

Chapter Resource Guide

2014-2015



www.iowaSTEP.org



Iowa Students for Tobacco Education and Prevention

Chapter Resource Guide

2014-2015



www.iowaSTEP.org



Since 2000, Iowa teens have had an active role in changing the general social attitude toward tobacco use.

When the Iowa Legislature created the Division of Tobacco Use Prevention and Control within the Iowa Department of Public Health, they stressed the importance of youth involvement in reducing tobacco use among young people. They suggested the best way to do this was to hold an annual Youth Summit on Tobacco.

The first youth summit was held in July 2000 with just over 130 students present. More than a decade later, the youth tobacco prevention program grew to include over 4,000 members statewide. 2011 ushered in a new wave of youth and a new environment for tobacco use prevention and control. That same year, ISTEP (Iowa Students for Tobacco Education and Prevention) was created. ISTEP saw the need for continued education on the subject matter of tobacco and held their first youth summit as ISTEP in the summer of 2012. During the last two years, ISTEP has grown to have 980 registered members in local chapters statewide.

ISTEP is the only youth-led organization changing the tobacco world in Iowa. To learn more about the ISTEP program and how to get involved, visit www.iowaSTEP.org

ACKNOWLEDGEMENTS

This chapter resource guide was created by a team of youth and adult partnerships, and is intended to assist youth and adults in establishing Youth Tobacco Prevention chapters in the state of Iowa.

ISTEP would like to acknowledge **Jason Thompson** with Generation Free and **Barbara DeNekker** with the American Legacy Foundation for their inspiration to create this chapter resource guide as well as the following individuals who contributed content in the creation of this chapter resource guide:

Julie Bleecker, Erica Anderson, Kim Mills, JoAnn Muldoon, Maggie O'Rourke, Jerilyn Oshel, Don Owens, Sieglinde Prior, Don Shepherd and Sheri Stursma.

It is our hope that this ISTEP Chapter Resource Guide will assist youth and adults who are working on local tobacco control efforts in their communities.

Sincerely,

2013 ISTEP Executive Council & Youth Coordinators

Garin Buttermore, Robbyn Graves (Coordinators) John Culver, Savana Dorsey, Jenn Habel, Austin Henderson, Salina Henderson, Cassie Johnson, Chase Murphy, Drew Nolting, Rand Obranovic, Kierstin Perryman, Grant Schmidt, Ciery Welcher.

*Layout and Graphic Design provided by: Robbyn Graves, ISTEP Youth Coordinator II
July 2014*



TABLE OF CONTENTS

Introduction	11
What is ISTEP?	15
ISTEP Vision & Objectives	16
ISTEP Summit	18
Starting an ISTEP Chapter: The Checklist	20
ISTEP Youth Advisors	22
Registration & Membership	25
Chapter Orientation	26
Q&A - Chapter Membership Eligibility	27
Chapter Registration	28
Reporting to ISTEP HQ	31
Street Marketing Events	33
Suggested Activities (for each month)	42
Activities to do Anytime During the Year	46
How to Actively Be a Part of Your Community	59
Community Awareness & Education	60
Smoke Free Air Act Enforcement	62
Smoke Free Homes & Vehicles	64
Tobacco Litter & Environmental Factors	72
Tobacco & Nicotine Free Schools	76
Tobacco Free Grounds	79
Cessation & Quitting Tobacco Resources	80
Appendix	82
Resources	82
End Notes	90



An Introduction to Youth Tobacco Prevention



Candlelight Vigil , ISTEP Summit “The Choice is Yours” June 2013

Why is this important to discuss with others? The general population may very well know about the dangers of tobacco. Education has been provided to the general public on the health risks of tobacco use for many years. However, there are still facts that get covered up and overlooked.

Youth are a target when it comes to tobacco use. There are tobacco industry documents that discuss targeting youth with their advertising. These are the same tobacco companies that for years claimed that they did not market to youth - while maintaining these documents in their possession.

The Tobacco companies claimed that nicotine was not addictive and that secondhand smoke was not harmful. We know that after further research nicotine was found to be more addictive than heroin and secondhand smoke can and does cause cancer, respiratory illnesses, and many other health complications.

ISTEP members have seen the devastating effects of tobacco use as we have lost those we love to tobacco. In turn, we’ve become educated on the true unfiltered facts about tobacco and share our stories at the annual summit.

Information about new forms of tobacco and nicotine products, such as chewing tobacco, cigars, cigarillos, hookahs, and e-cigarettes are hard to come by. That's why it's up to YOU to become educated so that you can make informed decisions and take action by talking with community leaders, friends, and family about the dangers of tobacco use.

The Facts Are Clear...

- ✓ Tobacco is the leading cause of preventable death in the United States.
- ✓ Nearly half a million Americans die prematurely from smoking each year (including 4,500 Iowans) That is more deaths than from alcohol, AIDS, car accidents, illegal drugs, murders and suicides combined.
- ✓ Each year in Iowa 2,500 people under the age of 18 will become new daily smokers.
- ✓ If current rates continue, 5.6 million Americans younger than 18 years of age who are alive today are projected to die prematurely from smoking-related disease.
- ✓ Tobacco is the ONLY legal product that when used as directed will kill you.

Source: Campaign for Tobacco Free Kids, (2014). www.tobaccofreekids.org



No
Smoking

1ST

What is ISTEP?

2013 brought us into a whole new world of trends—find out why 2013-14 ISTEP President Savana Dorsey is dressed as a fox—visit the following YouTube link (<http://youtu.be/Zw3UDCfyrAo>) and feel free to share our ISTEP video message with your friends! www.youtube.com/lowaSTEP

Iowa Students for Tobacco Education and Prevention

ISTEP is a statewide movement made up of teens, just like you! ISTEP was started by high school students who were tired of tobacco hurting them and their families. Those teens, saw that tobacco hurts families and lives. There's nothing cool about using tobacco.



ISTEP is Youth-Led (and adult supported)

ISTEP is a student-led organization; meaning youth creatively formulate the ideas, learn the 5 step planning process (see page 23) and follow through with the implementation of their planning.

The messages and content of an ISTEP chapter need to come from the students. This doesn't mean that the sponsor or the administrator can't give suggestions or veto activities but the youth should be coming up with the activities or ideas that the chapter does. It should be youth planned and led, while adult supported.

What is the mission of ISTEP?

- Change the general social attitude towards all tobacco use
- Raise awareness through education
- Counter-market the tobacco industry's efforts
- Inspire and support cessation among the tobacco user
- Progress into a new age of informed decisions

ISTEP Program Structure

Our program structure is unique. Iowa has 99 counties and in many of those counties, there exist adults referred to as “community partnerships” (see page 60 for more information on this.) These community partnerships work with the ISTEP program coordinators, local youth advisors, youth, and communities across the state on tobacco use prevention and control efforts.

Local ISTEP Chapters

As an ISTEP member you can participate in local, statewide and even national activities, but your efforts should be primarily focused on your home community. Your efforts at the local level are the most important. Local chapters raise awareness of the effects of tobacco and challenge Big Tobacco's efforts through street marketing events and educational community activities.

ISTEP Executive Council

If you enjoy taking action locally then the ISTEP Executive Council may be a good fit for when you want to take action at the state level and beyond. The ISTEP Executive Council is youth-led and adult supervised by Iowa Department of Public Health staff. The ISTEP Executive Council consists of students from Iowa who are in the 8-12th grades, these students serve as local and state leaders for the ISTEP program.

Anyone who is in the 8th-12th grade can sign up to be a member of the Executive Council. If you want to explore opportunities in Iowa, the ISTEP Executive Council meets all around the state a few times during the year. The council also plans and presents at the annual summit. There are many leadership opportunities and chances to meet new friends. If you think you can bring a unique perspective to the organization, we encourage you to apply. Information on how to apply can be found on the next page.

Executive Council Membership & Applications

The ISTEP Executive Council meets throughout the course of the year to plan statewide events for ISTEP and presents at the annual ISTEP summit. Membership is open to all 8th-12th grade students involved with ISTEP statewide.

If you would like to apply for the council you can request an application by emailing us at: turnyourbackontobacco@idph.iowa.gov

*Note there are a limited number of seats available on the council. If you do apply during the year you may be voted on to this year's council by a 2/3 majority vote of all executive council members or may be considered for next year's council. The Executive Council Member positions are typically selected after the summit by a selection committee, however as seats become open you may be considered for the current year. The selection committee is comprised of graduating high school seniors who currently serve on the ISTEP Executive Council.

By attending summit you automatically will receive an executive council application.

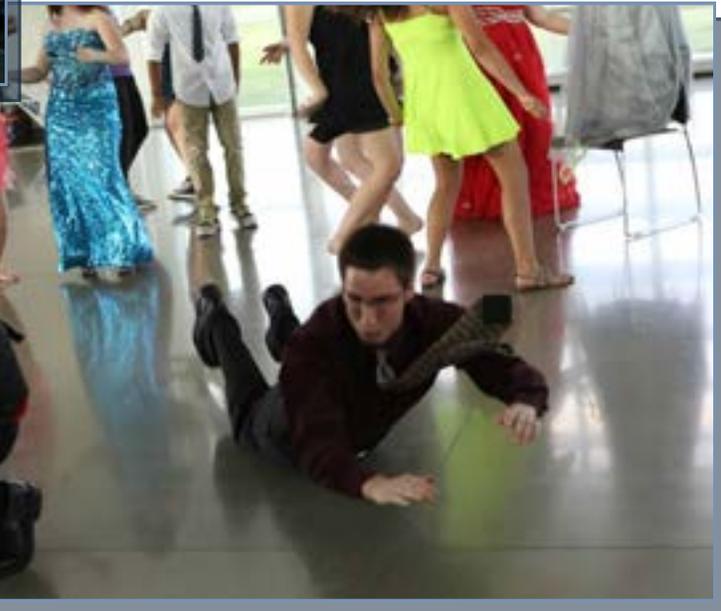


What is the ISTEP Summit?

