



STUDENTS WORKING AGAINST TOBACCO

Taste That...

Flavored Tobacco Activity Guide

This guide was developed through the collaborative efforts of the 2012-13 SWAT Youth Advocacy Board, its contributing county SWAT Chapters and the staff and partners of the Bureau of Tobacco Free Florida.



Taste That...
SWAT Flavored Tobacco Activity Guide
Table of Contents

1. Introduction
 - a. Why Pursue Flavored Tobacco Restrictions
 - b. Background Information
 - c. The Facts
 - d. Begin With the End (policy) in Sight
 - e. Promising Practices for Passing Flavored Tobacco Resolutions
 - f. Using the “Taste That” theme

2. Messaging and Design
 - a. M.A.D. Skills Overview
 - b. Event Planning - The Basics - Do’s & Don’ts
 - c. Media Tips and Tools
 - i. Press release format

3. Hitting the Streets
 - a. Sugar Coated Death
 - b. Unmasking the Bandit
 - c. Killer Candy Mosaic
 - d. Deadly Package
 - e. Addicted to Candy Love
 - f. Candy Flavored Lies Interactive Board Game
 - g. Toxic Café
 - h. Project Voice
 - i. Act Now. Save Now. Flavored Tobacco Survey
 - j. Community Report Card

4. The Long Haul- Keeping People Interested
 - a. Enrage and Engage- Importance of Youth Empowerment
 - b. Recruitment is an Ongoing Process
 - c. Using Social Media to Maximize Your Message
 - i. Facebook
 - ii. twitter
 - iii. After event



Introduction

Why pursue restrictions to flavored tobacco sales?

Florida's Bureau of Tobacco Free Florida adheres to the Centers for Disease Control and Prevention's *2007 Best Practices for Comprehensive Tobacco Control Programs* recommendations. In order to truly reduce youth tobacco use, we must change the way communities think about tobacco, and tobacco companies, in their homes, schools, worksites, parks and public places. This shift in social norms will occur as a result of policies that will make tobacco less desirable, less acceptable and less accessible. Each county in Florida is working towards passing resolutions that will restrict the sale of flavored tobacco products not already covered by the US Food and Drug Administration (FDA).

Under the Family Smoking Prevention and Tobacco Control Act, the sale of cigarettes containing any characterizing flavors other than menthol is illegal. Flavored cigarettes are the only tobacco product affected by the Family Smoking Prevention and Tobacco Control Act. Examples of flavored tobacco products not covered by FDA are smokeless tobacco, cigars, snus and hookah.

Flavored tobacco products contain flavors like vanilla, orange, chocolate chip cookie dough, cherry and coffee. They are widely considered to be "starter" products, establishing smoking habits that can lead to a lifetime of addiction. Flavored tobacco products are as addictive and carry the same health risks as regular tobacco products like lung diseases, cancers, heart disease and stroke. Studies of youth expectations around flavored tobacco products like "bidis" and hookahs have found that young smokers report choosing flavored products over non-flavored cigarettes because they "taste better" and are perceived to be "safer."¹ One study of youth smokers between the ages of 13 and 18 showed that 52% of smokers who had heard of flavored cigarettes reported interest in trying them, and nearly 60% thought that flavored cigarettes would taste better than regular cigarettes.¹ In March 2008, a poll found that one in five youth between the ages of 12 and 17 had seen flavored tobacco products or ads, while only one in 10 adults reported having seen them.¹ Because not all flavored tobacco products are illegal, the support of local policy to restrict all other products is imperative to protect our youth.

A few facts to help you spread the word...

- Candy and fruit flavors mask the bad taste of tobacco, making it easier for kids to start using these products. Once they start using one tobacco product, they are more likely to experiment with others.¹
- In Florida, 1 in 6 youth between the ages of 11 and 17 have ever tried flavored tobacco.²
- Most flavored tobacco products like snus, smokeless tobacco, cigars, cigarettos, bidis, dip and shisha can be purchased at convenient stores.

¹ FDA Flavored Tobacco Products Fact Sheet, 2011

² Florida Youth Tobacco Survey, 2010



Remember, county specific fact sheets about flavored tobacco are located on the Tobacco Free Florida media hub. This is a great place to start prioritizing what your key messages should be. You can also learn more about the flavored tobacco issue in the Fight Back section of the SWAT website, www.swatflorida.com.

Begin with the End in Sight

Advocating for policy change is an ongoing process. With each step, we get closer to protecting future generations of youth from the manipulative tactics and new products engineered by tobacco companies.

Our current objective is to pass resolutions in each city and county which support restrictions to the sale of flavored tobacco products. The information and activities in this guide will help your county reach that objective. Whether you are still gathering data to share, educating community members or preparing for a presentation to decision makers, you will find useful tools within this guide.

