Collect donated items
 - Gather volunteers to help organize the display
 - Create and print the tags
 - Gather volunteers to help tie tags on each item
- To request free resources to be used for this activity visit: txsaywhat.com/mini-grant-kits and click "Request a Mini-Grant"

Example: One group used the statistic that 77 Texans die daily due to tobacco-related causes. They gathered 77 jerseys from their school's sports teams and hung them on the fence around their track. Their high school is located near the center of town so most of the community saw the jerseys. The group also created and displayed a sign that read, "77 Texans die every day from tobacco use."



Cigarette Butt Clean-Up

Focus: Education and Environment

Purpose: To educate community members about the harmful effects of cigarette litter on our environment, and to work together to clean up the community.

Supplies Needed:

- 1 pair of gloves per participant
- 1 bag per participant
- Tobacco Key Facts on pg. 19 or visit: <https://www.kab.org/cigarette-litter-prevention/problem-and-facts>

Target Audience: Middle and high school students, and community members

Difficulty Level: Easy

Directions:

1. As a group, select a location that has cigarette litter and space for the event.
2. Collect cigarette litter in clear plastic bags and display them in a place where community members can view them.
3. Make signs with statistics about cigarette litter to put with the display.

Tips:

- Possible locations include:
 - Behind buildings
 - Parking lots
 - Parks
 - Playgrounds
- Partner with group members and family members to help collect cigarette litter.
- Advertise the event on social media and by posting flyers throughout your school and community.
- Partner with building owners of wherever the display will go to ensure you have permission to do so.



Chalk Talk

Focus: Education and Health Effects

Purpose: To educate students and community members about the negative health effects of tobacco use.

Supplies Needed:

- Chalk
- Tobacco Key Facts on pg. 19 or visit: https://www.kickbuttsday.org/resources/tobacco_101

Target Audience: Elementary, middle and high school students, and community members

Difficulty Level: Easy

Directions:

1. Using chalk, write different statistics about the effects of tobacco use every 2-3 feet on the sidewalk leading up to your school or any sidewalks in the community.

Tips:

- Show off the artwork on social media!
- Partner with group members and volunteers to complete the activity.
- If doing this activity at a school, make sure you get permission to write on the sidewalks and that you use chalk only so that it washes away.



Death Toll

Focus: Education and Health Effects

Purpose: To help students recognize how many people die each day due to tobacco related illnesses.

Supplies Needed:

- Public announcing system or school intercom
- Tobacco Key Facts on pg. 19 or visit: https://www.kickbuttsday.org/resources/tobacco_101

Target Audience: Middle and high school students, and community members

Difficulty Level: Easy

Directions:

1. Every 19 minutes someone in the state of Texas dies from a tobacco related disease. Throughout the school day, have an alarm sound over the public address system, or intercom, to indicate that another Texan has died. There are a few options for how frequent to sound the alarm:
 - a. The alarm can occur every 19 minutes for an entire school day.
 - b. The alarm can occur every 19 minutes over just one hour of the day.
2. Every time the alarm sounds you can read a statistic or fact about tobacco use.

Tips:

- Ask for permission from your school principal to make sure you're allowed to facilitate this activity.
- Make sure the day you select will not interfere with a testing schedule.
- Write a letter to teachers and staff explaining the project so they know what is going on.



Fair Booth

Focus: Education and Health Effects

Purpose: To educate fair goers about the effects of tobacco, secondhand smoke exposure and other statistics related to tobacco use.

Supplies Needed:

- Table and chairs (if not provided)
- Tent (if outside)
- Tobacco Key Facts on pg. 19 or visit: https://www.kickbuttsday.org/resources/tobacco_101
- Games
- Prizes for winners

Target Audience: Elementary, middle and high school students, and community members

Difficulty Level: Easy

Directions:

1. Set up a table at a local health fair, school health carnival, etc. with informational brochures, flyers and other display items about tobacco use.
2. Set up games and activities for youth and adults to participate in.

Tips:

- Partner with group members and family members to help run the booth.
- Ask local businesses if they would be willing to donate prizes or handouts.
- Print infographics or fact cards that participants can take with them.
- To request free resources to be used for this activity visit: txsaywhat.com/mini-grant-kits and click “Request a Mini-Grant”

Activity Ideas for Booth:

- “Wheel of Fortune” (pg. 13)
- Bean bag toss
- Ring toss



“Wheel of Fortune”

Focus: Education

Purpose: To help educate peers and community members about the negative effects of tobacco.