The ISTEP Summit is an annual event which takes place in Iowa. All Iowa youth who are in grades 8-12 are invited to attend. These events are free and provide information on Iowa's youth-led tobacco prevention movement. All sessions are led by youth from around the state as well as guest presenters. Invitations will be sent to registered chapters notifying them of when the summit is taking place and registration deadlines.



These photos were taken at the 2013 ISTEP Summit entitled “The Choice is Yours” which was the theme selected by the 2012-13 ISTEP Executive Council. Activities included a red carpet event, breakout sessions, team building sessions, a dance and a candlelight vigil where attendees could share their experiences about tobacco use in their lives.



How much time does an ISTEP chapter require?

ISTEP never has a dull moment and there is always something you can do. There are 4 major events that ISTEP plans for the year. Your group might decide that they only want to participate in the 4 planned activities by the ISTEP Executive Council, or your group might want to put on 2 events that are unique to your school chapter.

It is up to your chapter how often you would like to meet, but it is suggested that your group meets once a month or every other month, depending on what you plan for. It may be that you plan 2 big events for the year, one in the fall and one in the spring. This would be a ***total of 6 meetings for the entire year. Planning Meeting, Implementation of Event and Follow up Meeting(x2).***

First Meeting – plan your first event for the year

Implementation of Event – put on your first event for the year

Follow up meeting: How did your event go? What would you do differently? Process and set a date for the next meeting where you can plan out the next event.

If you choose to only plan 1 event for the year, then that is only 3 meetings. You may also meet regularly every or every other month to get the latest and greatest from the ISTEP program—ISTEP sends out information to Chapters throughout the year. How much time you put into ISTEP is entirely up to you.

How is an ISTEP chapter structured?

ISTEP chapters are often organized in one of two ways. The traditional method is to have a president, vice president and secretary. Another approach is where everyone comes to a decision together, this is also acceptable. Each chapter can decide its own structure.

How can an ISTEP chapter benefit me?

All registered chapters will receive materials for the 4 major events that the ISTEP Executive Council plans. If you register your chapter you will always get the information you need and be counted when it comes to all access information about ISTEP.

As an ISTEP chapter you can make a difference in your local community, state and nation when it comes to tobacco use prevention and control. It's also easier and more fun to get things done as a group than on your own. ISTEP is the only student-led organization changing the tobacco world in Iowa.

Starting a Chapter

If you've had an ISTEP chapter before, remember that you need to register your chapter EVERY SCHOOL YEAR.

ISTEP chapter membership is open to students in grades 7-12, this can be a combination of both middle school and high school students or you can have separate chapters, one for 7th & 8th grade students, and one for 9th-12th grade students. Usually this group is formed in a school setting but a chapter can be made up of members from a church, a scout troop, or any other community setting where 7-12th grade students meet.

*Chapters are encouraged to be established by the beginning of November. This will give you at least 3 months to get a chapter started and 6 months to change the tobacco prevention world through street marketing events and activities at the local level.

Having both an ISTEP Chapter in high school (9-12th) and middle school (7-8th) is encouraged. If you have both you should try to set up ways that the chapters can work together. That may mean that the high school members come to the middle school and talk about the latest tobacco prevention news or maybe the middle school members can help with the high school's upcoming street marketing event. It's up to you, but when you can team up with other chapters you can get some pretty amazing results!



Starting an ISTEP Chapter: The Checklist

- Complete the ISTEP Membership Sign-Up Sheet
- You'll need one (1) adult advisor and a minimum of 3 youth members to start your chapter
- Invite everyone to be a part of your chapter—this can involve collaboration with other groups.
- Send in your ISTEP Membership Sign-Up Sheet and required forms to ISTEP HQ

ISTEP Membership Sign-Up Sheet and Registration forms can be found in the Membership section starting on page 28.



Youth Advisor:

An adult who works with youth in their school or community organization.

ISTEP Chapter Advisors/Sponsors

An ISTEP chapter advisor can be a teacher, someone from a community partnership or another adult that works with a youth organization in your community (4H, FFA, Church Groups etc.) The advisor serves as the point of contact between your local community partnership and youth—emails are an easy and effective way to communicate with a community partnership (CP). If you need anything, materials or otherwise, your CP should be able to assist you and your chapter.

ISTEP takes a hands on approach to leadership, allowing youth to take the initiative in planning and implementing activities. As an advisor, you are there to assist with chapter planning and implementation, helping guide your chapter through the 5 step planning process and making sure chapter members follow through on their plans. An advisor also should have a general understanding of youth and adult partnerships **(included on pages 84-85 of this guide)**.



The ISTEP 5 Step Planning Process for Street Marketing Events

As you hold youth chapter meetings there is a planning process that will take place. Process through the questions at each step in the process and this should ensure that events run smoothly from concept to start and finish.

Research—Choose a Theme and Set a Date

What, Where & 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?

Who will you need to talk to? Who will do this?

Plan—Plan for your Event

Planning the Event:

What materials will you need in order to do the event? Contact your CP for these.

Will you need to meet before the event to put materials together?

If so, plan a date before the event when you can meet to put materials together.

Are you announcing your event?

Will you contact media/newspapers?

Make flyers? Read announcements over the intercom? Surprise flash mob? Decide how you will promote this event locally.

Who will take pictures of the event? You want to show off your hard work right?

Action—Do Your Activity or Event

Day of the Event:

Have materials ready to go (camera included)

Hold the Event – everyone should be involved, what role will everyone in your chapter play?

Clean up AFTER the event—leave the location in the same condition you found it, if not better.

Address when your next meeting will be held.

Discussion—What worked or didn't work?

Meeting AFTER the Event

Reflecting on the event itself (the planning and the implementation) what worked and what didn't work?

Did things go well? If not, why? If yes, why?

Did you work together as a group? What roles did people play and did they feel included?

Would you do this type of event again or would you like to plan another event?

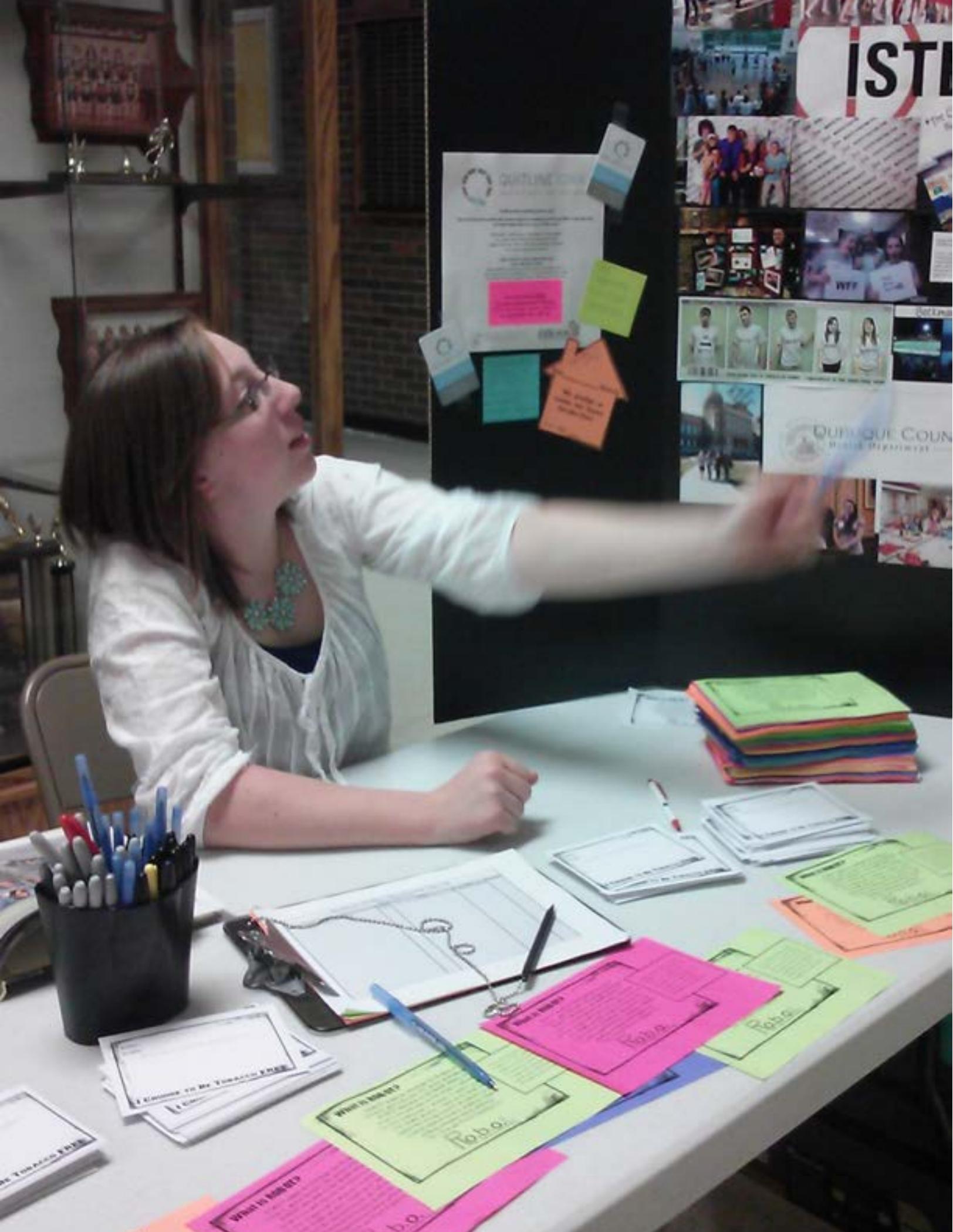
Set up the next meeting date to plan another event or plan the next event at this meeting.

Optimize—How can you make the next event better?

Planning the Next Event

Before you go through the cycle of planning again, 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.