Promising Practices for Passing Flavored Tobacco Resolutions

Local resolutions urging tobacco retailers to restrict the sale and marketing of flavored tobacco products are a step towards broader progress, and a great way to show decision-makers in your community that the SWAT program and the Tobacco-Free Partnership are actively working to protect youth.

Train SWAT on Flavored Tobacco Issues:

- Train youth on flavored tobacco policy issue and facts.
- Train and coordinate larger groups of SWAT members for gathering petition signatures and letters of support at community events. This group of students can also develop longer presentations to large community groups.
- Train and coordinate smaller, dedicated groups of students to provide shorter presentations to decision makers.
- Local city or county commissioners can be included in the training process. Ask local city/county commissioners for presentation advice when asking for a resolution; ask them to help train SWAT youth on presentation skills. For example, invite a commissioner to a SWAT leadership camp to assist with a mock presentation on flavored tobacco.
- Train youth on presentation skills and delivery.
- Train youth on who the decision makers are in their community.

Train Tobacco-Free Partnership on Flavored Tobacco Issues:

- Use SWAT to educate tobacco-free partnership members.
- Ask partnership members to help with flavored tobacco surveillance.
- Provide talking points for presenters.
- Ask partnership members to contact community groups and ask for letters of support. (Sample letter of support available on SharePoint)
- Use partnership member connections to meet with decisions makers.
- Have partnership members present to city/county commissioners.

Activities for Youth Involvement:



- Tour the city/county board rooms with SWAT members as part of training and relationship building with city/county commissioners.
- Attend community festivals, sporting events, school events, etc. to gain petition signatures and letters of support. (Sample petition available on SWAT Website).
- Survey the types of flavored tobacco in stores with youth. (Sample survey available on SWAT Website).
- Show marketing tactics of tobacco companies and new flavored tobacco products

Gain Community Support:

- Speak with city/county official to find out what is needed to gain a resolution in your county—petitions (# of signatures) letters of support (# of letters).
- Attend community festivals, sporting events, school events, etc. to gain petition signatures and letters of support.
- Present the flavored tobacco issue to other civic and/or community groups to gain support.
- Create awareness through local earned media.
- Partner with community organizations (Parent groups, Boy Scouts, Girl Scouts, etc).

Gain Decision Maker Support:

- Find a champion who has power with decision makers and can guide you through the process.
- Set up informal or formal meetings with city/county commissioners to educate them on flavored tobacco, learn about their concerns, and to gain support on the issue. Invite a tobacco-free partnership member and/or SWAT member to these meetings.
- Research decision maker background and find out the other organizations they are affiliated with.
- Bring fact sheet, sample products, petitions, letters of support, etc. to meetings.
- Develop relationships and present the flavored tobacco issue to decision makers before making the ask.
- Ask decision makers what they can do to reduce the effects of flavored tobacco in the community.
- Provide a sample resolution to key decision maker/attorney for approval prior to ask.

The Ask:

- Find out how to get on the agenda for the meeting (county/city manager, administrative assistant, other).
- Work with Champion to determine appropriate time to be put on the agenda.
- Provide needed documents (presentation slides, resolution map, county/city specific data) to the meeting organizer by deadline.
- Use SWAT youth/partnership member for the ask and presentation to the County/City Commission.



Using the “Taste That” theme

Users of this guide will notice that many activities targeting youth audiences focus on the audacity of the tobacco industry masking the reality of harmful ingredients with the taste of fruit flavors. The industry uses flavors such as peach, apple, cherry and mint. These flavors are not only used to entice new users, they also serve as a bright visual focus on packaging. The tobacco industry can then highlight the use of cherry, for example, which takes the attention away from the ingredients like nicotine, tar and ammonia which are also present in some of these products. The “Taste That” theme was developed with three main audiences in mind...older youth, parents and decision makers. It can be modified to fit each audience as youth design outreach activities to deliver their message.

As SWAT members develop their ideas for targeting peer audiences, they can turn the table on the tobacco industry by asking their peers if they would like to “Taste that..... Nicotine (or insert another tobacco ingredient)?” SWAT members can also provide opportunities for their peers to tell the tobacco industry how they feel about the use of flavors as a marketing tactic. This theme can assist in recruiting new members as youth learn about the issue and take a stand by saying, “Taste That, Big Tobacco”.

When crafting messages for parent audiences, SWAT members can highlight the fact that parents (and their kids) are being deceived by the tobacco industry. This is a great way to tie in the fact that many parents think tobacco companies aren’t so bad. Let’s remind them how deceptive they are by telling them the facts about flavored tobacco. Then, encourage parents to stand up and support us as they, “Taste That Deception”.

