



CAMPAIGN
for
TOBACCO-FREE
Kids

CAMPAIGN
for
TOBACCO-FREE
Kids

CAMPAIGN
for
TOBACCO-FREE
Kids

CAMPAIGN
for
TOBACCO-FREE
Kids

CAMPAIGN
for
TOBACCO-FREE
Kids

**YOUTH ADVOCACY
PROGRAMS**

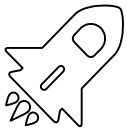


YOUTH ADVOCACY



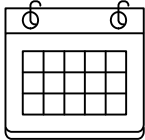
National and State Youth and Young Adult Ambassadors

Youth action network composed of dedicated youth leaders from across the country serving as state leads. Some Youth Ambassadors kick off their year at the **Youth Advocacy Symposium** & all will receive ongoing training throughout the year.



Taking Down Tobacco - www.TakingDownTobacco.org

Our comprehensive training program, built in partnership with the **CVS Health Foundation**, allows us to educate, empower and engage youth in the fight against tobacco through both online and in-person trainings.



Take Down Tobacco National Day of Action: *March 18, 2020* - www.TakeDownTobacco.org

A large-scale, national day of activism that empowers youth to stand out, speak up and seize control against Big Tobacco, generating more than 1,300 registered events across the United States and on military bases around the world.



Youth Engagement Alliance - www.YouthEngagementAlliance.org

The Youth Engagement Alliance (YEA) for Tobacco Control provides technical assistance and support to a network of adult coordinators who work with youth in tobacco control across the country.



Youth Advocates of the Year Awards (YAYAs)

Exemplary youth advocates are honored and receive scholarships and grants to continue their work and serve as leaders in the tobacco control movement on a national stage.



AUTHENTIC YOUTH ENGAGEMENT

- ▶ Training – *transferable advocacy skills*
- ▶ Community Engagement
- ▶ Media Advocacy
- ▶ Decision Maker Engagement
- ▶ Policy Advocacy





TAKING DOWN TOBACCO

#BeTheFirst Tobacco-Free Generation!

Take FREE online courses

**Get the knowledge, skills and tools you need
to fight tobacco use in your community.**

www.takingdowntobacco.org



Generously Supported by:

 **CVS** Health
FOUNDATION



TAKING DOWN TOBACCO

The **Taking Down Tobacco training program** educates, empowers and engages youth (ages 12-18) in the fight against tobacco through both online and in-person trainings.

It provides introductory training for youth new to the fight against tobacco and advanced training to help young leaders take their advocacy to the next level.

Generously supported by:





TAKING DOWN TOBACCO

All Trainings are:

- **FREE**
- Available to youth and adult allies
- Self-paced, available 24/7
- Narrated, interactive
- Fact-checked and reliable

Generously supported by:





HOW DOES IT WORK?



Generously supported by:
 CVSHealth
FOUNDATION



MARCH 18, 2021
www.TakeDownTobacco.com



TAKE DOWN TOBACCO

NATIONAL DAY OF ACTION

Take Down Tobacco is a national day of activism that empowers youth to stand out, speak up and seize control against Big Tobacco. We're expecting more than 1,000 events in schools and communities across the United States and even around the world.





FEATURED ACTIVITY

#TakeDownTobacco Power Wall

Takes the power back from the industry

Visual eye-catching display

Sharing personal reasons to #TakeDownTobacco

Interactive wall to enhance your existing event

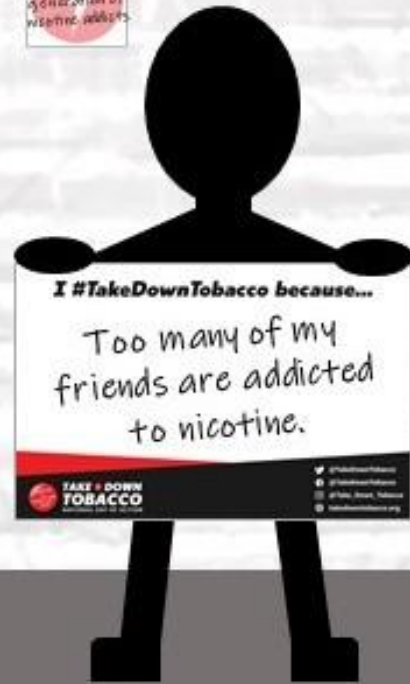
Be creative!



TAKE DOWN TOBACCO
NATIONAL DAY OF ACTION

I #TakeDownTobacco because...

- I want to be part of the first tobacco-free generation.
- I hate being addicted to nicotine.
- I miss my grandmother.
- I'm sick of smelling e-cig vapor in the bathroom.
- Flavors hook kids.
- Smoke triggers my asthma.
- Vaping is gross.
- Big Tobacco preys on kids.
- I'm scared the poor pressure to vape.
- My dad has tried to get quit and...
- Tobacco has killed enough already.
- I've A-Hah! school kids vapes.
- People do from tobacco eventually.
- Too many of my friends are addicted to nicotine.
- Cigarette butts are the most littered item in the world.
- E-cigarettes aren't safe.
- 5+ million kids use e-cigarettes.
- I don't want to be part of a generation of nicotine addicts.
- My mom smokes and I'm scared she'll get sick.
- I hate seeing cigarette butts at the park.





