GO DIGITAL - POWER CHAT
MARCH 17, 2020
POWER CHAT AGENDA

- Guidance for group gatherings
- #TakeDownTobacco Digital Power Wall
- #TakeDownTobacco Digital Photo Contest
- Social Media Toolkit

www.takedowntobacco.org
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.

MARCH 18, 2020
GUIDANCE FOR GROUP GATHERINGS

The health and safety of all event organizers and event participants are top priority

As of 3/16/2020: The President’s Coronavirus Taskforce recommends all events with 10+ people to be cancelled or held virtually for the next 15 days

As of 3/15/2020: The Centers for Disease Control and Prevention, in accordance with its guidance for large events and mass gatherings, recommends that for the next 8 weeks, organizers cancel or postpone in-person events that consist of 50 people or more throughout the United States

For more information, please visit the Centers for Disease Control and Prevention—
www.coronavirus.gov

www.takedowntobacco.org
POSTPONING OR CANCELLING EVENTS

Update your Take Down Tobacco event registration page

Notify all event participants, invited guests, elected officials, and media outlets

Contact the Take Down Tobacco team with any questions

dayofaction@tobaccofreekids.org
#TakeDownTobacco Digital Power Wall

1. Go to www.takedowntobacco.org
2. Share why you want to #takedowntobacco
3. Post your reason to our digital wall
4. Share and download your custom graphic to social media
5. Join the thousands of other advocates sharing their story online
#TakeDownTobacco Power Wall Photo Contest-
GOING DIGITAL!

Post your digital Power Wall graphic on social media (Facebook, Instagram, or Twitter by 11:59 PM EST on March 31, 2020 meeting each of the following requirements:

- Caption of post must include hashtag #TakeDownTobacco
- Must be posted on a public social media account. Instagram stories are eligible but must tag @take_down_tobacco
- The account the graphic is posted must follow Take Down Tobacco on the same platform that it was posted

10 random digital Power Wall social media posts will receive $50 gift card
Digital Resources for Event Organizers

Tips to Take Down Tobacco online

Sample social media posts

Information on downloadable social media graphics
Digital Resources for Event Organizers

Truth Initiative’s youth text to quit program

Text TAKEDOWN to 88709

More information included in social media toolkit including sample social media posts about quitline
GO DIGITAL

Easy way to participate in Take Down Tobacco online!

Your #TakeDownTobacco statement will be featured on a rolling display on the Power Wall

Share your graphic and the digital power wall on social media

Digital education tool for peers and decision-makers on the importance of protecting kids by standing up to Big Tobacco

#TakeDownTobacco
Stay Connected With Us On Social Media

@takedowntobacco
@takedowntobacco
@take_down_tobacco
www.takedowntobacco.org

#TakeDownTobacco
Ask your questions in the chat box

dayofaction@tobaccofreekids.org