TAKE DOWN TOBACCO NATIONAL DAY OF ACTION

KICK-OFF WEBINAR
JANUARY 22, 2020
What is Take Down Tobacco: National Day of Action?

A day of activism that empowers youth and their allies to stand out and speak up against Big Tobacco through on the ground events and online action.

March 18, 2020
WEBINAR AGENDA

► What is Take Down Tobacco: National Day of Action?
► Where do I start?
► What’s next?
► Q+A
5.3 million middle + high school are currently using e-cigarettes, with thousands of flavors hooking a new generation

White House broke its promise on e-cigarette regulations = green light to e-cigarette industry to continue to target kids

► exempt menthol flavor
► applies only to pre-filled pod systems


Tobacco use is still the no. 1 cause of preventable death

OUR FIGHT IS AS URGENT AS EVER
GETTING STARTED

Step 1: Plan It

Step 2: Register It

Step 3: Supercharge It
**Step 1: Plan It**

- Use the Activities Database
- Get creative
- Push for policy
Search for Activities

Search the activities database for ideas or create your own activities to engage your audience. There are activities appropriate for all venues and audiences, including schools, colleges/universities, workplaces, and community spaces. Make sure to register and tell us about your event so we can keep you updated on great event tips, put your event on the official day of action map, and help attract media attention.

Pledge Wall
Gather pledges to Take Down Tobacco and create an eye-catching visual for your school...

Zombie Walk
Grab the attention of media and decision makers with a parade of zombies illustrating the...

Postcard Party
Show decision makers how concerned your community is about tobacco and e-cigarettes by...

ALL ELEMENTARY SCHOOL MIDDLE/HIGH SCHOOL COLLEGE CAMPUS WORKPLACE/BUSINESS $ = Low Cost ○ = Quick & Easy
Get Creative

Get creative to help your event get the most attention. Powerful visuals draw crowds and entice media to cover your event. Let your youth leaders take the reins and help them incorporate their unique ideas.

- Tombstones/Body Bags
- Postcard Party
- Zombie Walk
- Contact Your Legislators

Push for Policy

As your group allows, use TDT: NDOA as an opportunity to speak out in favor of policies we know protect kids from tobacco – ending the sale of flavored tobacco, tobacco-free schools, tobacco retail licensing, tobacco-free parks, etc.

FEATURED ACTIVITY KIT

[COMING SOON]
Step 2: Register It

Be counted + receive technical assistance getting media for your event

Order free featured activity kits, while supplies last

Receive support + updates from the Take Down Tobacco: National Day of Action team

Help us build momentum!

Start registering your events at TakeDownTobacco.org on January 29!
Step 3: Supercharge It

- Promote your event to the media
- Participate on social media
- Create powerful visuals
- Get your gear

UPCOMING WEBINARS:

- Supercharge Your Event – February 12
- Using Social Media to Optimize Your Impact – March 4
#BeTheFirst Tobacco-Free Generation!

Take FREE online courses

Get the knowledge, skills and tools you need to fight tobacco use in your community.

www.takingdowntobacco.org

Generously Supported by:

CVS Health Foundation
YOUTH ADVOCATES OF THE YEAR AWARDS

honoring top young leaders from across the country — individuals who have fought hard to promote tobacco prevention legislation, expose tobacco marketing to kids and keep peers from using tobacco.

(1) Youth Champion Award (Grade 12) - $5,000 scholarship
(4) Individual Winners (Grades 9-12) - $2,500 scholarship
(1) Group Winner (MS or HS) - $2,500 grant

Apply online by January 26, 2020

bit.ly/youthadvyear2020
Website launches January 29!
www.TakeDownTobacco.org

Create an account to receive email updates + register your event starting 1/29

Reach out to DayofAction@TobaccoFreeKids.org with any questions!

REGISTER FOR THE NEXT WEBINARS:
• Supercharge Your Event - Feb. 12
• Using Social Media to Optimize Your Impact – Mar. 4
Ask your questions via phone or in the chat box