Registration & Membership

Chapter Orientation

Getting Your Chapter Going

So you have enough people to start a chapter, you've registered with ISTEP HQ and now you want to know what to do next. This part of the guide will help you get your Chapter going and we will give you suggestions for planning out activities for the year. Good ways to publicize your ISTEP Chapter is by doing events and sharing the news through social media (Facebook) and inviting the local press such as your local newspapers, TV or radio stations.

The ISTEP Executive Council plans 4 statewide events annually, so if you are looking for ideas or just getting involved, there is something already planned by other youth to get your group started. These plans are typically sent to the community partnerships at least one month before the event date so that planning/information can be passed on to local chapters.

4 Events that the ISTEP Executive Council plans annually:

- Red Ribbon Week—October
- Great American Smoke Out—November
- Through With Chew Week—February
- Kick Butts Day—March

The First Meeting

An ISTEP Chapter orientation is extremely important to being a successful group. Before you jump right in there are a few things you need to complete:

**You may also follow the 5 Step Process found on page 23 of this guide*

State your goals for the year. How many street marketing event do you want to have? Will you participate in the 4 statewide events for the year?

Always ASK before you put on a public event. When you plan activities think about locations and if you'll need to get permission from teachers/community members to put on your events. This way the teachers, sporting event coaches, and law enforcement officers know what is going on and you will have permission to be there, as well as gain their support for your Chapter.

Develop a plan of action. When will you hold meetings? Example: every third Tuesday of the month after school. When/where will you carry out your planned activities? Example: Home football game on October 24th.

Celebrate your accomplishments after each activity. At the meeting following your activity, discuss what went well, what you would do differently next time and start to think about your next event.

High School Chapter connect with Middle School Chapter

High School Chapter members have the opportunity to prepare and make a presentation to eighth grade members. Your presentation can include what they can look forward to in the 9th-12th grade when it comes to the ISTEP program and activities. At the end of the year have a meeting to recruit all eighth graders. This will give the upcoming freshmen the opportunity to talk to current high school members about the activities and purpose of ISTEP. This could include having a table about ISTEP set up at your high school's class registration.

Questions & Answers—Chapter Eligibility

Already Existing Prevention Chapters in Schools/Communities

Q: Can ISTEP activities be included in already existing prevention groups/clubs/chapters?

A: Yes. If you have an existing prevention club, group, or chapter at your school or in your community the focus might be on multiple substance abuse issues, such as alcohol and other drugs. ISTEP is primarily tobacco focused. However, if it is alright with the advisor of the existing prevention club and the student members are willing to plan and lead events related to tobacco—then YES—ISTEP activities could be included in already existing prevention groups, clubs, or chapters. IF this applies to your group, your group is still asked to supply an ISTEP membership sign-up sheet. The ISTEP membership sign-up sheet would include names of the students that are participating in ISTEP activities and your chapter's advisor and name; example: SADD or Lincoln High School ISTEP. Your group would also be asked to supply the same reporting measures; submit photos of your ISTEP street marketing events by email turnyourbackontobacco@idph.iowa.gov with a brief description of what your group did at the event, when/where the event was held and how many students participated.

Middle School Chapter Membership

Q: Can 5th and 6th graders be included in local ISTEP chapter membership?

A: If your middle school consists of 5-8th grade students and the 5th & 6th grade students want to become members of your middle school ISTEP chapter **which also consists of 7th and 8th grade students** that is okay. However, you should NOT have a middle school chapter that ONLY consists of 5th & 6th grade students. This is because students cannot attend the ISTEP annual summit until they are going into the 8th grade.

Q: Why not change the age requirement for the summit so that 5th and 6th grade students can attend?

A: The annual youth summit is primarily for high school aged youth. In 2013, it was decided by the ISTEP Executive Council (which consisted only of 9-12th grade students) to extend executive council membership to incoming 8th grade students. This extension of membership has expanded the grades which can participate in the ISTEP summit and Chapters throughout the state. The executive council now consists of members ranging from the 8th grade to 12th grade.

Chapter Registration & Membership

ISTEP chapter membership is open to students in grades 7-12, this can be a combination of both middle school and high school students or you can have separate chapters, one for 7th & 8th grade students, and one for 9th-12th grade students. Usually this group is formed in a school setting but a chapter can be made up of members from a church, a scout troop, or any other community setting where 7-12th grade students meet.

If you've had an ISTEP chapter before, remember that you need to register your chapter EVERY SCHOOL YEAR.

The registration forms found in this section can be sent in by mail:

Tobacco Use Prevention and Control Division
Iowa Department of Public Health
Lucas State Office Building
321 E. 12th St
Des Moines, IA 50319

Or by email: turnyourbackontobacco@idph.iowa.gov, if you have questions about the program or registration you may also email us at this address and we would be happy to assist your chapter.

ISTEP Membership Sign-Up Sheet

This sign up sheet on the following page is one of two forms required to register your ISTEP Chapter for the year. You may also use this sign up sheet as a way to track attendance at meetings. New members that sign up throughout the year would be registered through an updated sign-up sheet sent in to ISTEP HQ.

3 youth members and an adult advisor is the minimum requirement of being a chapter. Use additional sign-up sheets if necessary to include all members.

*Note: If you do not feel comfortable giving names, email addresses and phone numbers, at a minimum please provide the chapter name, school name, number of students involved and what grades they are in. The email addresses and phone numbers are only used for recruitment for the summit, when the youth executive council reaches out to the statewide members.

ISTEP Chapter Registration 2014-15—Advisor Contact Form

This form is to be filled out by the Chapter's Advisor and sent in with the ISTEP Membership Sign-Up Sheet.

Organization/School Name: _____

Address _____

City _____, IA Zip _____ County _____

Chapter Name _____

Advisor/Teacher Name _____

Phone Number _____ Email _____

Chapter President Name _____

Chapter President Grade _____ Chapter President Phone (optional) _____

Chapter President Email (Optional) _____

Community Partnership Contact (If unknown leave blank and we will let you know)

Please send ISTEP materials to:

- Address Above Community Partnership

.....

(Do NOT complete information below. For Office Use Only)

For Office Use Only:

Date Received: _____

- New Chapter Registration Chapter Registration Renewal
- Advisor Change Received Membership Sign Up Sheet _____

ISTEP Chapter Registration—Advisor Contact Form

The form opposite this page, only needs to be completed once during the year, unless there is an advisor change or a change in contact information. We at ISTEP HQ use this form to contact your chapter and to send your chapter materials for ISTEP planned events as well as any other ISTEP updates or information. It is one of two sheets required for chapter registration.



Reporting to ISTEP HQ

For each activity that you complete, pictures should be taken. Please submit photos of your event by email: turnyourbackontobacco@idph.iowa.gov with a brief description of what your group did at the event, when/where the event was held and how many students participated. *IDPH photo/video release forms will need to be signed by ISTEP members involved/pictured, unless the school has their own photo/video release form.

A member of the chapter or the chapter Advisor should keep the sign-in sheets of the Chapter's meetings—and notify ISTEP HQ if there are new members added to the ISTEP Chapter Membership Sign-Up.



Street Marketing Events

Street Marketing Events

A Street Marketing Event involves your Chapter doing an event in public...

Think **big**, attention grabbing, fun, and spectacular!

Street Marketing events are big, flashy, in your face events that are done out in the community or where community members gather. They get your group's name and work recognized in your hometown.

ISTEP is about tobacco prevention and education. We know that drugs and alcohol aren't good for you either, but when you're doing an ISTEP event your focus should be on tobacco use prevention.

Remember to get permission before you do any activities. ISTEP has a lot of important work to do and getting into trouble because you missed class or didn't tell someone where you were going to be doesn't help get that important work done.

That means you'll need to:

- Make sure your parents/guardians know you're doing an ISTEP activity
- Get permission to do an activity when you're going to be on someone else's property
- Get permission from teachers if you're going to miss class because of an activity.

Most of the Street Marketing events in this guide were created by youth involved with tobacco prevention in previous years—so if you are creative, feel free to create new events with a theme and share them with us. You could be included in a future ISTEP chapter guide!



- Plan an Event within an Event
- They Said What? (Killer Quotes)
- Fact or Fiction
- Sandwich Board
- What's Your Sign?
- ISTEP Outreach
- Cup Controversy
- Popcorn Bags
- Message Mow

Plan an Event within an Event

Identify the first major event of the school year in your community (football game, festival, etc.) and plan for your ISTEP Chapter to participate on one or multiple levels. Your group can do the following:

- ⇒ **Work with the organization hosting the event to incorporate ISTEP messages at the event—cups in a fence, messages on popcorn bags or set up a booth.**
- ⇒ **Create and hold signs to help build awareness of your chapter**
- ⇒ **Set up a registration table and informational display to recruit more members for your chapter.**

More Event within an Event ideas:

Create signs that say :

IMAGINE A TOBACCO FREE WORLD on the front and IT'S EASY IF YOU TRY on the back

I AM A SECONDHAND SMOKER on the front and a fact on the back AND SECONDHAND SMOKE CONTAINS CARBON MONOXIDE; or other messages that your chapter thinks are important.

Gather your chapter in groups of three, and at random points during the event in front of crowds, have one of the group members “die.” Announce over the speakers, the fact that 1 out of 3 smokers eventually dies from a tobacco related disease. This is also why it's good to have the support of other teachers, sporting event groups, community members or law enforcement officers—they can assist you in parts of the event, like the speaker system—if need be.

They Said What? (Killer Quotes)

The following websites are 3 examples of where to find documents from the tobacco industry.

www.legacy.library.ucsf.edu

www.bethecatalyst.org/andyberndt/posts/319-new-killer-quotes-presentation

www.tobaccofreekids.org/research/factsheets/pdf/0114.pdf

Review the industry documents and see if you find any “killer quotes”. When you do you can use those documents (the industry’s own words) to raise awareness of the importance of youth tobacco prevention in your school or community. You may also visit www.tobaccodocuments.org to conduct a more in depth search. Search for keywords like “youth”, “candy flavors”, “animal testing”, “Iowa” etc. and see what comes up.

Fact or Fiction?

