

Vermont's
TOBACCO & NICOTINE

YOUTH PREVENTION INITIATIVE

ACTIVITY GUIDE



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Youth empowerment is about **ALLOWING YOUTH A LEGITIMATE VOICE** in the system. From meaningful participation by youth in their own litigation, to influencing local and national policy, youth empowerment is about **PROVIDING FOR YOUTH'S ACTUAL NEEDS, NOT JUST ADULT CONCEPTIONS** of those needs.

-National Association of Counsel of Children



2024-25 DAYS OF ACTION & AWARENESS

Days of action and awareness are unique opportunities for schools and communities to educate on the harms of tobacco/nicotine use and the manipulative and deceptive marketing tactics tobacco and vape companies use to target specific populations.

Please click the links to learn more about these days of Action and Awareness.

SEPTEMBER

SUICIDE PREVENTION MONTH

Fact: If someone you know is struggling emotionally or having a hard time, you can be the difference in getting them the help they need.

9/8-9/14

SUICIDE PREVENTION WEEK

Fact: Smoking and vaping can detrimentally impact mental health.

OCTOBER

BULLYING PREVENTION MONTH

Fact: Gender- and sexuality-based harassment has been linked to increased e-cigarette use among LGBTQ+ high school students.

YOUTH SUBSTANCE USE PREVENTION MONTH

Fact: One Elf Bar contains 650mg of nicotine, which equals 590 cigarettes.

HEALTH LITERACY MONTH

Fact: Efforts are needed to ensure individuals find, understand, and use information and services available to make well-informed decisions about tobacco/nicotine use and access resources for quitting.

10/7

BULLYING PREVENTION AWARENESS DAY

Fact: Being a victim of bullying is associated with a greater risk of youth substance use.

10/10

WORLD MENTAL HEALTH DAY

Fact: Nicotine can worsen anxiety symptoms and amplify feelings of depression.

10/14

INDIGENOUS PEOPLES' DAY

Fact: Traditional tobacco is tobacco and/or other plant mixtures grown or harvested and used by American Indians and Alaska Natives for ceremonial or medicinal purposes. Traditional and commercial tobacco are different in the way they are planted and grown, harvested, prepared and used.

10/23-10/31

RED RIBBON WEEK

Fact: Cannabis and tobacco products, including cigarettes, e-cigarettes, and smokeless tobacco products, are two of the most commonly used substances among U.S. youth.

NOVEMBER

LUNG CANCER AWARENESS MONTH

Fact: Secondhand smoke is a serious health hazard, causing more than 41,000 deaths per year. It can cause or make worse a wide range of damaging health effects in children and adults, including lung cancer, respiratory infections, and asthma.

11/6-11/10

SOLIDARITY WEEK

Fact: LGBTQ+ communities have been targeted for years by the tobacco industry.

11/16

THE GREAT AMERICAN SMOKEOUT

Fact: Tobacco use is still the #1 cause of preventable death and disease. Quitting is a process, but help is available for people of all ages and needs.



DECEMBER
12/10

HUMAN RIGHTS DAY

Fact: Workers who plant, cultivate and harvest tobacco are at risk of suffering from a form of nicotine poisoning known as “Green Tobacco Sickness.” This illness causes nausea and vomiting that can lead to hospitalization and lost work time. Many employers do not provide health education, safety training or personal protective equipment to help minimize exposure to nicotine from tobacco leaves or pesticides sprayed in the fields and on the plants.

JANUARY
1/23

MATERNAL HEALTH AWARENESS DAY

Fact: Smoking and vaping during pregnancy can cause problems for the baby, like premature birth and birth defects. It also increases the baby’s risk for Sudden Unexpected Infant Deaths (SUID) and learning difficulties.

FEBRUARY

BLACK HISTORY MONTH

Fact: The tobacco industry has strategically and aggressively targeted Black and Brown communities with menthol cigarettes for decades, which has resulted in health disparities.

AMERICAN HEART MONTH

Fact: Cigarette smoking is a major cause of cardiovascular disease (CVD) and causes one of every four CVD deaths.

2/14

P.S. I LOVE YOU DAY

Fact: Secondhand smoke and e-cigarette vapor is never safe. It is especially harmful to children whose lungs are still developing and to people with asthma, cancer, COPD and heart disease. In fact, smoking, vaping and exposure to secondhand smoke or vapor are the most common and serious asthma triggers. Family/children may be a reason to quit smoking, vaping or other tobacco products. Encouragement and support is helpful for people along a quit journey.