YOUTH STORIES – Retail Mapping

bit.ly/retailtool



Vape Avenue (Poway, CA)

- Inside a popular mall
- Right next to an indoor children’s playground and DQ



Shell Gas Station/Convenience Store (Port St. Lucie, FL)

- 0.3 miles from popular movie theater – kids stop to get snacks before movies



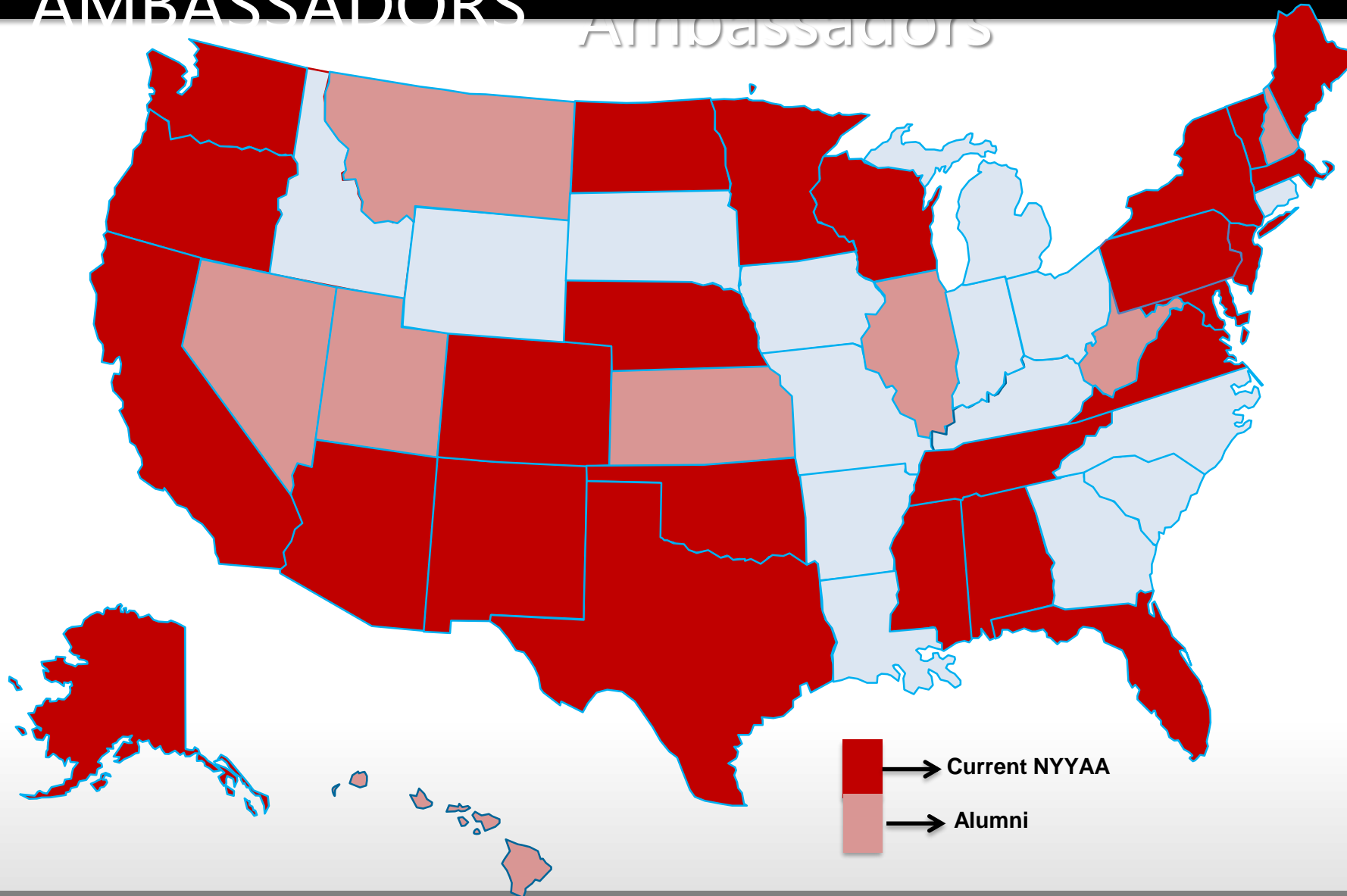
NATIONAL & STATE YOUTH AND YOUNG ADULT AMBASSADORS



Our National and State Youth and Young Adult Ambassadors are high school and college students who have demonstrated leadership in fighting tobacco in their communities.



2019-2020 NATIONAL YOUTH AND YOUTH ADULT AMBASSADORS





National Youth and Young Adult Ambassadors

TRAINING – in-person & online training to build skillset & expand knowledge

ACTION – take action through advocacy initiatives on a state & federal level; receive technical assistance to support local work

LEADERSHIP – serve as leaders within the tobacco control movement





Youth Advocate of the Year Awards (YAYA)

Honor top young leaders from across the country

- Youth Champion Award (Grade 12) - \$5,000 scholarship
- 4 Individual Winners (Grades 9-12) - \$2,500 scholarship
- Group Winner (MS or HS) - \$2,500 grant





SPEAKER REQUESTS & CONTACT INFO

ad • vo • cate
BE ONE . DO IT

Speaker Request: bit.ly/tfkspeaker

Gustavo Torrez
Gtorrez@tobaccofreekids.org