Finally, SWAT members can apply the “Taste That” theme to decision makers. Think about how good it will feel when your city and county commissioners can claim victory over the flavored tobacco issue by supporting your policy. Invite them to be empowered to protect future generations and “Taste That Sweet Success” by passing flavored tobacco resolutions.



Messaging and Design

M.A.D. Skills

What are M.A.D. Skills? They are the three elements that make up any effective communications campaign. It isn't enough to know the facts; you have to know how to deliver them to the various groups of people in your community. Proper delivery requires M.A.D. Skills. Each activity should be developed with thoughtful consideration about the three key elements:

Message – What do you want people to know or understand about your campaign? In other words, what Message does SWAT need to emphasize how important it is to support this policy? Then, back up your message with facts.

Audience – Which specific people or group of people do you want to reach with your Message? What interest does this audience have in learning about flavored tobacco and/or in supporting a flavored tobacco policy? And, why do you need their support?

Delivery – What is the most impactful way to deliver your Message to your selected Audience? Sometimes, how you deliver a Message is as important as what you say. If you're asking the audience for something, whether it's for support on a policy or for their participation, think about what will motivate them to act.

So think hard about what message you want to get out there and which people you want to reach. Then think creatively about the most effective way to get that message across.

You can use your M.A.D. Skills to brainstorm and strategize the best types of activities to support a flavored tobacco policy. Take a few minutes, either as a SWAT club or as individual SWAT members, to develop your own flavored tobacco advocacy plan. Then use this to guide planning discussions for all your flavored tobacco events.

Event Planning

Successful events require planning. Once the audience has been identified and the message carefully crafted, it is time to plan the delivery. There are several factors to consider when planning an advocacy activity.

- What is the objective of the activity and what are the expected outcomes? Is there a call to action for participants? How will this help you achieve your flavored tobacco policy?
- Who is your audience? How can you reach them? Use the SWAT Policy Advocacy Plan to assist in identifying your audience.
- How much time do you have to plan the activity? Be sure your SWAT club begins planning early. You will need to set a date, time, location that will reach your targeted audience.
- What is your budget?



- What resources and items will you need? With enough creativity and time, many items can be donated or made. Do you have enough SWAT members to help with the event?
- How can media be used to extend the reach of your message?
- Does the event require any special permissions or permits?

Media Tips and Tools

National tobacco observances are an excellent opportunity to draw attention to your local tobacco issues. The media are often times notified by national tobacco control organizations. They then search for ways to highlight local action. What could be more newsworthy than the outreach you are doing in your school or community? The media can be useful in advertising your event, spreading your message and increasing the number of supporters for the flavored tobacco policy. There are, however, a few tips that can increase the reach of your message with the media.

- **Message, Message, Message:** The first step is to ensure you have a clear message for your event. The message should be limited to two or three facts and a call to action. Each member of your SWAT club should know the key message and be able to talk with your audience about the message. Be sure to rehearse the key messages for your activity so you feel comfortable talking with the media, your peers and community members.
- **Determine how the media will assist you:** Do you need the media to attract participants to your event? Do you want the media to cover your event? Do you need the media to support your issue or print letters of support? Once you know how you want to use the media, it is easy to develop a list of contacts you should reach.
- **Do your homework:** Contacting media takes a little research. Find answers to questions like,
 - What audience does my SWAT club intend to reach? Which types of media serve that audience?
 - How often is your newspaper, TV or radio show published?
 - Which TV and newspaper reporters cover community events? Which cover stories about schools? What are their deadlines?
 - What is the deadline for submitting press releases?
 - What is the cost to advertise?
 - How are letters to the editor or op-ed letters selected and submitted?

The Press Release

Organizations like SWAT communicate news with the media using a press release. You can prepare a basic press release by following the format below. Be sure to work with your local tobacco staff to develop the content and to send the press release to your media contacts. Local tobacco staff must follow their county procedures to include acquiring approval of all press releases.



A standard press release will be developed for all counties to use for national observances. These standard press releases provide space for each county to add their own specific event information. Please see below for the basic outline of a press release.

Contact: Name
Phone

Date

PRESS RELEASE

Title- use a title that easily communicates the intent of the release

First Paragraph- Use the five W's (who, why, what, where and when) to communicate your event information

Second Paragraph- Provide supporting information about the event or the issue; include a quote from a SWAT member

Third/Final Paragraph- Add basic information about SWAT and Tobacco Free Florida



Hitting the Streets

Now that you have selected your audience and crafted your message, it is time to deliver. This guide provides delivery ideas based upon your target audience. The activities are grouped according to the audience you are trying to reach; teens, parents and decision-makers. As you review the ideas, don't be afraid to enhance them by adding a new and creative twist that will make the idea a hit in your community or school. You will also notice some of the activities can be customized to target more than one audience. Templates to accompany activities are available as separate files within the Flavored Tobacco Activity Guide folder located on the Bureau of Tobacco Free Florida's external SharePoint site.

