



“Think It Through With Things To Do” MENU

Activities that you can do in your school and community!

Want to change a policy?

- Start by gathering information about your community. Gather signatures on a *petition*, ask opinions using a *survey*, try interviewing people to create a *community profile* or checking out the area with an *environmental scan*.**
- Next, compile the information that you gathered to present to the stakeholders. *Stakeholders* are the people that can change policies; they might be city council or school board members, business owners, student government, or politicians...it just depends on what kind of policy you want to change.

Want to get the word out?

- In order to gain public support, you'll need to get the word out! You can write a *letter to the editor*, submit a *press release* to invite the local media to your event, write an article for the school paper, or include it in the daily announcements at school. Make signs, set up a booth at a popular spot, create a *radio PSA*, or distribute flyers.
- Bring in a Guest Speaker to speak about your policy change or about a tobacco-free lifestyle in general.
- Hold a tobacco-free game show or write a skit and air it on school cable or during half time at a school sports event.
- Create a website or bulletin board with information on your youth group and your advocacy project.

Want to draw others into the movement?

- Post advocacy opportunities on a website or blog. People tend to respond better when they can do something instant (like sign a petition) or if they have accountability for a project (like posting their name to attend a city council meeting). Remember, personal invitations are more meaningful than a general announcement.

***Words in italics indicate elements that ?Y can help with.*

Want ideas for things to do?

- Host a Lunch-and-Learn booth at school. Let people know the facts about tobacco and the ways they can get involved.
- Meet with School Administrators (Principal, Superintendent) to discuss implementing an Alternative-to-Suspension program for students caught violating the tobacco policy on campus. Brainstorm creative ways those students could learn about the truth of tobacco rather than being sent home.
- Coordinate a letter campaign. Ask a restaurant to go smoke-free, a movie production company to ban tobacco from teen movies, or a magazine to stop accepting tobacco advertisements.
- Conduct a smoke-free dining restaurant event at a popular place and share results with local news media. Include a celebration for restaurants and hangouts that have a smoke-free policy.
- Collaborate with a local sports team to host a tobacco-free night at the stadium.
- Write a letter to the editor in support of increasing the cigarette excise tax. Studies show that increasing tobacco costs decreases the number of people that use those products...especially youth.
- Host a policymaker's luncheon. Invite people like your senators and representatives, but don't forget important local movers-and-shakers; this might include the Board of Health, the school board, law enforcement, and other community leaders.

Go for it!

**If you have an idea and need help with resources, training, or ideas,
call your local ?Y office...
we can help!**