2/20

WORLD DAY OF SOCIAL JUSTICE

Fact: Children working on tobacco farms in the U.S. are exposed to nicotine, toxic pesticides and other dangers. Child tobacco workers often labor 50 or 60 hours a week in extreme heat, use dangerous tools and machinery, lift heavy loads and climb into the rafters of barns several stories tall, risking serious injuries and falls. The tobacco grown on U.S. farms is purchased by the largest tobacco companies in the world.

MARCH

VAPING AWARENESS MONTH

Fact: E-cigarette vapor is NOT harmless. It can contain harmful and potentially harmful substances, including nicotine, cancer-causing chemicals, volatile organic compounds, heavy metals such as nickel, tin, lead, and flavorings such as diacetyl, a chemical linked to a serious lung disease.

3/20

WORLD ORAL HEALTH DAY

Fact: Smokeless tobacco products such as dip and chewing tobacco, have been popular among baseball players for decades. But starting in 2016, the MLB prohibited new players from using any smokeless tobacco product. Many players support the ban, especially after the deaths of player Bill Tuttle and coach Tony Gwynn from oral cancer. World Oral Health Day raises awareness about the dangers of using smokeless tobacco and nicotine pouches.



APRIL
4/1

TAKE DOWN TOBACCO NATIONAL DAY OF ACTION

Fact: Tobacco companies aggressively market deadly and addictive products while raking in billions of dollars in profits.

4/7-4/13

NATIONAL PUBLIC HEALTH WEEK

Fact: Smoking leads to disease and disability and harms nearly every organ of the body.

4/11

DAY OF SILENCE

Fact: Targeted marketing of tobacco products to the LGBTQ+ community began as early as the 1990s, when tobacco companies intentionally pursued the emerging LGBTQ+ market, using advertising tactics and price discounting.

4/22

EARTH DAY

Fact: Tobacco products are the top source of litter (and chemical exposure) worldwide. Vape products are considered hazardous waste and should not be disposed of in regular trash receptacles.

MAY
5/2

GREEN UP DAY

Fact: Tobacco negatively impacts an individual's health and endangers environmental health. Cigarette butts and disposable vape pods and products are leaching toxic chemicals into our lands and waterways, some are even picked up and eaten by small animals and curious children.

5/11-5/17

NATIONAL PREVENTION WEEK

Fact: Nicotine pouches can contain high concentrations of nicotine, which can put users at risk of nicotine addiction and make quitting more challenging.

5/18

NO MENTHOL SUNDAY

Fact: When added to tobacco, menthol flavoring makes it easier to inhale and harder to quit.

5/31

WORLD NO TOBACCO DAY

Fact: The flavors in tobacco and vape products appeal to kids and teens.

JUNE

LGBTQ+ PRIDE MONTH

Fact: LGBTQ+ people are more than twice as likely to have been exposed to e-cigarette content on social media and internet platforms, including Facebook, YouTube, X, and Tumblr, in the past 30 days compared to cisgender people.

JULY

HEALTHY VISION MONTH

Fact: Smoking can damage parts of the eyes that maintain clear eyesight and vision.

AUGUST
8/1

WORLD LUNG CANCER DAY

Fact: Tobacco smoke is a toxic mix of more than 7,000 chemicals. At least 70 are known to cause cancer in people or animals.



DAY OF ACTION & AWARENESS EVENT

FIVE STEP PLANNING PROCESS Provided by IStep

As you hold chapter meetings, there is a planning process that will take place. It's recommended to go through the questions at each step in the process to ensure an event runs smoothly from start to finish.

1 RESEARCH - What, Where, and When

- What activity/event do you want to do? Will it have a theme?
- Where will the event be held? School, library, YMCA, etc.
- When will it be held? Date, time, etc.
- Will you need to get permission to hold the event here?

2 PLAN - Plan Event

- What materials will you need in order to do the event?
- Will you need to meet before the event to put materials together? If so, plan a date to do this.
- All chapter members should be involved. What role will everyone play?
- How will you announce the event? Social media, newspapers, flyers, intercom announcement, flash mob, etc.
- Who will take pictures of the event to show off your hard work? Who will post the pictures on social media?
- Will students be missing class because of an event? If so, students will need permission from parents and teachers ahead of time.
- Also, if student images are being posted, they will need release forms.