This is a game to play at a Street Marketing Event. Come up with a list of tobacco facts and tobacco fictions. (A premade list is on the following page or you can come up with your own). Players can work solo or in teams. Read off a fact/fiction and have each person guess if they think it’s true or not. Set a time limit. Whichever person/team gets to 10 first, wins! Be sure to include background information to the facts and be able to correct the fictions. *Our answer key is on page 38.

Fact: Secondhand smoke contains more than 7,000 chemicals, at least 250 are known to be harmful, and at least 70 of these cause cancer. (These chemicals also can stay in the air for hours after a person is finished smoking)

Fiction: 23,000 people die every year in the United States from smoking (Actually, nearly half a million Americans die prematurely from smoking each year (including 4,500 lowans).

ISTEP Fact or Fiction

Directions: For each of the following questions ask yourself or others, is this a fact or is it fiction? The Answer Key is on the next page.

Example: 1) Fact or Fiction? Smoke from cigarettes can make nonsmokers sick., Your friend answers with: “Fact.” You then would give the answer, and since Fact is the right answer...”That’s right! Smoke from cigarettes can make nonsmokers sick.” If they had said fiction, you would probably say something polite along the lines of “Nope, the correct answer was Fact. Smoke from cigarettes can make nonsmokers sick.”

So, Fact or Fiction?...

- 1) Smoke from cigarettes can make nonsmokers sick.
- 2) Smoking can affect a person’s ability to smell and taste food.
- 3) Tobacco contains one chemical. That chemical is nicotine.
- 4) Smoking causes cancer but not heart attacks.
- 5) Smoking can damage the function of your heart and the structure and function of your blood vessels.
- 6) A pack a day smoker spends about \$100 a year on cigarettes.
- 7) The Tobacco Industry spends over \$5.6 million to advertise their products in Iowa each year.
- 8) More germs get into your lungs when you smoke.
- 9) In 1997, a Big Tobacco executive said under oath that he believed that nicotine (the drug found in Tobacco) was not addictive but more like gummy bears.
- 10) In 2009, tobacco was still depicted in two-thirds of youth rated movies.
- 11) Sodium hydroxide is a caustic compound found in hair removal products. It’s also found in cigarettes.
- 12) Hydrogen cyanide has been used in prison executions. It’s also found in cigarette smoke.
- 13) One tobacco company biologically engineered tobacco plants that have twice their normal level of nicotine.
- 14) Secondhand smoke kills 23,000 nonsmokers in the US each year.
- 15) Cigarette smoke contains 63 chemical compounds known to cause cancer.
- 16) To market its deadly product, the tobacco industry spends about \$200,000 a day in Iowa.
- 17) Studies have found that 60 to 78% of spit tobacco users have oral lesions.
- 18) The National Cancer Institute has identified 16 carcinogens in smokeless tobacco products produced in the US.
- 19) One tobacco company, the Liggett Group, Inc. has admitted that the entire tobacco industry conspired to market cigarettes to children.
- 20) Iowa’s Smoke Free Air Act allows smoking on the gaming floors of casinos.

* ISTEP Fact or Fiction Answer Key*

This is the answer key for the Fact or Fiction questions on page 37 of the ISTEP Chapter Resource Guide.

- 1) **FACT** Smoke from cigarettes can make nonsmokers sick.
- 2) **FACT** Smoking can affect a person's ability to smell and taste food.
- 3) **FICTION** Tobacco contains one chemical. That chemical is nicotine.
The truth: there are over 7,000 chemicals in tobacco smoke.
- 4) **FICTION** Smoking causes cancer but not heart attacks.
The truth: Smoking has been attributed to heart attacks and cancer as well as many other health problems.
- 5) **FACT** Smoking can damage the function of your heart and the structure and function of your blood vessels.
- 6) **FICTION** A pack a day smoker spends about \$100 a year on cigarettes.
The truth: If the average pack of cigarettes costs somewhere around \$6 then 365 days a year x \$6 = \$2,190
- 7) **FICTION** The Tobacco Industry spends over \$5.6 million to advertise their products in Iowa each year.
The truth: Actually, the tobacco industry spends more: \$90.1 million to advertise their products in Iowa each year.
- 8) **FACT** More germs get into your lungs when you smoke.
- 9) **FACT** In 1997, a Big Tobacco executive said under oath that he believed that nicotine (the drug found in Tobacco) was not addictive but more like gummy bears. **We're unsure to what this guy was thinking, because he had the research to back up the fact that nicotine was addictive—but just so we're clear—tobacco is the only legal product that when used as directed, will kill you. It's not candy, no matter what Big Tobacco tries to sell you.**
- 10) **FICTION** In 2009, tobacco was still depicted in two-thirds of youth rated movies.
The truth: Only 54% of all PG-13 movies in 2009 depicted tobacco use. Better compared to past years but this is still too much.
- 11) **FACT** Sodium hydroxide is a caustic compound found in hair removal products. It's also found in cigarettes.
- 12) **FACT** Hydrogen cyanide has been used in prison executions. It's also found in cigarette smoke.
- 13) **FACT** One tobacco company biologically engineered tobacco plants that have twice their normal level of nicotine.
- 14) **FICTION** Secondhand smoke kills 23,000 nonsmokers in the US each year.
The truth: Secondhand smoke kills 53,800 nonsmokers in the US each year.
- 15) **FACT** Cigarette smoke contains 63 chemical compounds known to cause cancer.
- 16) **FICTION** To market its deadly product, the tobacco industry spends about \$200,000 a day in Iowa.
The truth: \$477,000 is more accurate
- 17) **FACT** Studies have found that 60 to 78% of spit tobacco users have oral lesions.
- 18) **FICTION** The National Cancer Institute has identified 16 carcinogens in smokeless tobacco products produced in the US.
The truth: 28 cancer causing chemicals were found.
- 19) **FACT** One tobacco company, the Liggett Group, Inc. has admitted that the entire tobacco industry conspired to market cigarettes to children.
- 20) **FACT** Iowa's Smoke Free Air Act allows smoking on the gaming floors of casinos.

Sandwich Board

Create a sandwich board while utilizing your most outrageous outerwear. All you need is two pieces of cardboard (or foam board) and string. One cardboard will be placed on the front of the body and the second for the back of the body. Place two holes on each of the pieces of cardboard and then tie a string through them to create a shirt like effect. Next grab some markers and place the most powerful messages on the Sandwich Board that you can imagine. These can be anti-tobacco messages or tobacco industry quotes. Lastly, be very visual! In order to make the most impact, stand out in the middle of public places where there are a lot of people present. Think in the middle of a sidewalk or in the medians (with caution, safety and permission).

What's Your Sign?

Get together with your friends and create a factual drive by. Plaster signs with powerful messages that get attention from the public. One idea is to list all of the ingredients tobacco companies add to their products or statistics providing deaths in Iowa due to tobacco use and hang up the signs throughout your school hallways, the community, a road or the county. Another idea is to stand (safely) as a group near a busy street intersection/corner with the signs you've made so that they can be seen by a lot of people in your community/school. Think of times people may be driving by that street (after school, after work, over the lunch hour etc.) Make sure you get permission from law enforcement officers and/or property owners before doing this event.

ISTEP Outreach

Post a huge banner/sign in the middle of a track meet or a similar event with a powerful message about tobacco use and the effects it has on the body/mind etc. Along with this ISTEP message, palm cards (see page 47) can be distributed to the public educating and informing them on what your group is about.

Cup Controversy

Create a message in a baseball field fence or along a highway, spelling out a message such as “Radioactive lead is in cigarettes”. Next take a picture and share with your local newspaper, discussing the importance of ISTEP and local youth chapters, explaining how others can take a stand against Big Tobacco too. *you can also do a cup controversy event within an event such as a football game in the fall where you set up a booth, hand out palm cards, and/or put stickers on popcorn bags.



Popcorn Bags

This street marketing event can be done at your local sporting events, and many other events which involve popcorn. Create labels (address labels from an office supply store work great) that have a fact or message relating to tobacco, cessation services such as Quitline Iowa, or any other information regarding your local ISTEP Chapter. Then arrange a time after school to go to the concessions and put the labels on the popcorn bags. This is a great attention grabber and very inexpensive—you can reach 500 people with a few packages of address labels—the neon labels grab a lot of attention from crowds on a Friday night at football games.



Message Mow

Mow out a message in a field of a rural county (with permission from the property owner of course!) Make sure the message can be seen by more people than just those that are flying in a plane. Market this message mow by posting flyers indicating the “field of facts”. Talk to local media outlets and speak out about what you’re fighting for.

Suggested Activities (For Each Month)

These activities are smaller and can be done in your school or community setting. If you're a smaller group, or from a smaller town, these activities may help build awareness of the work your chapter does. Each month has a list of suggested activities. You may make the activities your own or create an entirely different tobacco activity that fits your chapter. These are just some ideas to get your group started.

September

National Hispanic Heritage Month

September is National Hispanic Heritage Month. Plan an event in your school or community with a Latino/Latina group about how tobacco affects that community.

Student Survey (Part One)

ISTEP Chapter members can survey students at their school or in their community to find out their opinions on tobacco issues. Use what you find out to see what your ISTEP Chapter should focus on throughout the year. You can also use the information from the surveys in a presentation at workshops or during assemblies.

If you would like to see the difference your ISTEP Chapter will make throughout the year, distribute your survey at the beginning and end of the school year. For validity purposes, make sure that you use the same survey both times and distribute the survey to the same sample of students. Compare the results at the end of the year and see if student views have changed during the course of the year.

A sample survey is included in the resources section of this guide.