M.A.D. Breakdown

		Youth	Parents	Decision Makers
MESSAGE		The tobacco industry uses flavors to target new users and replace the 1200 people who die each day in the United States from tobacco use. Youth can utilize the "taste that" theme with peer audiences when appropriate.	You may not even know that flavored tobacco products exist, but your kids do. Tobacco companies use flavors to influence youth to experiment with their products.	You can send a strong message and protect youth from the dangers of tobacco by supporting this resolution to restrict the sale of flavored tobacco products. Your support will help create a healthier, safer environment for youth to live.
DELIVERY	Sugar-Coated Death			
	Unmasking the Bandit			
	Killer Candy Mosaic			
	Deadly Package			
	Addicted to Candy Love			
	Candy Flavored Lies Interactive Board Game			
	Toxic Café			
	Project Voice			
	Act Now. Save Now. Survey			
	Community Report Card			



Before you begin

Initial planning steps for all activities should include investing time researching the flavored tobacco issue. Some of the best ideas are born when you can show just how outrageous the tobacco industry can be as they market their products to kids. But, you have to know the facts. So, research the products themselves, how many youth are using these products, their packaging and tobacco industry's own words about these products. Then, watch your knowledge be the catalyst for some incredibly creative advocacy.

Some Helpful Resources

Factsheets for flavored tobacco (state and county specific) can be found on the tobacco free Florida media hub, <http://media.tobaccofreeflorida.com/user/login>.

Here is a list of additional websites with fact sheets and reliable information about the flavored tobacco issue.

1. <http://www.swatflorida.com/fight-back>
2. <http://www.tobaccofreeflorida.com/>
3. http://tobaccofreekids.org/en/resources/fact_sheets
4. <http://www.trinketsandtrash.org>
5. <http://www.legacyforhealth.org>
6. <http://dontdip.tamu.edu/ingredients.htm>
7. <http://www.cancer.gov/cancertopics/factsheet/Tobacco/smokeless>
8. www.lung.org/stop-smoking/about-smoking/facts-figures/whats-in-a-cigarette.html

FINAL NOTE

Preparing for any event should include ensuring the SWAT members understand their role and what they should accomplish by conducting the event. Every SWAT member attending should be able to quickly answer the following questions if asked at any event.

1. Why are you here today?
2. What is your group hoping to accomplish?
3. What can I do to help?



of SWAT and Staff Needed:

1-2 adults; up to 15 youth

Audience:

Suitable for booths at medium to large community events or high school venues

Instructions:

1. Research data and trends in flavored tobacco to include but not limited to ingredients of flavored tobacco products, state and county prevalence rates, tobacco industry quotes about flavored tobacco.
2. Design a display to interact with community members which should include a coffin, oversized flavor replicas like cherries, oranges or mint leaves and empty containers to represent chemicals in flavored tobacco.
3. Decorate empty containers with flavor replicas/pictures and label each container according to the chemical they represent in the tobacco product.
4. Place a caption with each container to communicate the relationship it has with a flavored tobacco product.
5. Prepare youth to interact with peers or community members regarding flavored tobacco issue; have opportunities for community members to pledge support for flavored tobacco policy.



Special Thanks to Levy County SWAT for sharing Sugar Coated Death



Unmasking the Bandit

Objective(s)	Educate youth and community members at an event or school setting on the flavored tobacco issue; Gather support for policy that restricts the sale of flavored tobacco; Recruit youth to become active members in SWAT
Materials:	Large pieces of cardboard Poster board paper, construction paper, markers Tissue paper Empty containers/visuals to represent ingredients found in tobacco (i.e. ammonia bottles, gas containers, nail polish remover, an old X-ray, etc.) pipe cleaners Oversized re-prints of tobacco industry documents
Estimated Time:	3-4 weeks
Cost:	\$150.00-\$200.00 to make materials that can be re-used at future events
# of SWAT and Staff Needed:	1-2 adults; up to 15 youth
Audience:	Suitable for booths at medium to large community events or high school venues
Instructions:	<ol style="list-style-type: none">1. Research data and trends in flavored tobacco to include but not limited to ingredients of flavored tobacco products, state and county prevalence rates, tobacco industry quotes about flavored tobacco.2. Design a display to interact with community members which should an oversized replica of a Skoal Bandit container.3. Choose a quote from a U.S. Smokeless Tobacco Company document to display on container.4. Decorate the can with fruit or candy replicas like mint leaves, oversized apples, watermelons, or cherries.5. Fill the Skoal Bandit can with empty containers with flavor replicas/pictures and label each container according to the chemical they represent in the tobacco product.6. Place a caption with each container to communicate the relationship it has with a flavored tobacco product.7. Display oversized printed copies (can be mounted on foam board) of tobacco industry documents that have flavored tobacco content.



