



CAMPAIGN FOR TOBACCO-FREE KIDS'

2022 YOUTH ADVOCACY TOUR

PORTLAND, MAINE

The Take Down Tobacco Youth Advocacy Tour is geared towards youth and young adult advocates who are interested in becoming a Campaign for Tobacco-Free Kids Youth Ambassador. These are advocates ready to take on the tobacco industry and fight for social and health justice movements.

This tour will offer opportunities to learn through real-time advocacy experiences such as meetings with legislators/decision makers; workshops to improve writing, media engagement, activism tactics, and community organizing; and opportunities to work alongside and build networks with other advocates.

Participants will come away with key advocacy skills to continue fighting for tobacco prevention efforts in their school,

community, and/or state — skills that are transferable to any advocacy issue important to them and their community.

The Youth Ambassador program also offers opportunities to win awards, scholarships, and a myriad of leadership opportunities at local, state and national levels that provide youth and young adults valuable resume- and skill-building opportunities.



EXPECTATIONS & OPPORTUNITIES:

- Be able to attend in-person
- Bring a strong interest in growing your advocacy skills
- Activate in year-long activities in support of tobacco prevention policy efforts in their community and nationwide
- Be a thought-leader for change
- Participate in occasional team webinars/conference calls year-round
- Be a leader in social/health justice movements, with an interest in fighting against the tobacco industry and its long-standing targeting of Black, Indigenous, Hispanic/Latino and LGBTQ+ communities

By the end of the training, and with continued support from the Campaign for Tobacco-Free Kid's Youth Advocacy team, new ambassadors will lead and support media-worthy events and activities to help counter the tobacco industry's deceptive and manipulative targeting tactics. These advocates will also learn the power of storytelling to engage decision makers and harness the power of traditional and digital media to drive change. New ambassadors will also join a vast community of current and past youth leaders where they can share ideas and have access to lifelong advocacy support.

COST

- FREE - All costs associated with attending the training including meals, lodging (if needed) and travel will be covered by the Campaign for Tobacco-Free Kids.

TOUR STOPS

PORTLAND, OR – AUGUST 15-16
JACKSON, MS – AUGUST 20
MILWAUKEE, WI – AUGUST 24-25
PORTLAND, ME – SEPTEMBER 24
DETROIT, MI – OCTOBER 1-2
COLUMBUS, OH – OCTOBER 9-10



AGENDA

Day 1 Educating

Issue Overview & Community Dinner
5:30-8:00 PM

- Welcome & Community Dinner
- Black Lives/Black Lungs Documentary Screening & Discussion
- Understanding the tobacco prevention Landscape in City, State
- Closing & Next Steps

Day 2 Training

Advocacy Skills Training
8:30 AM-6:00 PM

- Welcome & Breakfast
- Messaging Matters Course
- Mastering the Media
- Informing Decision Makers
- Activating Advocacy Skills
- Youth Photoshoot

REGISTER TODAY!

If you're interested in joining the movement by attending a tour stop in your local community, register [HERE](#) (or at the link). Registration deadlines noted below:

- Portland, OR and Jackson, MS – Friday, August 12
- Milwaukee, WI – Wednesday, August 17
- Detroit, MI – Friday, September 16
- Portland, ME – Friday, September 16
- Columbus, OH – Thursday, September 23

[TAKEDOWNTOBACCO.ORG/
2022-YOUTH-TOUR-REGISTRATION](https://TAKEDOWNTOBACCO.ORG/2022-YOUTH-TOUR-REGISTRATION)

QUESTIONS?

Email: Nicolas Suarez, Youth Advocacy Program Associate for Campaign for Tobacco-Free Kids at nsuarez@tobaccofreekids.org

EXPOSE  DOCUMENT  ADVOCATE  PLEDGE