3 ACTION - Day of Event

- Have materials ready to go ahead of time (including camera).
- Hold the event. Make sure everyone knows their role and is ready ahead of time.
- Clean up after the event and leave the location in the same condition as you found it, if not better.
- Determine when your next meeting will be.

4 DISCUSSION - Evaluation Meeting After Event

- Reflect on the event itself. What went well and why? What could have gone better?
- What will you do differently next time?
- Did you work together as a group? Did everyone feel included? If not, how can you improve this?
- Would you do this type of event again or would you like to do something different?
- Determine the next meeting date to plan your chapter's next event.

5 OPTIMIZE - Planning Next Event

- Before going through the cycle of planning again by starting back with Step 1 of the process, think about what you could do to make planning the next event even better.
- Evaluate your strengths as a group and reflect on lessons learned in the process.



ACTIVITY IDEAS

Here is a compiled list of engaging and educational activities designed to inform students about the risks associated with tobacco and nicotine use. These activities aim to spark meaningful discussions, encourage critical thinking and inspire healthy lifestyle choices.

A YEAR'S WORTH OF TAR - DIY JAR OF TAR

Provided by [SAYWHAT!](#)

Create this DIY Jar of Tar for your next health fair, presentation or community project to represent how much tar filters through a smoker's lungs if they smoke a pack of cigarettes a day.

MATERIALS

- 250 mL Corn-Syrup
- 250 mL Molasses
- Dirt (a small amount to give a cruddy look)
- 4 – 5 cigarette butts
- Water
- Plastic jar with lid
- Super Glue
- Label

DIRECTIONS

1. Stir all ingredients together. Adjust the amount of water to thin the corn syrup and molasses mixture a little.
2. Adjust additional ingredients to achieve the desired effect.
3. Pour mixture into a quart-sized jar and super glue the lid tightly.
4. [Download and print the label](#) and tape it to the jar's top, bottom or side.

DIY PHLEGM JAR

Provided by [SAYWHAT!](#)

Create this DIY Phlegm Jar for your next health fair, presentation, or community project to show just how much phlegm a person with Emphysema or COPD may have to cough up each day to clear their lungs so they can breathe.

MATERIALS

- 1 ¼ cups LA Looks Mega Mega Hold (9) styling gel (yellow)
- ½ cup LA Looks Mega Hold (8) styling gel (green)
- ¼ cup cocoa butter lotion (light brown)
- 1/3 cup brewed coffee
- 1 pinch of oatmeal flakes (for chunk effects)
- Plastic jar with lid
- Super Glue
- Label

DIRECTIONS

1. Stir all ingredients together.
2. Adjust the amount of ingredients as needed to achieve desired effect.
3. Pour mixture into a quart-sized jar and super glue the lid tightly.
4. Print the label below and tape it to the jar's top, bottom, or side.

Note: You can use regular hair gel and add food coloring to the jar.



ACTIVITY IDEAS

“FRIENDS DON’T LET FRIENDS VAPE” FRIENDSHIP BRACELETS

Provided by [RAZE](#)

Friends don’t let friends vape - share some friendship bracelets with reminders to love your lungs! Gather together a variety of beads and some cord to create colorful and fun friendship bracelets. Include letter beads to spell out reminders like “Love Your Lungs” and “No Vaping”. Give your finished bracelets to friends and fellow students at recruitment events, education events or as a fun surprise. The messaging can be changed to cover other products as well. Get creative!

MATERIALS

- A variety of beads (include letter beads)
- Cord (stretchy is best!)
- Scissors

DIRECTIONS

1. Cut a length of cord about 18-24 inches long.
2. Thread beads onto the cord in your chosen pattern.
3. Tie a knot at the end of the cord to keep the beads in place.
4. Tie the ends of the cord together then trim any excess cord.

COPING CATCHER

Provided by [UPRISE](#)

Mental health is an increasingly important topic for young people. Young people report increased stress and feelings of isolation. Those who struggle with poor mental health often turn to coping mechanisms which either support good health or negatively impact it. Some people attempt to cope by using substances such as tobacco and nicotine products. Contrary to messages from the tobacco and vape industry, research shows that smoking and vaping can increase stress, anxiety and symptoms of depression. Quitting tobacco improves treatment outcomes for substance use and mental health conditions (Truth-Mental Health).