October

Red Ribbon Week (RRW)

This year October 23-31, 2014 is nationally known as Red Ribbon Week. Tobacco, alcohol and other drug awareness activities are conducted nationally every day throughout this week. See the Red Ribbon Week website (www.redribbon.org) to find ideas for activities. The theme for this year's Red Ribbon Week is "Love Yourself, Be Drug Free"

***This is one of the four events that ISTEP plans for the state. ISTEP will send out Red Ribbon Week plans to Community Partnerships and Chapters in the month of September.**

Child Safety Protection Month

Child Safety Protection Month is in November. Help build awareness for the upcoming event by promoting child safety & protection in your community. You can hold an event on your own or team up with another local organization that works with little kids. This would also be a wonderful opportunity to discuss the effects of secondhand smoke on children, such as ear infections, hearing problems, upper respiratory infections, bronchitis, pneumonia and asthma. Collect Smoke Free Home & Car Pledges—sharing why smoke free homes and cars are important for children and other family members.

(Sample pledges and information is included within pages 64-71)



November

Great American Smoke Out (GASO)

The Great American Smoke Out is sponsored by the American Cancer Society. This national event takes place each year on the third Thursday of November. On this day, millions of Americans will give up smoking for good.

Quitline Iowa services are FREE and offered to youth ages 13-17 as well as adults 18+ to help them quit tobacco use. On the Great American Smoke Out, and throughout the month of November, the Tobacco Use Prevention and Control Division heavily promotes Quitline Iowa to the state of Iowa. Join us in helping promote Quitline Iowa to students in your school, as well as basic tobacco education about how it effects your health, how tobacco industries target youth and what secondhand smoke does.

Create a display or table at your school or church. This activity could be conducted for a couple of weeks prior to the Great American Smoke Out or on the day of. Make sure that if you choose to conduct the activity prior to the GASO, you have permission to display your table in your school or church for a couple of weeks. Also make sure a youth and adult are present and prepared to answer questions about basic tobacco questions, the number & website for Quitline Iowa and information on secondhand smoke. To promote the event, be creative and compile information to create your own flyers and handouts. Quitline Iowa information can be found on page 82 of this guide.

***This is one of the four events that ISTEP plans for the state. ISTEP will send out Great American Smoke Out plans to Community Partnerships and Chapters in the month of September or October.**

December

Community Service Project

Volunteer in a soup kitchen, a food pantry etc. You may also want to find unique ways to inform your community about Project S.C.U.M focusing on the tobacco industry's attempts to target what they termed as "street people" to increase market share in San Francisco. Does the tobacco industry do the same thing in your community? To learn more about Project S.C.U.M visit the following website:

[http://www.legacyforhealth.org/what-we-do/community-initiatives/youth-activism/\(o\)/3571#](http://www.legacyforhealth.org/what-we-do/community-initiatives/youth-activism/(o)/3571#)

Once there you can download/open your own copy of the Legacy Toolkit, scroll to Page 41-44 to find out more information. You may also request to borrow a hardcopy from ISTEP HQ.

Volunteer at a Tobacco Prevention Agency

This could be your local community hospital, county public health department, community partnership or another service agency in your town. Maybe your time will be spent helping with a mailing, Quitline Iowa promotion, tobacco free parks/environmental policies, or the agency may have another way you can help them.

You also could assist statewide organizations such as the American Heart Association, American Cancer Society or American Lung Association. Often times these organizations have fundraisers like American Cancer Society's Relay for Life: www.relayforlife.org or events put on by the American Lung Association: www.lung.org/associations/states/iowa/events-programs/special-events-iowa.html Most organizations that you plan to work with, would love for your chapter to help them. So get out there and make a difference!



February



March

Black History Month

This month, your group can highlight the history of the tobacco industry's focus on African Americans and youth. You can include information such as:

- Black-owned and black-oriented magazines receive proportionately more revenues from cigarette advertising / than do other consumer magazines.
- In addition, stronger, mentholated brands are more commonly advertised in black-oriented than in white-oriented magazines.

Source: www.heart.org

Through With Chew Week (TWCW)

ISTEP often does a lot of activities around smoking and secondhand smoke but spit tobacco is not a safe alternative for smoking. Through With Chew Week is a week-long event that focuses on spit tobacco. You can participate the whole week, just one day or somewhere in between. There is also one day dedicated and known as the Great American Spit Out.

To find additional TWCW activities and to learn more visit:

www.throughwithchew.com/programs/through-with-chew-week

***This is one of the four events that ISTEP plans for the state. ISTEP will send out TWCW plans to Community Partnerships and Chapters in advance of the event.**

Women's History Month

March is Women's History Month and is the perfect time to highlight the special relationship tobacco use has with women and girls. From Virginia Slims to Camel No. 9, tobacco is marketed to woman and girls in very specific ways. Dig up the truth and create a display or video about how women have been targeted by the tobacco industry.

Kick Butts Day (KBD)

Kick Butts Day is a national day of activism put on and sponsored by the Campaign for Tobacco Free Kids. KBD empowers youth to stand out, speak up and seize control against Big Tobacco. As a youth, teacher, youth leader or health advocate, you can organize events to raise awareness of the tobacco problem, encourage other youth to stay tobacco-free and urge strong action to protect kids from tobacco. Visit www.kickbuttsday.org for more details about activities or contests. You can also register your Kick Butts Day activity and look into getting free materials for your event. Occasionally mini grant awards of up to \$500 are made available for your event. When the application is available from Tobacco Free Kids (usually mid January) then you may apply for the mini grant award. Make sure you know what your group is planning for KBD, before you apply for the mini grant.

***This is one of the four events that ISTEP plans for the state. ISTEP will send out Kick Butts Day plans to Community Partnerships and Chapters in advance of the event.**



April

May

Student Survey (Part Two)

If you had students complete the survey at the beginning of the year and would like to see the difference your ISTEP Chapter has made throughout the year, now is the time to survey those same students again!

For validity purposes, make sure that you use the same survey both times and distribute the survey to the same sample of students. Compare the results at the end of the year and see if student views have changed during the course of the year.

A sample survey is included in the resources section of this guide.

Earth Day

If you've read through the Chapter guide and have found the section on Tobacco Litter & Environmental Factors, then you know that there are a multitude of projects that can be done on Earth Day. Picking up cigarette butts and tobacco trash is one notorious activity—but there is so much more you can do!

Check out our tobacco litter and environmental section in this guide starting on page 72.

World No Tobacco Day

Observed annually on May 31st, World No Tobacco Day is the only global event established to call worldwide attention to the impact of tobacco use on public health and reduce individual tobacco dependence. For more information about how you can get involved, search for World No Tobacco Day on the internet, there are usually activities that have been prepared and a theme to go along with the annual event. If you want to raise awareness in your community—consider doing a tobacco free pledge event. This can be done anytime during the year where youth and adults alike pledge to be tobacco free. Create a display at your county fair, school, library or somewhere else where people will see and sign up in your community. **Sample Tobacco Free Pledges can be found in the resources section of this guide.**

Activities to Do Anytime During the Year

If you want to do more as a chapter or have a different planning schedule than the annual events, then there are also activities listed that your chapter can plan to do anytime during the year.

Social Media & Online Updates

Like ISTEP on Facebook: www.facebook.com/turnyourbackontobacco

Follow us on Twitter @IowaSTEP

Check out our videos on YouTube @IowaSTEP

And keep up to date with our latest and greatest events at www.IowaSTEP.org

Club Collaboration

Find out what other clubs there are at school and see if someone from your chapter can go and speak to them about ISTEP. Tobacco use can hurt EVERYONE so even if you don't think talking to the chess club or FFA makes a lot of sense you'd be surprised at how you may be able to work together.

Magazine Mastermind

Visit your town or school library (or both) and see what magazines they get. Look through the magazines for tobacco ads (cigarettes, spit tobacco, e-cigarettes, etc...) If you find tobacco ads, especially in your school's library, talk to the librarian about removing those ads from the magazines or ask them to subscribe to magazines that don't accept tobacco company ads.

You Didn't Get The Memo?

<https://www.tobaccofreekids.org/research/factsheets/pdf/0114.pdf>

Check out these tobacco industry quotes (at the link above) and write or type your favorites/quotes you find most offensive on separate strips of paper. Make sure they are large enough for anyone to read and leave them in places that are in plain sight for other people to find. Some quotes may shock you.

ISTEP Facts in Event Programs

At a local sporting event or choir concert, etc. provide information regarding your ISTEP chapter –give some statistics of tobacco use and what your group is all about—use this to recruit more members and to educate the public on what you're about!

It's All About the Benjamins

There are many benefits to being tobacco free! One of those benefits is having more money.

Activity 1: Create a poster or video with your chapter about the cost of tobacco.

*There is a video project template on page 52 of this guide) Poster: graph this information with different amounts of time (one day, one week, one month, one year) multiplied by the cost:

\$5.50 (one pack of cigarettes) x (one pack a day for one week) 7 days = \$38.50

\$38.50 (one pack a day for one week) x 4 weeks (approx. one month) = \$154.00

\$154.00 (one pack a day for one month) x 12 months (one year) = \$1848.00

Activity 2: Purchase play money at the dollar store. Using the dollar bills creatively make a display or video showing how much money is spent on tobacco products, tobacco advertising in Iowa, tobacco prevention funding in Iowa, or how much money you would save by being tobacco free and what you would buy with the money you save.

Photo Pledge Drive

You will need a digital camera and signs with a written pledge. "I'm tobacco free" etc. After the pictures have been taken (printed with a portable printer or printed at a local store) display the photos in a location at your school where others will see. You can also do this drive with written pledges but pictures are worth a thousand words right?

Palm Cards

Palm cards can be any size or shape, but should have a powerful message on them. Create a business card or postcard with a powerful message or tobacco industry quote written and distribute them in public places to people passing by.

Different but Still Dangerous

Many students are getting the message that using cigarettes is unhealthy and deadly but some don't know that little cigars (cigarillos) aren't any better. This activity involves your chapter surveying students at your school to see if they know the real dangers about cigarettes and little cigars.

Ask the students at your school if they think little cigars and cigarillos are more appealing to youth. If they answer yes, ask them why. Then ask them if they think that little cigars and cigarillos are less dangerous than cigarettes.

Eventually you will want to present your findings to groups like the school board, local newspaper and student council. If the survey shows that your student body believes little cigars are safer—then you can plan future activities around these new products to help explain the truth.

