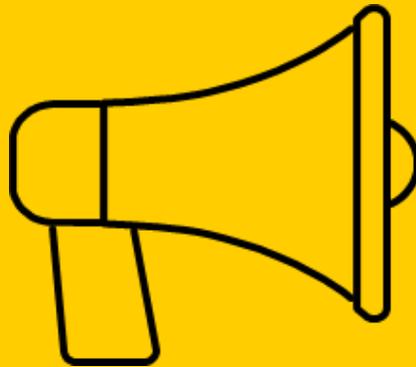


TAKING DOWN TOBACCO PARTNER TOOLKIT



Learn how to use this innovative new training program to benefit your youth and your program, and help us **#BeTheFirst** tobacco-free generation!



FOREWORD

We've made incredible progress in the fight against tobacco, with adult and youth smoking rates at record lows. But tobacco use is still the leading cause of preventable death in the United States, killing nearly half a million Americans every year. ***The battle is not over.***

Youth advocates are an essential voice in the fight against tobacco. Through our work nationwide, it became clear that the tobacco control community needed a way to cultivate and develop the next generation of youth advocates. *Taking Down Tobacco*, developed in partnership with the CVS Health Foundation, is a new program that will educate youth about tobacco and provide the tools needed to **#BeTheFirst** tobacco-free generation.

The *Taking Down Tobacco* introductory course provides youth leaders and adult allies with current tobacco education focused on tobacco facts, the industry's marketing tactics and how to fight back. From here, advocates can become trained to deliver the introductory course in their communities and take advanced courses to continue developing their advocacy skills.

Taking Down Tobacco is designed to become part of your existing programs and structures. This toolkit contains tools to promote the training program to your group and community. We hope *Taking Down Tobacco* and this toolkit will be valuable resources to you and the important work that your program does!





TAKING DOWN TOBACCO



DID YOU KNOW?

Each day, more than **2,500** kids under the age of 18 try smoking for the first time, and more than **400** kids become new, regular, daily smokers. As a result, tobacco kills **480,000** Americans every year.

WHAT CAN I DO?

You have the power to help take down tobacco once and for all! The Campaign for Tobacco-Free Kids, in partnership with the CVS Health Foundation, offers a **FREE** online training program that will provide you with the information and the skills necessary to help create and **#BeTheFirst** tobacco-free generation.

HOW DOES IT WORK?

TAKING DOWN TOBACCO: A Step by Step Guide

YOUTH TRACK



For each course and action you complete, you'll earn points that you can redeem for gear, activity kits, and mini-grants for your group!

THE COURSES

♦ Taking Down Tobacco

Learn about the history of tobacco prevention; health effects of cigarettes and secondhand smoke; use and dangers of other tobacco products such as e-cigarettes; how the tobacco industry markets its products; and advocacy's role in the fight against tobacco.

♦ Taking Down Tobacco: Train the Trainer

Learn how to train other youth advocates in *Taking Down Tobacco*; includes tips on engaging the audience, customizing the training for your location and additional resources.

♦ Advanced trainings: The Core 4

Four advanced training courses focused on messaging, working with the media, talking to elected officials and creating impactful advocacy events.

VISIT WWW.TAKINGDOWNTOBACCO.ORG TO GET STARTED!

Taking Down Tobacco, a signature program making the next generation tobacco-free, is made possible by the generous contributions of the CVS Health Foundation.



TAKING DOWN TOBACCO



OVERVIEW

Created by the Campaign for Tobacco-Free Kids, in partnership with the CVS Health Foundation, **Taking Down Tobacco** is a free, comprehensive online training program that will provide youth leaders and adult allies with the information and the skills necessary to help create and **#BeTheFirst** tobacco-free generation.

GOAL

Taking Down Tobacco was created to train one million youth in tobacco prevention by the year 2020, and in doing so, create a national pipeline of active youth advocates and supportive adult allies to continue the fight against tobacco. Additionally, the program will provide advanced trainings to youth advocates looking to take their advocacy to the next level, while supporting adult allies as a resource and filling critical gaps in youth tobacco prevention and advocacy education around the country.

HOW IT WORKS

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TAKING DOWN TOBACCO

In this introductory training available to youth and adults, advocates will learn about the history of tobacco prevention, the health effects of cigarettes and secondhand smoke, use and dangers of other tobacco products such as e-cigarettes, tobacco industry marketing tactics, and advocacy's role in the fight against tobacco. Completion of this course is necessary to continue on to any more courses.

BECOME A TRAINER

Upon completion of the introductory course, youth leaders and adult allies can become certified to deliver **Taking Down Tobacco** in their own communities, delivering comprehensive tobacco education into areas which otherwise may be difficult to reach. The course includes tips on public speaking and engaging the audience, as well as customizing the training materials for location. Upon completion of the course, certified trainers will have access to a facilitator's guide and additional resources, along with the opportunity to apply for training implementation grants.

THE CORE 4

The Core 4 are advanced skills-based trainings available to youth who have completed the introductory course. Each Core 4 training has a direct application component focusing on local tobacco control efforts, encouraging further activism on a local, statewide, and national level. Discussion guides will be available to download for adult allies to implement the course content into local work.

◆ **Messaging Matters**

Advocates learn how to use personal stories to develop relatable, clear, and concise messages that will resonate with their target audiences and activate action in their communities.

◆ **Mastering the Media**

Discover how media advocacy can help advocates gain access to and a voice in the local decision-making process, the types of media tactics that can be used to ensure messages are heard and when to use them, and tips for working with the local media to raise a cause's profile.

◆ **Informing Decision-Makers**

Understand why it is so important for advocates to have their voices and opinions heard by the decision-makers in their communities. Advocates learn where and how their voice can be impactful, how best to communicate with decision-makers, and how to share their story and cause strategically.

◆ **Activities that Kick Butts**

Advocates learn how to identify the key components of impactful advocacy events and activities, and use their creativity to create successful, innovative activities in their communities.



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SAMPLE SOCIAL MEDIA POSTS

Help us reach more youth and adult advocates by promoting *Taking Down Tobacco* on social media. Below are sample tweets and Facebook posts to point your followers to the program. Feel free to customize or modify the posts.



TWITTER

- Tobacco is still the No. 1 preventable cause of death in the US. Learn more at www.takingdowntobacco.org
- Looking for a way to train youth in tobacco prevention and improve their advocacy skills? Visit www.takingdowntobacco.org!
- Our partners @TobaccoFreeKids have created www.takingdowntobacco.org: FREE tobacco 101 and advocacy trainings for youth and adults!



FACEBOOK

Tobacco is still the No. 1 cause of preventable death in the U.S. That's why we're joining the @Campaign for Tobacco-Free Kids in their mission to train ONE MILLION youth in tobacco prevention by 2020. Check out Taking Down Tobacco, their new online training program for youth leaders and adult allies interested in creating the first tobacco-free generation. Visit takingdowntobacco.org to get started!