[Click here to download Facilitator Instructions](#)

[Click here to download Coping Catcher](#)

[Click here to download How To Fold](#)



GAMES

WHEEL OF FORTUNE

Provided by [SAYWHAT!](#)

Through this fun and interactive activity, you can help educate peers and community members about the negative effects of tobacco. However, you should ensure you only use reputable and up-to-date sources for shared information and data.

The “Wheel of Fortune” can be used at health fairs, classrooms or community events!

MATERIALS

- Spinning wheel
- Paper
- Markers
- Prizes for winners
- Tobacco key facts

HOW TO PLAY

1. Add a question about tobacco to each section of your wheel.
2. When participants spin the wheel, award a prize for each correct answer.

DIRECTIONS

Either purchase or create a spinning wheel. To create your own spinning wheel, follow these steps:

1. Cut out a circle from cardboard to whatever size you want your wheel to be.
2. Cut out a circle from paper that is the same size as your cardboard.
3. Draw sections onto the paper (almost like pizza slices) and write a question about tobacco on each “slice”.
4. Glue the paper to the cardboard.
5. Cut out a small arrow from the leftover cardboard.
6. Take a paper clip and straighten it out, then poke it through your arrow and bend the top so that the arrow stays on the paper clip.
7. Insert the other end of the paper clip through the cardboard. Fold the paperclip down so that it doesn’t poke anyone. Tape over it to ensure it stays in place.

HELPFUL TIPS

- Using “Yes and No” questions is preferable to “True or False” questions so you don’t repeat the myth.
- Some examples of questions for your wheel:
 - What is nicotine?
 - Is nicotine addictive?
 - Are products labeled tobacco-free safe (such as ZYN)?
 - One Elf Bar contains 650mg of nicotine. How many cigarettes does this equal?
 - What are two adverse health effects associated with tobacco use?
 - What is the legal age to buy tobacco products in Vermont?
 - What’s in a vape cloud?



GAMES

BIG TOBACCO TRIVIA

Provided by [Take Down Tobacco](#)

This is a fun game to educate peers and community members about the facts about Big Tobacco! This activity can be incorporated into any Day of Awareness. Change the questions to reflect the topic area. Use only reputable and up-to-date sources for the information and data.

[Big Tobacco's Tricks: Trivia Questions](#)

[The Facts About Big Tobacco](#)

CIGARETTES IN A JAR CONTEST

Provided by [Smokefree Oregon](#)

To draw attention to the amount of cigarette litter in your community, safely collect cigarette butts from an area in your community (See Tobacco Product Waste Cleanup activity for details) and place them in a large, clear container. The container should be displayed in a prominent location during your event. Invite students and community members to guess how many cigarette butts were collected through your efforts and are contained in the jar.

BEFORE ACTIVITY

- Buy or find a large jar. (Glass pickle or olive jars from your school cafeteria are perfect)
- Print cards or cut slips of paper for guessing the number of cigarettes in the jar.
- Ask local businesses or community organizations to donate a prize for the contest winner.
- Publicize your event.
- Collect cigarette butts through a community clean-up activity.
- Place cigarette butts collected in a clear, sealed jar.

DURING ACTIVITY

- Display the jar and invite people to guess the number of cigarette butts contained within.
- Share information on the environmental impacts of tobacco products. This could be done through a display, fact sheets, or a trivia game.

AFTER ACTIVITY

Announce the winning guess. Whoever gets the closest, without going over to the actual number of cigarette butts contained in the jar, wins.



AWARENESS ACTIVITIES

BACK TO SCHOOL - RECRUITMENT IDEAS

Provided by [lstep](#)

The beginning of the school year is a great time to get your group name out there and recruit members. First, pick a big school event, such as a sporting event, homecoming parade, band or choir concert, etc. Next, find tobacco facts and silly puns, then print them onto labels (don't forget to include the OVX logo and your group's name). Place the labels onto food items sold in the concession stand, or purchase food to hand out for free, depending on your budget.

HERE ARE SOME EXAMPLES

- There are so many “reese”ons to be tobacco-free!
- Just be”twix” me and you – tobacco free is the way to be!
- Be a “smartie” – say no to tobacco!
- Don't be a “nerd” – be tobacco-free!
- I'm kind of a big “dill” – I choose to be tobacco-free!
- It may be “corny,” but I'm “popping” in to say “tobacco is wacko”!
- Let's “taco” bout quitting (vaping, smoking, Zyn, etc.)!