Before you bring this information to the public, you'll want to do a little research. Using the questions below, research how little cigars and cigarillos are similar and different to traditional cigarettes. You can use the internet and fact sheets to do your research. Suggested websites are:

Campaign for Tobacco Free Kids

<http://www.tobaccofreekids.org/research/factsheets/pdf/0333.pdf>

Centers for Disease Control and Prevention

www.cdc.gov/tobacco

American Legacy Foundation

<http://www.legacyforhealth.org/what-we-do/community-initiatives/>

Based on what you find out, answer the following questions:

How are little cigars and cigarillos different from cigarettes?

What do these differences mean to you? Are they more dangerous?

What do you think the differences in little cigars and cigarillos mean to youth? Do you think youth find little cigars and cigarillos more attractive than traditional cigarettes?

Is any one product safer? Why might people think that they are safer?

Different but Still Dangerous (Table Worksheet)

	Cigarettes	Little Cigars/Cigarillos
Cost		
Amount of Tobacco		
Marketing Methods		
Chemicals/Harm		
Health Risks		
Ways Youth are Targeted		
Other		

After or during your research use this table to evaluate both little cigars and cigarettes.

On a separate sheet of paper draw out 3 columns like the table above.

In the column under each put down your answers and decide if they are different and if they are dangerous. In what ways are these products different? In what ways are they the same? Hint: they are both dangerous, but what have you learned about them? Once you learn the differences and dangers share your knowledge with your friends and family.

Tobacco Scavenger Hunt

This is a great team-building activity and can get competitive. Decide whether you want the scavenger hunt to be confined to one location or held at multiple sites in your community. Divide your chapter into small groups. If possible, try to group students with others that they don't know that well. This should help improve communication among the Chapter members and improve teamwork.

Choose the items you want the students to find (i.e. toilet bowl cleaner—ingredients found in cigarettes, sand or any type of metal symbolizing ingredients in spit tobacco; a coffee stirrer – breathing through it with your nose closed feels like you have emphysema, etc.)

Have each group make a video or take pictures of the items or the activities that are required. Set a time limit. The winning team gets a small prize! When everyone returns be sure to go over all of the items, the statistics and what they symbolize. Be as creative as you would like and have fun!



ISTEP Worth Fighting For II

In the spring of 2013, ISTEP put out their first WFF campaign. WFF stands for Worth Fighting For. Students who participated in 2013 received a WFF t-shirt and were asked to take a picture wearing their WFF shirt—showing that they believed their lives and bodies were worth fighting for. We asked the question “why are you worth fighting for?” and answers came in through photographs and emails.

This year we are at it again! If you would like to participate in WFF II have your chapter sponsor email us. We have remaining t-shirts from 2013 and since we know that all lives are worth fighting for—we want to hear your stories! Wear the t-shirt and take a picture OR create/send us a video (instructions on page 50) where your chapter members are wearing their shirts—and sharing their story.

Why do YOU choose to be tobacco free? We want to hear your stories from your Iowa communities. Let us know that Iowa is Worth Fighting For! Oh yeah, and so we know where you're from in Iowa—make sure your video /photo entries mention your community name and that you are worth fighting for. Example: “Winterset, Iowa is Worth Fighting For!”



ISTEP Create Your Own Video Project

For each text box, draw a picture of what you want in each scene. Beside the drawing box, write who is in the scene, what they say, the location you are filming the scene, etc.

Think of this activity like how you would write a paper for a class.

- You will need an introduction, body and conclusion –
- How does the title of your video reflect the entire project?
- Does it make sense and tie together?

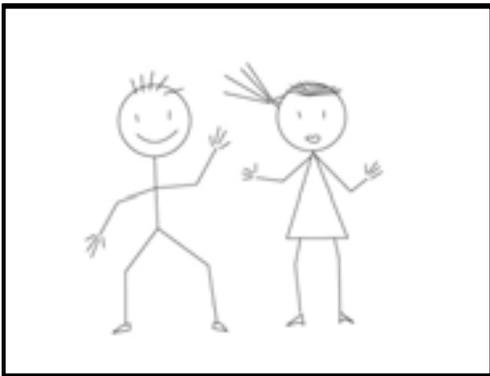
There should be ONE MESSAGE for a video that is 3 minutes or less in length. Similar to how you would plan a street marketing event – this is social marketing ☺ pick a message, stick to your message and get creative with how you share this message with your audience (the State of Iowa). Most of all HAVE FUN!

EXAMPLE VIDEO PROJECT TEMPLATE:

FILM TITLE: Iowa High School – Getting a Tobacco Free Campus

MAIN MESSAGE: Teach other students how they can get their school campus to go tobacco free.

GROUP NAME/SCHOOL: Iowa High School

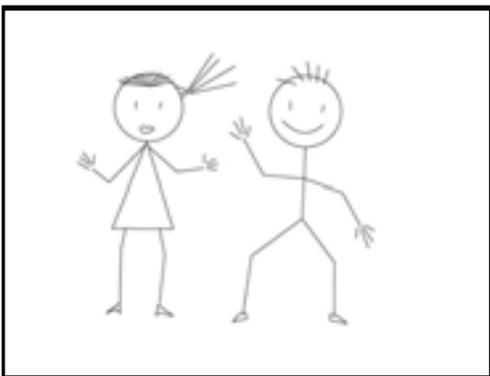


Scene 1: The School Library (location)

Who is in the scene? Matt and Abby

What do they say/do? They introduce themselves and their group.

**A separate script will be typed out for students – see script sample below on the next page.*



Scene 2: Hallway (location)

Who is in the scene? Matt & Abby

What do they say/do? Introduce their message: We have actively worked on getting Tobacco Free Schools during the last year, and want to teach you how you can get your school to be tobacco free...

EXAMPLE VIDEO PROJECT SCRIPT:

Scene 1: The School Library

Who is in this scene: Matt and Abby

(close up on Matt) **Matt:** Hi, I'm Matt

(close up on Abby) **Abby:** And I'm Abby.

(zoom out to see both Matt & Abby)

Matt: We are with ISTEP

Abby: Which stands for Iowa Students for Tobacco Education and Prevention.

Scene 2: Hallway

Who is in this scene: Matt & Abby

(Matt stands with Abby in this scene, but does not have any lines)

Abby: We have actively worked on getting Tobacco Free Schools during the last year, and want to teach you how you can get your school to be tobacco free...

Scene 2: Cafeteria

Who is in this scene: Molly, Rand, Matt, Abby, Jenn, Savana & John

(6 members of the group are sitting at a lunch table when Abby approaches them)

(Everyone: Greets Abby as normal)(Abby talks with group)

Abby: Do you remember last year when we didn't have a tobacco free campus?

Molly: Yeah, we would have students with chewing tobacco spitting in class. It was gross!

Scene 3: Cafeteria

(continuing from the last scene)

Who is in this scene: Rand & John

Rand: Yeah, not to mention some of the visitors and parents that would come to the games and spit on the athletic fields.

John: That really got to me! Having someone's chewed up tobacco spit get on my band practice shoes was disgusting.

Scene 4: Cafeteria

Who is in this scene: Molly, Rand, Matt, Abby, Jenn, Savana & John

Savana: I know John, and that was the last straw for me! I knew we had to do something!

Molly: So that's when we went to our first school board meeting...

John: and at that meeting we got to share our experiences and why we want a tobacco free schools policy.

And so forth...you get the idea...the video should tell a story, or share an important tobacco education related message. This script could go either way "remember last year" or they could act out what they did the previous year, depending on how the youth write their script. You may also add or delete scenes as needed. You don't need to have 14 scenes. It's all about how YOU decide your video should go! IDPH can film the video with your group if you would like. We only require that the script and template are filled out and turned into us prior to filming. Then we can set up a date to film your group's video!

ISTEP Video Project

FILM TITLE: _____

MAIN MESSAGE: _____

GROUP NAME/SCHOOL: _____



SCENE 1 (Intro): _____ (Location)

Who is in the scene?

What do you say/do in this scene?

What costumes or props will you need?



SCENE 2: _____ (Location)

Who is in the scene?

What do you say/do in this scene?

What costumes or props will you need?



SCENE 3: _____ (Location)

Who is in the scene?

What do you say/do in this scene?

What costumes or props will you need?



SCENE 4: _____ (Location)

Who is in the scene?

What do you say/do in this scene?

What costumes or props will you need?



SCENE 5: _____ (Location)

Who is in the scene?

What do you say/do in this scene?

What costumes or props will you need?



SCENE 6: _____ (Location)

Who is in the scene?

What do you say/do in this scene?

What costumes or props will you need?



SCENE 7: _____ (Location)

Who is in the scene?

What do you say/do in this scene?

What costumes or props will you need?



SCENE 8: _____ (Location)

Who is in the scene?

What do you say/do in this scene?

What costumes or props will you need?



SCENE 9: _____ (Location)

Who is in the scene?

What do you say/do in this scene?

What costumes or props will you need?



SCENE 10: _____ (Location)

Who is in the scene?

What do you say/do in this scene?

What costumes or props will you need?



SCENE 11 (conclusion): _____ (Location)

Who is in the scene?

What do you say/do in this scene?

What costumes or props will you need?



Underage

NEW OPPORTUNIT

YOU B

Smoking Tobacco
and Oral Cancer



Question #1
How many cigarettes are smoked on an average day?

Question #2
How many children have a smoking parent?

Question #3
How many cigarettes are produced and used on an annual basis?

Question #4
How many cigarettes are purchased a minute, 15 billion are sold each day, and 20 million cigarettes are used on an annual basis.

How to Actively Be a Part of Your Community

Youth have a very important voice in their community and they look at the world with an entirely different perspective than adults. This section in the chapter guide provides some direction and ways to contribute to your community and within the school or youth chapter setting.