Supplies Needed:

- Spinning wheel
 - Paper
 - Markers
 - Prizes for winners
 - Tobacco Key Facts on pg. 19 or visit:
https://www.kickbuttsday.org/resources/tobacco_101
- If making your own wheel:
- Cardboard
 - Glue
 - Paper clip
 - Tape

Target Audience: Elementary, middle and high school students, and community members

Difficulty Level: Easy

Directions:

1. Either purchase or create a spinning wheel. To create your own spinning wheel, follow these steps:
 - a. Cut out a circle from cardboard to whatever size you want your wheel to be.
 - b. Cut out a circle from paper that is the same size as your cardboard.
 - c. Draw sections onto the paper (almost like pizza slices) and write a question about tobacco on each “slice”.
 - d. Glue the paper to the cardboard.
 - e. Cut out a small arrow from the leftover cardboard.
 - f. Take a paper clip and straighten it out, then poke it through your arrow and bend the top so that the arrow stays on the paper clip.
 - g. Put the other end of the paper clip through the cardboard. Make sure to fold the paperclip down so that it doesn’t poke anyone. You can tape over it to make sure it stays in place.
2. Add a question about tobacco to each section of your wheel.
3. When participants spin the wheel, if they get the question right, they get a prize!

Tips:

- Some examples of questions that can go on your wheel are:
 - What is tobacco?
 - What is nicotine?
 - What are 2 negative effects of tobacco?
 - What is an e-cigarette?
 - How old do you have to be to buy tobacco products?
- This “Wheel of Fortune” can be used at health fairs, in a classroom, or at community events.
- To request free resources to be used for this activity visit: txsaywhat.com/mini-grant-kits and click “Request a Mini-Grant”



Flash Mob

Focus: Education and Health Effects

Purpose: To educate peers and community members about a specific tobacco fact in a shocking way.

Supplies Needed:

- Depends on the Flash Mob Activity selected by the group

Target Audience: Elementary, middle and high school students, and community members

Difficulty Level: Medium

Directions:

1. There are several ways to do a flash mob:
 - a. A lot of people wearing the same thing gather together from seemingly random places and say a chant or recite a fact and then quickly disperse.
 - b. One person starts a chant, dance, etc., and “random” people from your group join in so that everyone is there at the end. Quickly walk off after it is over.
 - c. A large group assembles, and everyone falls over except for one person holding a sign with a statistic on it. Stay down for about 30 seconds then stand up and leave.

Tips:

- Partner with group members and extra volunteers if needed.
- Make sure you get permission from the principal or business owner at the location of the flash mob.
- Make sure you do this in a high traffic place like a cafeteria, courtyard, mall, shopping center, etc. to have an impact on as many people as possible.
- To request free resources to be used for this activity visit: txsaywhat.com/mini-grant-kits and click “Request a Mini-Grant”



Paper the Parking Lot

Focus: Education and Health Effects

Purpose: To increase awareness about the facts surrounding tobacco use.

Supplies Needed:

- Colored paper
- Computer
- Printer
- Markers
- Tobacco Key Facts on pg. 19 or visit: https://www.kickbuttsday.org/resources/tobacco_101

Target Audience: Elementary, middle and high school students, and community members

Difficulty Level: Easy

Directions:

1. Print or write 5-10 different statistics on brightly colored paper.
2. Cut the statistics into strips and place under the windshield wipers of cars in a parking lot.

Tips:

- Grocery stores, malls, and shopping centers are great places!
- Partner with group members, local print shops, and business owners to see if you can get printing or paper donated for your activity.
- To request free resources to be used for this activity visit: txsaywhat.com/mini-grant-kits and click "Request a Mini-Grant"



Active Art Show

Focus: Advocacy and Education

Purpose: To have the artists talk about their art pieces and the significance of these pieces while other members of the group hand out information about tobacco-related issues.

Supplies Needed:

- Variety of art supplies
- Tobacco Key Facts on pg. 19 or visit: https://www.kickbuttsday.org/resources/tobacco_101

Target Audience: Elementary, middle and high school students, and community members

Difficulty Level: Easy

Directions:

1. Use personal talents and stories to create several exhibits for an art gallery.
2. Hold an official exhibit opening for the school/community.