PAPER THE PARKING LOT

Provided by [SAYWHAT!](#)

This is a simple activity to help increase awareness in your school and community about the health impacts associated with tobacco use. Ensure you only use reputable and up-to-date sources for shared information and data.

MATERIALS

- Colored paper
- Computer
- Printer
- Markers

DIRECTIONS

1. Print or write 5-10 different statistics on brightly colored paper.
2. Cut the statistics into strips and place them under the windshield wipers of cars in a parking lot.

HELPFUL PLANNING TIPS

- Grocery stores, malls and shopping centers are great places to share your messages!
- Consider partnering with local prevention organizations, print shops and business owners to see if you can get printing or paper donated for your activity.



AWARENESS ACTIVITIES

CHALK WALK

Provided by [Tru](#)

BEFORE ACTIVITY

1. Decide what important message and/or design you will share. Use reputable and up-to-date sources for shared information and data.
2. Gather supplies.
3. Choose a visible area to share your messages:
 - Parking lots, driveways and sidewalks are best.
 - You can also chalk on a trampoline, concrete steps or brick surface.
 - Chalk designs show up best on the blacktop.
4. Ask permission from the property owner/manager before creating your chalk message or design.
5. Prepare your space for success:
 - Find a nice, smooth, dry area for your creation that is at least 3 x 5 feet.
 - If you have a broom, sweep the area clean of debris.
6. Create your design!

DESIGN INSPIRATION

- Share a tobacco-related fact on a section of the sidewalk in one color, then write another fact on another section of the sidewalk in another color, creating a path of knowledge.
- Create a hopscotch board but share a tobacco-related fact instead of numbers in each square.
- Create a “DYK” (Did You Know) series of messages.

MATERIALS

- Sidewalk chalk
- You can also make your own sidewalk “paint” by mixing 2 tbsp. corn starch, 4 tbsp. water, and 6-8 drops of food coloring together in plastic cups and using a sponge brush to paint the pavement.

OPTIONAL SUPPLIES

- Painter’s tape
- A broom
- Stencils
- Spray chalk



AWARENESS ACTIVITIES

CUPS IN A FENCE

Provided by [Take Down Tobacco](#)

Spell out your message to communicate quickly and efficiently with this super easy activity.

BEFORE ACTIVITY

1. Find a fence that many people pass by every day. Be sure to get permission from the property owner/manager to decorate the fence.
2. Consider using this activity at a popular community event or setting up a table near your display to answer questions and provide information to passersby.
3. Decide what message you would like to display. This message can be a few simple words.
4. Plan your message on graph paper ahead of time to ensure you have enough space and cups!
5. Contact the media by phone or email or send a press release and let them know what you are doing, where you will be and what time you will be there. Find contact information and directives on the media outlet website.

DURING ACTIVITY

- Put plastic cups through the holes in your fence to spell out your message.
- If you plan on having a table, set up your table and have representatives on hand to answer your questions.
- Upload photos and videos to social media with the hashtag #TakeDownTobacco.

AFTER ACTIVITY

- Contact the media again! Be sure to send a post press release and photos to any media outlets that didn't show up.
- Post photos and videos to social media with the hashtag #TakeDownTobacco.

MATERIALS

- Colored plastic cups
- A chain-link fence in a high-traffic location
- Graph paper



AWARENESS ACTIVITIES

DIRTY LAUNDRY

Provided by [nolimitsnebraska](#)

Big Tobacco is trying to hide a lot of secrets, and what better way to let the public know than to “Air Out Big Tobacco’s Dirty Laundry”? Construct a clothesline where everyone can see it and then write facts on clothing items (either donated or purchased from a local thrift store). Display to everyone that tobacco kills 1,200 people each day in the United States or that there are over 7,000 chemicals in cigarettes and secondhand smoke.

TIME

Decide as a group the most economical way to get supplies for your display (Goodwill, donations, etc.). How are you going to hang your display? Are you going to create a clothesline, or are you going to hang clothing on the walls of your school? Could you tie rope/string from one side of the room to the other? If you are planning on painting your message, be sure to leave plenty of time for drying. Also consider making information cards or fact sheets to hand out at your event.

PLANNING

- Find up-to-date information about Big Tobacco.
- Let your local media know about your event ahead of time.

HELPFUL TIPS

- Have a simple message.
- Use quotes from Big Tobacco representatives.
- Clotheslines are really versatile. Get creative. Tie your line between trees in a popular city park or between light poles on the corner or in your school gym.