Community Awareness & Education

Community Partnerships (CPs)

Community awareness and education is all about staying informed on tobacco issues that are affecting your community. A great resource for youth who participate in ISTEP activities at the local level is a community partnership. The state of Iowa consists of 99 counties, and each of these counties are offered state funding to work with local service areas on tobacco control efforts; Including youth tobacco prevention. If you would like to contact your community partnership and learn about involvement opportunities, visit this site, which gives a current listing of all community partnerships by county:

<http://www.idph.state.ia.us/webmap/default.asp?map=tobacco>

Involvement opportunities could include:

Attending local coalition meetings

Participation in Tobacco Free Park initiatives and Tobacco Litter Clean Up

Assisting with the development of a Tobacco/Nicotine Free Schools Policy for your school district

Attending statewide conferences and events with Community Partnerships if/when available

Assisting with projects that may be counted toward community service hours for National Honor Society

You may also find up to date information, facts or project funding for your school's chapter depending on availability. Community Partnerships have a direct link to the ISTEP program at the state level and help bridge the gap between schools and the ISTEP youth organization. Having a community partnership that supports your chapter's efforts is beneficial. CPs may have other ways to help with outreach to local businesses and/or gain press coverage for your larger scale street marketing events as well.



Smoke Free Air Act (SFAA) Enforcement

What is the Iowa Smoke Free Air Act?

In the spring of 2008, Iowa lawmakers passed legislation to protect employees and the general public from secondhand smoke. The Smoke Free Air Act prohibits smoking in almost all enclosed public places as well as some outdoor areas.

The law applies to: restaurants, bars, outdoor entertainment events and amphitheaters. It also covers places of employment such as office buildings, health care facilities, and child care facilities.

Signage Requirements

The Smoke Free Air Act requires businesses to post “no smoking” signs at every entrance that “clearly and conspicuously” inform persons that they are entering an area where smoking is prohibited, including entrances to outdoor serving and seating areas and in all vehicles owned, leased, or provided by an employer.

All “no smoking” signs must contain the following elements:

1. The words “No Smoking” or the international “no smoking” symbol
2. The Smokefree Air Act Helpline: “1-888-944-2247”
3. The official Web site: “www.iowaSmokefreeAir.gov”

All “no smoking” signs should be at least 24 square inches in size. Font type and size must be legible. Vehicle signage must meet all of the above requirements, but the size can be at least 9 square inches.

To download sample signs visit the SFFA website: www.iowaSmokefreeAir.gov



Requirements for Employers/Business Owners

Business owners are required to take certain actions in order to comply with the Smokefree Air Act.

- Employers have a responsibility to inform all current employees and all prospective employees upon application for employment about the requirements of the law.
- All ashtrays must be removed from areas where smoking is prohibited.
- No-smoking signs which meet the requirements of the law must be clearly posted at all entrances to areas where smoking is prohibited. This includes the designated seating areas of outdoor entertainment venues.
- A proprietor must inform any individual smoking in a place where smoking is prohibited that the individual is violating the Smokefree Air Act and request that the individual stop smoking immediately.

If the individual refuses to stop smoking, the business owner may discontinue service to that individual.

Reporting a SFAA Violation

Anyone can file a complaint, if they witness violations of the Smoke Free Air Act. There is no age restriction for filing a complaint/violation of the SFAA.

You can report a SFAA violation online or by phone. If you are reporting a violation online, the website address is www.iowasmokefreeair.gov. If you are reporting a violation or have a question about the SFAA, you may call 888.944.2247

Violations can be reported online or over the phone in the following ways:

Submitting a complaint in Confidence

This option allows you to submit a complaint on a business for a potential violation(s) of the Smokefree Air Act. You are required to also submit your name and contact information so IDPH can verify the details of your complaint. By selecting this option, you do not consent to the release of your name and contact information at this time.

Submit a complaint in the Public Domain

This option allows you to submit a complaint on a business for a potential violation(s) of the Smokefree Air Act. You are required to also submit your name and contact information so IDPH can verify the details of your complaint. By selecting this option, you consent to the release of your name and contact information to the public.

Submit a complaint Anonymously

This option allows you to submit a complaint on a business for potential violation(s) of the Smokefree Air Act. You are not required to submit your name and contact information. By submitting this complaint, you understand that IDPH is impaired in its ability to immediately address the alleged violations because further investigation is required. IDPH strongly suggests that you select one of the two above options to better expedite this process.

Smoke Free Homes & Vehicles

Secondhand Smoke

Secondhand smoke (SHS) is also known as *environmental tobacco smoke* (ETS). SHS is a mixture of 2 forms of smoke that come from burning tobacco:

- Sidestream smoke – smoke from the lighted end of a cigarette, pipe, or cigar
- Mainstream smoke – the smoke exhaled by a smoker

Even though we think of these as the same, they aren't. Sidestream smoke has higher concentrations of cancer-causing agents (carcinogens) and is more toxic than mainstream smoke. And, it has smaller particles than mainstream smoke. These smaller particles make their way into the lungs and the body's cells more easily.

When non-smokers are exposed to SHS it's called *involuntary smoking* or *passive smoking*. Non-smokers who breathe in SHS take in nicotine and toxic chemicals by the same route smokers do. The more SHS you breathe, the higher the level of these harmful chemicals in your body (American Cancer Society, 2014)

Learn more in depth about secondhand smoke:

www.cancer.org/cancer/cancercauses/tobaccocancer/secondhand-smoke

U.S. Surgeon General Statements on Children and Secondhand Smoke

- “Secondhand smoke contains more than 250 chemicals known to be toxic or carcinogenic (cancer causing), including formaldehyde, benzene, vinyl chloride, arsenic, ammonia, and hydrogen cyanide. Children who are exposed to secondhand smoke are inhaling many of the same cancer-causing substances and poisons as smokers.”
- “Because their bodies are developing, infants and young children are especially vulnerable to the poisons of secondhand smoke.”
- “Secondhand smoke exposure causes acute lower respiratory infections such as bronchitis and pneumonia in infants and young children.”

The Surgeon General has concluded that the only way to fully protect yourself and your loved ones from the dangers of secondhand smoke is through 100% smoke-free environments.

You can protect your family from secondhand smoke by making your home and vehicles smoke-free. In this part of the guide we'll show you how. If you live in a rental property and if you are interested in learning about Smoke Free Multi-Unit Housing visit: www.smoke-freehomes.iowa.gov

* This site offers many resources. Your Community Partnership is also a great resource when it comes to assisting properties in going smoke free.

Smoke Free Home Pledges

The 2008 Iowa Smoke Free Air Act protects children and families from exposure to secondhand smoke in nearly all public places. However, smoking is still not regulated in homes and vehicles which is where children and families are most often exposed to secondhand smoke. On the following pages you will find smoke free home pledges that you can copy, print out on colorful paper and collect at your event.

- The smoke free home pledge initiative was started by the Environmental Protection Agency and nationally is one way you can help out in your community when it comes to tobacco control. The link below gives a full, detailed description of what the EPA offers when it comes to a promoting Smoke Free Homes in your community.

Plan Your Smoke-free Homes Program Activities, *The Environmental Protection Agency (EPA)*

www.epa.gov/smokefree/community.html

The EPA has developed a number of free resources, including the *Smoke-free Homes Community Action Kit* and *Local Programs Promoting Smoke-free Homes Booklets*, that are designed to help you start a local smoke-free homes program and educate the public about the health risks associated with exposure to ETS. They also provide a variety of free publications with *Smoke-free Homes* messages for you to distribute at your events.



Distribute booklets about smoke free homes, secondhand smoke and resources on how to quit tobacco to community members.

Create a smoke free home pledge wall:
6 pieces of foam board
Packaging tape



Use 3 pieces of foam board to form a triangle shape, tape edges of foam board together. This is your base. Repeat with the other 3 pieces of foam board and tape both sections together in the middle to create an upright pledge wall.



Feel free to copy these pages and make your own house cutouts for your community to take the smoke-free home pledge.

If you own your home, you can pledge to make your home smoke-free as a family using the pledge to the left, or you can sign the smoke-free home pledge below as an individual.



If you live in an apartment or support smoke free environments for those individuals that live in apartment buildings or multi-unit housing, the pledge below is the one you will want to sign.



Everyone should have the
FREEDOM to breathe clean air.

**I support
Smoke Free
Multi-Unit Housing
& Apartments**

signature _____

date _____

*There is a coloring sheet for supporting smoke free homes for children on the following page. If you are able, make copies and distribute these coloring sheets at your event in your community, along with other materials to help raise awareness of the dangers of secondhand smoke and how to protect others; including children.