STUDENTS WORKING AGAINST TOBACCO

8. Prepare youth to interact with peers or community members regarding flavored tobacco issue; have opportunities for community members to pledge support for flavored tobacco policy.

Special Thanks to the SWAT Youth Advocacy Board for sharing Unmasking the Bandit



Killer Candy Mosaic



- Objective(s)** Educate youth and community members at an event or school setting on the flavored tobacco issue;
Gather support for policy that restricts the sale of flavored tobacco;
Recruit youth to become active members in SWAT
Demonstrate visual support of flavored tobacco policy to decision makers
- Materials:** Large pieces of foam board or poster board
Cut or torn pieces of colored construction paper
Cut or torn pieces of flavored tobacco advertisements
Pens, markers
Glue
Killer Candy (or other messaging) graphic template
- Estimated Time:** 1-2 weeks
- Cost:** \$50.00-\$100.00 to make materials that can be re-used at future events
- # of SWAT and Staff Needed:** 1-2 adults; up to 8 youth
- Audience:** Can be used as a wrap –up activity at community presentations;
Suitable for booths at medium to large community events or high school venues;
Suitable as a training activity for SWAT and Tobacco Free Partnership members
- Instructions:**
1. Research data and trends in flavored tobacco to include but not limited to ingredients of flavored tobacco products, state and



county prevalence rates, tobacco industry quotes about flavored tobacco.

2. Design an oversized template of a graphic image, like the Killer Candy image, to use as a background for mosaic. This can be drawn on foam board as guide for mosaic.
3. Tear or cut colored paper into smaller pieces that can be used as mosaic tiles. Be sure each piece is large enough to write a flavored tobacco fact or a name of a person who has died from tobacco.
4. Bring foam board with template to community presentations or events.
5. Prepare youth to interact with peers or community members regarding flavored tobacco issue; have opportunities for community members to pledge support for flavored tobacco policy.
6. Use the pieces of cut paper as a way for community members to either pledge support for a flavored tobacco policy, write a remembrance note to a loved one who has died from tobacco or share a flavored tobacco fact.
7. Use completed mosaics as a visual when meeting with decision makers (especially if they are filled with names of community members who support your resolution).

Try This Twist:

1. Instead of colored paper, print and cut pieces of tobacco industry advertisements for your mosaics.
2. Use this idea as a training activity for SWAT or your tobacco free partnership members. Facilitate a training session on tobacco marketing then let the youth design their own graphic template for the flavored tobacco issue.

Special Thanks to the SWAT Youth Advocacy Board for sharing Killer Candy Mosaic



Deadly Package

- Objective(s)** Educate youth and community members at an event or school setting on the flavored tobacco issue;
Gather support for policy that restricts the sale of flavored tobacco;
Recruit youth to become active members in SWAT
- Materials:** Large pieces of cardboard
Poster board paper, construction paper, markers
Printed or collected tobacco packaging and advertisements
Presentation Material for segmented populations targeted by tobacco companies (youth, women, African Americans, Hispanics, etc.)
Tobacco industry quotes/documents to show (in presentation, printed on oversized posters or as part of display)
BADvertising Instructions
- Estimated Time:** 4-5 weeks
- Cost:** \$50.00-\$100.00 to make materials that can be re-used at future events
- # of SWAT and Staff Needed:** 1-2 adults; up to 15 youth
- Audience:** Suitable for high school or multi-day booths at medium to large community events venues;
- Instructions:**
1. Research data and trends in flavored tobacco to include but not limited to packaging of flavored tobacco products, state and county prevalence rates, tobacco industry quotes about flavored tobacco. Also research how tobacco companies use product packaging as a marketing tool.
 2. Plan a five day awareness campaign that focuses on the graphic packaging tobacco companies use to target specific populations. Each day of the campaign should highlight a different target population such as youth, women, African Americans, males, Hispanics, etc. The youth focused awareness day should highlight flavored tobacco packaging.
 3. Develop short radio or broadcast PSA for each population that can be aired at school announcements or within school/community presentations.
 4. Develop a display board or table for each target population as SWAT members perform face to face outreach at schools or during community presentations. Display table can also have a



- PowerPoint or slideshow with examples of the deadly package designs for each target population. Display can also have supplies to allow youth to create their own BAD-vertising tobacco ad.
5. Construct a 5 day progressive Project 88 in a school courtyard. This will be a cemetery-like display, complete with gates or crime scene tape, to demonstrate how deadly packaging can lead to a lifetime of addiction and death.
 - a. Day 1 of display have 17 stones/memorials each with a male-targeted tobacco deadly package and a matching epitaph
 - b. Day 2 of display have 17 stones/memorials each with a female-targeted tobacco deadly package and a matching epitaph
 - c. Day 3 of display have 17 stones/memorials each with a Hispanic-targeted tobacco deadly package and a matching epitaph
 - d. Day 4 of display have 17 stones/memorials each with an African American targeted tobacco deadly package and a matching epitaph
 - e. Day 5 of display have 20 stones/memorials each with a flavored tobacco deadly package and a matching epitaph
 6. Distribute educational information to support flavored tobacco policy.
 7. Recruit new SWAT members; have information on hand to advertise upcoming events and/or meetings.