BIG TOBACCO’S TRICKS (NOT TREATS)

Provided by [lstep](#)

Candy or tobacco? Can you tell the difference?

It’s hard to tell at first glance, and that’s not an accident. Tobacco companies want youth to think products like chew, vaping devices, and flavored cigars are as fun and as harmless as candy. That’s because they’re trying to addict a new generation of customers. It’s a trick, not a treat. Nicotine in any form is addictive.

As a chapter activity, revamp tobacco advertisements to state the truth about tobacco products. Be creative – you can recreate magazine ads, commercials, billboards, etc.



AWARENESS ACTIVITIES

MERRY QUIT-MAS

Provided by [Istep](#)

Ho, ho, ho! Join the holiday spirit of giving by creating quit kits for your peers at school and local businesses/ organizations to help them become tobacco/nicotine-free. The quit kits may include toothpicks, mints, gum, straws, sunflower seeds, stress balls, slips of paper to write down reasons to quit, quitline information and more. Hand out the quit kits at a school or community event or drop them off at local businesses to offer them to their customers. If you're feeling brave, dress up as Santa and hand them out during a holiday party at school! **This is also a great activity for the Great American Smokeout in November!**

[My Life My Quit](#) is Vermont's youth-specific quitline. Ordering My Life, My Quit posters, magnets, wallet cards and fidget tools for your activity is easy! Email us your request at tobaccovt@vermont.gov, along with your mailing address, and we will send them to you within two weeks. My Life My Quit materials are provided free of charge.

[802Quits](#) is Vermont's tobacco treatment resource for adults (18+). Ordering 802Quits informational material and cessation tools for adult-specific quit kits is easy! Email us your request at tobaccovt@vermont.gov, along with your mailing address, and we will send them to you within two weeks. 802Quits materials are provided free of charge.

END OF YEAR CELEBRATION

Provided by [Istep](#)

Recognize and celebrate the important work and accomplishments of the past year with your OVX chapter. Make it a birthday bash theme — “Create a World with Less Cancer and More Birthdays”!

HELPFUL TIP

Ask youth to pitch in and bring snacks to share, as we know how hectic the end of the year can be.

THE EARTH IS NOT DISPOSABLE

Provided by [California Youth Advocacy Network](#) (CYAN)

The CYAN [Earth Day Toolkit](#) is designed to assist tobacco prevention advocates in creating and implementing successful tobacco-free Earth Day and environmental awareness events in their schools and communities. As climate change becomes more prominent worldwide, few people are aware of the destructive relationship between vaping, tobacco production and consumption and the environment.



AWARENESS ACTIVITIES

NUMBERS CAMPAIGN

Provided by [nolimitsnebraska](http://nolimitsnebraska.com)

Create a buzz about the true impact of tobacco. Choose a statistic, such as the number of Vermonter's who die each year from tobacco-related diseases, and make at least 100 copies of it. When no one else is at the school (or other facility), post it everywhere. In the bathrooms, every classroom, the hallways, and the lunchroom . . . everywhere.

Now don't tell anyone what that number means. Leave the number up all day or for multiple days . . . long enough to get everyone curious. Then announce the significance of the number either a schoolwide event or during daily announcements.

DIRECTIONS

1. Determine your message, set a date, and obtain permission to post the flyers.
2. Designate a speaker to make the announcement at either a schoolwide event or during daily announcements.
3. Create and post your signs everywhere.
4. Gather all the numbers that have been posted after the announcement has been made and recycle.

HELPFUL TIPS AND THINGS TO REMEMBER

- Ask permission before posting all the flyers.
- Have a simple message with a number that relates to your community or state.
- Cut out your number in construction paper, print it off in different fonts, tape it to the floor, write it on a couple of sheets of toilet paper or paper towels . . . get creative!
- Remember to keep everything hush-hush until your announcement.
- Remember, you want to focus on how the industry sells a deadly product as cool and fun. The industry downplays and denies many harsh realities of tobacco.
- During your announcement, talk about some specific things the industry has done or said, and then invite interested youth to join the OVX movement.
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FOR MORE INFORMATION

For more information on OVX, assistance implementing a chapter in your community or integrating activities into an existing group, please contact the Vermont Tobacco Control Program at tobaccovt@vermont.gov or visit the [OVX Advisor Hub](#).