Tips:

- Find a place in your community that has a lot of people (downtown, convention center, etc.) or if there is a local festival going on, see if you can get booth space.
- The more people you draw into your art show, the better!
- Your exhibits can draw attention to the fact that the tobacco industry has been targeting young people for years, even though they are no longer allowed to.
- To request free resources to be used for this activity visit: txsaywhat.com/mini-grant-kits and click "Request a Mini-Grant"

Examples of Art:

- Use the industry's quotes against them by broadcasting them through your art.
- Create collages and murals of advertisements clearly aimed at young people.
- Make a comparison of "Then" vs. "Now" advertisements.



Broadcast!

Focus: Advocacy and Education

Purpose: To inform peers and community members about important topics regarding tobacco use.

Supplies Needed:

- Tobacco Key Facts on pg. 19 or visit: https://www.kickbuttsday.org/resources/tobacco_101

Target Audience: Elementary, middle and high school students, and community members

Difficulty Level: Easy

Directions:

1. Plan out what information your group wants to share with their peers and community.
2. Decide when and where this broadcast will be made.
3. Deliver the information during a broadcast to peers and community members.

Tips:

- Broadcast ideas:
 - Morning announcements at school
 - PA system at a school sporting event
 - Local radio
 - Local television show
 - YouTube



In-Store Design Display

Focus: Advocacy and Health Effects

Purpose: To provide information to the community about health effects and policies surrounding tobacco.

Supplies Needed:

- Posters
- Markers
- Table and chairs
- Tobacco Key Facts on pg. 19 or visit: https://www.kickbuttsday.org/resources/tobacco_101

Target Audience: Elementary, middle and high school students, and community members

Difficulty Level: Easy

Directions:

1. Partner with a local business that has given your group permission to hang signs or have a booth at their location.
2. Create multiple warning signs, and fact posters to hang at the local business.
3. If allowed, set up a booth outside of the business and follow the instructions for the Fair Booth (pg. 12)
4. Send out a press release inviting the media to check out the displays!

Tips:

- Try to find a business that has a lot of customers.
- Set up at the business right before the stores most popular times to make sure a lot of people see your signs.
- Invite friends and community members to come out to the store on the day of your event.
- To request free resources to be used for this activity visit: txsaywhat.com/mini-grant-kits and click "Request a Mini-Grant"



Key Facts:

General Education:

- Tobacco is the number one cause of preventable death in the United States and Texas.
- Nearly 90% of adult smokers began smoking by the age of 18.
- One JUUL pod contains the same amount of nicotine as one pack of cigarettes.
- Smokeless tobacco contains at least 28 cancer-causing chemicals.
- Secondhand aerosol from e-cigarettes contains cancer-causing chemicals.
- Four out of five tobacco users started with a flavored product.
- One hookah session is similar to smoking 100 cigarettes.
- In Texas, 10.6% of high school students still smoke. That's 164,500 high school students!

Health Effects:

- Nearly 50,000 nonsmokers die each year from secondhand smoke.
- Tobacco use costs Texas \$8.8 billion in health care spending each year.
- More than 81,000 Texas youth try smoking for the first time each year. If current trends continue, nearly half a million Texas youth alive now will ultimately die prematurely from smoking.
- Because adolescence and young adulthood are critical periods of growth and development, young people are more sensitive to nicotine's addictiveness and can become addicted more quickly than adults.
- The health consequences of smoking begin immediately and accumulate over a lifetime.

Marketing:

- Tobacco companies spend \$26 million every day on advertising.
- Nearly 40% of e-cigarette advertisements are from paid social media users.
- Tobacco companies target youth and young adults because they know that's when most users become addicted to tobacco.
- In Texas, tobacco companies spend over \$600 MILLION per year to promote their deadly products.
- Tobacco companies use youth-friendly flavors like cotton candy, gummy bear, cherry, and watermelon to market smokeless tobacco, cigarillos, and e-cigarettes.
- Tobacco companies admit that increasing the legal sale age for tobacco threatens their profits. A Phillip Morris document stated, "Raising the legal minimum age for cigarette purchase to 21 could gut our key young adult market (17-20)..."

Environment:

- Every year, over 1 million cigarette butts contaminate our beaches, rivers, and canals.
- Cigarette butts are the #1 littered item in the world.
- Cigarette butts make up 1.69 billion pounds of toxic trash each year.
- It takes 10-15 years for cigarette butts to break down because they contain plastic-based filters.

Policy:

- Increasing the legal age for the sale of tobacco products to 21 will help reduce smoking among young people and save lives.
- Raising the tobacco sale age to 21 will reduce smoking rates by 12% and smoking-related deaths by 10%. That's 223,000 fewer premature deaths and 4.2 million years of life saved.
- 70% of Texas voters support raising the legal sale age for tobacco products to age 21.