Special Thanks to Santa Rosa County SWAT for sharing Deadly Package



Addicted to Candy Love

- Objective(s) to Policy or Topic** Inform school staff about national anti-tobacco observances and the need to support anti-tobacco education and advocacy.
Gain support from school administration for future educational opportunities and events
- Materials:** Paper, Printer/ Copy Machine
Optional: small valentines stickers, artificial rose
- Estimated Time To Plan Event:** Print, Copy, Cut, and Fold for 100 approx. 1-2 hours
- Cost:** Bulk Paper: 250 sheets 4.99 (preferably red or pink)
Stickers: 2.00 (50 in each pack)
Candy: 5.00 (approx.100 pieces)
Black Roses: 5 for a dollar at Dollar Tree
- # of Staff and SWAT Needed:** 1 adult; 5-6 youth depending on size of school
- For a Crowd of:** People = number of Valentines printed
- Instructions:**
1. Create valentines by printing or making copies of the included "Valentine.pdf" file. This file is meant to be printed double sided.
 2. Cut out valentine and seal with the optional sticker.
 3. Give to teachers, administrators and other school staff in person. It can also be left on desks, doors, in teacher's lounge or in a staff mail box. Roses and sticker can be added if desired.

Special Thanks to Bay County SWAT for sharing Addicted to Candy Love



Candy Flavored Lies Interactive Board Game

Objective(s): Increase awareness of flavored tobacco information among community members to include youth

Materials: Candy Flavored Lies Interactive Board

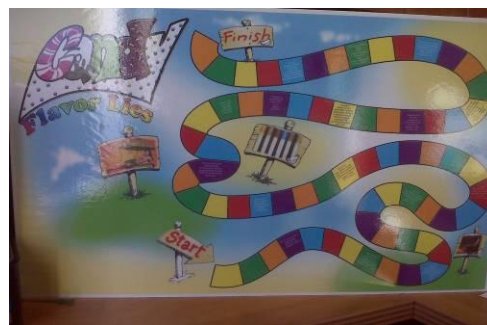
Estimated Time To Plan Event: 3-4 weeks to print large game board in addition to time determining board facts

Cost: can be \$200 or more depending on size of board printed

of Staff and SWAT Needed: 1 adult; 2-3 youth depending on size of community event

Audience: For use at small events/presentations to large community events

- Instructions:**
1. Review and analyze facts about the flavored tobacco issue with SWAT members in your county.
 2. Prioritize the facts or information that should be communicated in order to gain support for flavored tobacco policy from community members.
 3. Assemble these facts into a game-like template to be used when interacting with community members at presentations and/or events.
 4. Determine call to action from community members who engage in learning about flavored tobacco using the interactive game. Have any call to action materials ready for dissemination at end of game (post card of support, petition, letter of support, etc.)
 5. Once game is constructed and printed, it can be used repeatedly at schools, presentations and community events.



Special thanks to Palm Beach County SWAT for sharing Candy Flavored Lies



Snowed White's Toxic Café



- Objective(s):** Educate community members about flavored tobacco issue;
Gather support for policy to restrict the sale of flavored tobacco
- Materials:** foam boards
string or zip ties
markers
Snow White costume or re-used formal dress and make-up
Bowls of fruit and candy
Palm cards with flavored tobacco facts
Containers to represent tobacco chemicals decorated with flavorings
Mirror, Mirror on the Wall.....banner
Waiter/Server Aprons
Flavored Tobacco Policy Support Survey
- Estimated Time To Plan Event:** 4-5 weeks
- Cost:** \$500 or more (depending on number of supplies donated or collected).
- # of Staff and SWAT Needed:** 3 staff; 7 to 15 youth
- Audience:** Suitable for medium to large events or community settings targeting adults
- Instructions:**
1. Research data and trends in flavored tobacco to include but not limited to ingredients of flavored tobacco products, state and county prevalence rates, tobacco industry quotes about flavored tobacco.
 2. Train youth in surveillance techniques and completing survey instrument
 3. Design a table to interact with community members which should include a café kitchen, used to educate event goers of the



- outrageous tactics of the industry. To add a Snow White twist, use oversized flavor replicas like cherries, oranges or mint leaves and empty containers to represent chemicals in flavored tobacco.
4. Set up area in display for Snowed White to lie and to hang banner
 5. Create “menus” to display on sandwich boards that post specials like “grape infused arsenic, apple accented butane, etc.
 6. Develop teaser flyers or palm cards to direct and recruit event participants to the Snowed White’s Toxic Café booth at event
 7. On day of event, establish three youth outreach “teams”; One team will be responsible for managing the booth, the second for surveying participants at the booth and the third for walking through event with sandwich boards and recruiting participants to visit booth. Youth should be able to rotate teams so they experience all three tasks.
 8. Hang a 4’ x 8’ foot full-color banner hanging in front of booth with a mirror on it with an oval cut out in the center of the mirror for event attendees to put their face in for a photo. Text above and below will read, “Mirror, Mirror, on the Wall...who is targeted by the industry most of all?”
 9. For survey: at conclusion of event, survey results should be calculated and used to communicate level of support for flavored tobacco policy to decision makers.



Special thanks to Region 4 SWAT for sharing this activity



Project Voice

Objective(s)	Gather support for policy that restricts the sale of flavored tobacco; Recruit youth to become active members in SWAT Demonstrate video support of flavored tobacco policy to decision makers
Materials:	Video Camera or camera phone Tripod (optional) Video microphones (optional) Video editing software DOH Talent Release Form Project Voice Question Guide
Estimated Time:	1-2 weeks
Cost:	Depends on type of video footage seeking; up to \$300
# of SWAT and Staff Needed:	1-2 adults; up to 8 youth
Audience:	Can be used as a wrap –up activity at community presentations; Suitable for booths at medium to large community events or high school venues
Instructions:	<ol style="list-style-type: none">1. Research data and trends in flavored tobacco to include but not limited to ingredients of flavored tobacco products, state and county prevalence rates, tobacco industry quotes about flavored tobacco.2. Prepare youth to interact with peers or community members regarding flavored tobacco issue. SWAT members should be able to share facts using relevant delivery methods based upon the type of community event.3. After learning about flavored tobacco, ask youth or community member if they would like to videotape a short reaction or voice their support for policy that restrict the sale or marketing of these products.4. Be sure a DOH Talent Release Form is completed and signed by any minor filmed. Keep all signed forms on record. This form can be found on the Bureau of Tobacco Free Florida SharePoint site.5. Film the youth or parent as s/he voices reaction. The topic may range from outrage at the tobacco industry for targeting youth with



- these products to a verbal pledge of support for flavored tobacco policy.
6. Use some creative techniques to motivate youth and community members to participate in video collection. For example, have prompting questions ready in case participants need ideas of how to share their reactions. Use props like a voice box. Create a cool backdrop for filming or allow participants to hold their own handmade sign.
 7. Edit video to use as supportive collateral material when educating decision-makers and other policy influencers about the flavor tobacco issue.

Special Thanks to Leon County SWAT for sharing Project Voice



**Act Now. Save Now.
Flavored Tobacco Community Survey**

- Objective(s)** Obtain event attendee's opinion on how these flavored tobacco products currently not covered by the FDA should be handled locally;
; Recruit youth to become active members in SWAT;
Demonstrate support of flavored tobacco policy to decision makers
- Materials:** Clipboard (s)
Pens
Flavored Tobacco Community Survey
Nicotine Candy Warning Label (or other flavored tobacco visual)
- Estimated Time:** 1-2 weeks
- Cost:** \$25 or less
- # of SWAT and Staff Needed:** 1-2 adults; up to 8 youth
- Audience:** Can be used as a wrap –up activity at community presentations;
Suitable for booths at medium to large community events or high school venues;
- Instructions:**
1. Research data and trends in flavored tobacco to include but not limited to ingredients of flavored tobacco products, state and county prevalence rates, tobacco industry quotes about flavored tobacco.
 2. Prepare youth to interact with community members regarding flavored tobacco issue. SWAT members should be able to share facts using relevant delivery methods based upon the type of community event.
 3. Prepare youth to approach adult community members to survey on their support for various types of policies that would restrict flavored tobacco sales and marketing.
 4. Assemble clipboards with "Nicotine Warning Label" or other pictures of flavored tobacco products affixed to the back. Use clipboards for collecting surveys. Youth can show responders the pictures prior to surveying.
 5. Gather survey responses at community events and presentations. Compile data gathered.
 6. Format data and use as talking points with stakeholders and decision makers.

Special Thanks to Martin County SWAT for sharing Flavored Tobacco Survey



Community Report Card

Objective(s)	Gather data on the extent and types of flavored tobacco products currently not covered by the FDA sold in a city or county; ; Recruit youth to become active members in SWAT; Communicate data to community members and decision makers
Materials:	Clipboard (s) Pens Flavored Tobacco Retail Store Survey Template
Estimated Time:	1-2 weeks
Cost:	\$25 or less
# of SWAT and Staff Needed:	1-2 adults; teams of 2 youth per store
Audience:	Data gathered through surveillance can be shared with community members and decision makers.
Instructions:	<ol style="list-style-type: none">1. Research data and trends in flavored tobacco to include but not limited to ingredients of flavored tobacco products, state and county prevalence rates, tobacco industry quotes about flavored tobacco.2. Train youth to collect data using surveillance tool at a retail tobacco store.3. Prepare youth and adults to approach retail tobacco store staff and ask permission to conduct survey.4. Gather survey data. Utilize photo documentation when permitted.5. Compile data gathered.6. Format data and use as talking points with stakeholders and decision makers.
Try This Twist:	<ol style="list-style-type: none">1. Translate the data into a report-card style format to drive home the impact these products have on youth initiation.2. Invite community influencers and/or decision-makers to conduct the surveillance with the youth and partnership members.3. Hold a town hall type meeting to share the surveillance results.



The Long Haul...Keeping Your Audiences Interested

Enrage and Engage

Although tobacco may be a legal product, their use of flavors to lure youth into a life of addiction and death certainly cause many to become outraged. A key strategy in de-normalizing tobacco in your community is de-normalizing the tobacco industry. This is best achieved by researching the role the tobacco industry has had in designing, producing and marketing flavored tobacco products. Share what you learn from industry documents with your community. Then, be prepared to set your peers and community members into ACTION. Be prepared to answer these common questions before you participate in any tobacco prevention advocacy activities.

- How can I help?
- Can I join SWAT or your tobacco free partnership?
- When is the next SWAT meeting?

Recruitment Is an Ongoing Process

Each time you participate in school or community event, present to local organizations or meet with decision-makers, you are showcasing the SWAT brand. Youth want to join SWAT as they witness the creative, passionate, empowered way you deliver your message. Preparations for every event should include some type of communication materials (palm cards, flyers, etc.) to promote your next SWAT meeting or find information about your club.

Using Social Media to Maximize your Message

Help spread the word about SWAT and how SWAT is working toward a tobacco free Florida.

Join Tobacco Free Florida on social media and lend your voice to raise awareness about key tobacco issues like flavored tobacco.

On Facebook

Become a fan of Tobacco Free Florida. Visit www.facebook.com/tobaccofreeflorida and click "like." Tobacco Free Florida will be posting information about flavored tobacco periodically. When you see a post about a flavored tobacco, select share and add your own comments so that your Facebook friends can view the information.

If you're creating your own posts about an event, include Tobacco Free Florida in your post using "@Tobacco Free Florida." This way, your posts will be added to Tobacco Free Florida's timeline and other fans can see them. You can also share status updates, photos and videos on Tobacco Free Florida's timeline. Tag yourself and your friends on photos so that more of your friends can see them.

The tobacco free Florida Facebook page is also an excellent place to direct event participants for more chances to interact with our cause and spread the word.



On Twitter

On Twitter, a **trending** topic or popular Twitter **hashtag** is used to direct people to websites, help spread messages, and advance a conversation. By working together to tweet about a specific topic or common theme, you can generate awareness and hopefully encourage others to support your initiative.

Hashtag: Words or phrases that begin with the # symbol typed into Twitter to connect people talking about certain topics. You can create your own hashtag for the tobacco prevention events you plan. Be sure that SWAT members know the hashtag to use so that your event can be easily followed. You can also use the hashtag, **#swat**, for events with a flavored tobacco focus.

Trending: Topics that are “trending” on Twitter are topics that are immediately popular, rather than topics that have been popular for a while or on a daily basis. A word, phrase or topic that is tagged at a greater rate than other tags is considered a trending topic. Making a topic trend can be a concerted effort by users, but often happens naturally as people talk about the day’s current events and headlines. For example, if **#tastethat** starts trending, then we will appear on the Twitter homepage of users in that specific location – in this case, the United States.

Follow Tobacco Free Florida on Twitter at [@tobaccofreefla](#) and the Florida Department of Health at [@healthyfla](#). Then, start tweeting and be sure to add the right hashtag to the end of your tweets. We encourage you to be creative and personalize your message. Keep in mind that you can only use 140 characters on Twitter and this includes the hashtag. Twitter does automatically shorten website URLs, so you are encouraged to include appropriate websites in your tweet.

Note: RT = retweet. Be sure to RT tweets from [@tobaccofreefla](#) and from [@healthyfla](#).