MAKE YOUR HOME



A SMOKE FREE HOME

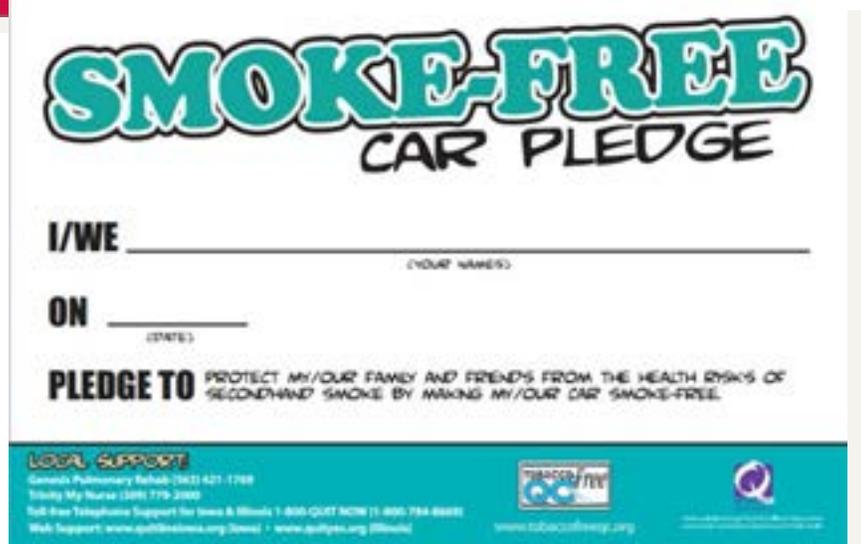
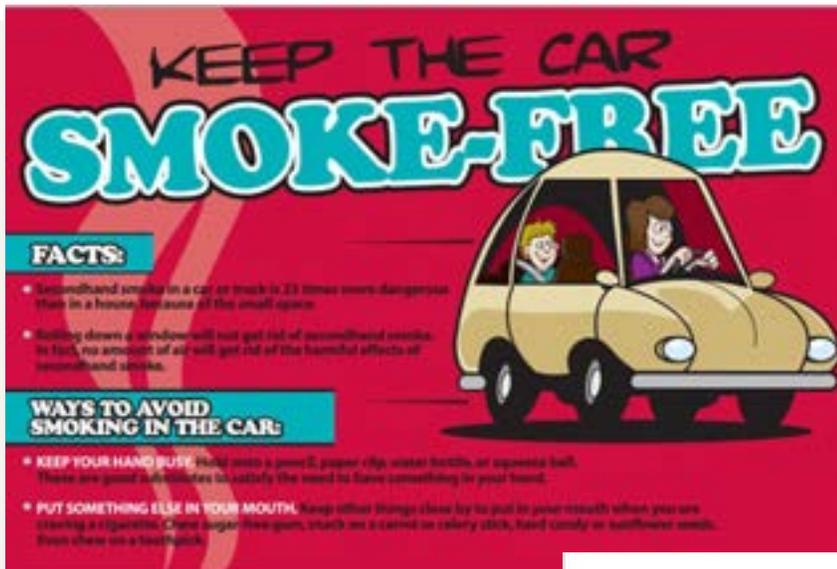
Smoke Free Vehicle Pledges

Similar to smoke-free home pledges, you can collect smoke-free vehicle pledges. Many states in the nation have created campaigns centered around smoke-free vehicles.

In an effort to encourage individuals and families to protect their health, Tobacco-Free Quad Cities (QC) out of Davenport, IA created an educational campaign centered around smoke-free vehicles. To spread the message about the dangers of secondhand smoke in homes and cars, the TFQC designed a Smoke-Free Cars fact sheet and pledge.

The Smoke-Free Cars fact sheet , pledges and more information can be found on the following website:

<http://www.tobaccofreeqc.org/coalition/smoke-free-homes-cars/>



KEEP THE CAR SMOKE-FREE

FACTS:

- Secondhand smoke in a car or truck is 23 times more dangerous than in a house, because of the small space.
- Rolling down a window will not get rid of secondhand smoke. In fact, no amount of air will get rid of the harmful effects of secondhand smoke.

WAYS TO AVOID SMOKING IN THE CAR:

- **KEEP YOUR HAND BUSY.** Hold onto a pencil, paper clip, water bottle, or squeeze ball. These are good substitutes to satisfy the need to have something in your hand.
- **PUT SOMETHING ELSE IN YOUR MOUTH.** Keep other things close by to put in your mouth when you are craving a cigarette. Chew sugar-free gum, snack on a carrot or celery stick, hard candy or sunflower seeds. Even chew on a toothpick.



SMOKE-FREE CAR PLEDGE

I/WE _____
(YOUR NAMES)

ON _____
(DATE)

PLEDGE TO PROTECT MY/OUR FAMILY AND FRIENDS FROM THE HEALTH RISKS OF SECONDHAND SMOKE BY MAKING MY/OUR CAR SMOKE-FREE.

LOCAL SUPPORT:

Genesis Pulmonary Rehab (563) 421-1769

Trinity My Nurse (309) 779-2000

Toll-free Telephone Support for Iowa & Illinois 1-800-QUIT NOW (1-800-784-8669)

Web Support: www.quitlineiowa.org (Iowa) • www.quityes.org (Illinois)



www.tobaccofreeqc.org



Made possible through funding from the Iowa Tobacco-Free Communities and the Iowa Department of Public Health.

KEEP THE CAR SMOKE-FREE

FACTS:

- Secondhand smoke in a car or truck is 23 times more dangerous than in a house, because of the small space.
- Rolling down a window will not get rid of secondhand smoke. In fact, no amount of air will get rid of the harmful effects of secondhand smoke.
- The level of contact with secondhand smoke a person gets in a closed car or truck is like the level of smoke a firefighter would get fighting a fire for 4 to 8 hours.



WAYS TO AVOID SMOKING IN THE CAR:



- **KEEP YOUR HAND BUSY.** Hold onto a pencil, paper clip, water bottle, or squeeze ball. These are good substitutes to satisfy the need to have something in your hand.
- **PUT SOMETHING ELSE IN YOUR MOUTH.** Keep other things close by to put in your mouth when you are craving a cigarette. Chew sugar-free gum, snack on a carrot or celery stick, hard candy or sunflower seeds. Even chew on a toothpick.
- **KEEP YOUR MIND BUSY.** Listen to books on tape or your favorite music when in the car.

Secondhand Smoke and Your Health

Asthma Secondhand smoke can cause worse asthma attacks and can cause them to happen more often.

Heart Disease Daily contact with secondhand smoke increases the risk of heart disease by 25 - 30%.

Cancer Secondhand smoke causes around 3,400 cases of lung cancer each year in people who do not smoke.

For Babies & Children

- Babies and children breathe faster than adults and take in more secondhand smoke.
- A baby has a greater possibility of sudden infant death syndrome (SIDS) if the mother, father or another caregiver smokes.
- If a woman smokes while she is pregnant or is often around secondhand smoke, her child will have a greater chance of developing health problems.

Tobacco Litter & Environmental Factors

According to the American Legacy Foundation and Leave No Trace Center for Outdoor Ethics, the dangers from smoking don't stop once a cigarette is stubbed out:

- Cigarette butts leach toxic chemicals and carcinogens that pollute the environment.
- Cigarette butts are poisonous to wildlife and can contaminate water sources.
- Cigarette butts are the number one littered item on US roadways and the number one item found on beaches and in waterways worldwide.

We have listed a few suggestions and activities in this part of the guide, so that you can make a difference as an individual or chapter when it comes to helping the environment and making the world tobacco free.

The American Legacy Foundation has put together a special toolkit to help you spread the word or organize a local clean up. There are also PSAs, educational facts and social media components that can be shared as part of an educational awareness campaign for your community. Check it out!

www.rethinkbutts.org

Read more about the dangers of cigarette butt litter and the impact this litter has on the environment: www.LNT.org





Local Tobacco Litter Clean Up Projects

Locally, you may organize a local tobacco litter clean up for Earth Day, Kick Butts Day or at random. This could be to raise awareness for tobacco free parks, tobacco free schools/campuses, businesses, fairgrounds or to show the effect that tobacco has on the environment as a whole.

To organize a local tobacco clean up you will need the following materials:

Disposable gloves (non-latex if possible)

Something to put the cigarette butts into (we prefer plastic ziplock bags, but there are more ideas in the following pages of this section.)

Litter Enforcement (888-665-4887)

Have you ever seen someone throw a cigarette butt out of their car window? You can enter a number into your phone contacts and call to report littering when you see it, 888-655-4887 (nolitr). Please provide as much detail about the incident as possible. Day, time and location the litter was thrown from the vehicle, vehicle description and license plate number. **The plate number is crucial to any follow up action.** Offenders will receive a letter from the Iowa State Patrol.

Multi-Unit Housing Litter

Another area where you may choose to do a tobacco litter clean up and awareness campaign could be focused around multi-unit housing complexes.

If you live in Multi Unit Housing or Apartments, having a tobacco free environment might be important to you and the health of your family. One way to raise awareness of the amount of tobacco litter could be doing a tobacco litter clean up in your neighborhood. You could also assist your community partnership or work together as a chapter to collect tobacco free home pledges ([Multi Unit Housing resources can be found on pages 64-71 of this guide.](#))



Kansas RESIST - “The Litter Box”

RESIST is the Tobacco Free Kansas Coalition (TFKC) youth-led movement that promotes tobacco free teens and unites communities to create one strong voice standing against the tobacco industry. www.resisttobacco.org.

RESIST youth developed the Litter Box, in 2013, and Litter Box events to counter the effects that tobacco litter has on our environment and to draw attention to the issue of environmental tobacco litter.



RESIST youth have found that many don't realize that cigarette butts are dangerous too. They have learned that research shows the negative effects that tobacco litter has on the environment and its ecosystems. And have found out that the dangers of tobacco are not limited to industry tactics, smoking or tobacco usage.

For these reasons RESIST - Fighting the Influence of Big Tobacco and its youth have made environmental tobacco litter clean-ups a priority in 2014.

To learn more, buy a box or attend one of the RESIST events contact: Erica Anderson, RESIST Program Coordinator, at eanderson@tobaccofreekansas.org



TOBACCO FREE KANSAS
COALITION

Tobacco & Nicotine Free Schools

School Policy Checkup

All schools in Iowa are required to be smoke free but they are NOT required to be tobacco or nicotine free. The difference is that some schools could allow adults to use spit tobacco on school grounds. If your school doesn't have a tobacco free policy, consider attending a school board meeting (below) or talking to the principal about adopting a tobacco-free or nicotine-free school policy. A model policy can be found at the following link: <http://www.idph.state.ia.us/TUPAC/Control.aspx>

Attend School Board Meetings

School board meetings are open to the public and are a great way to talk to make sure your school knows that tobacco prevention is important. If your school board has a youth representative, consider nominating someone from your ISTEP chapter to be the representative. To find out when the school board meets, ask a teacher at your school, check the school district website or ask someone in the school office.

Letter to the Editor

You can write to the editor of your school's paper or your local community paper. Explain why Youth Tobacco Prevention is important to you, why you joined your ISTEP Chapter or how you've been affected by tobacco. Please make sure to send a copy of your letter to ISTEP HQ. (turnyourbackontobacco@idph.iowa.gov)

Tobacco Free Campus Signs

There are free signs available to schools that have a comprehensive tobacco free policy. The metal sign is designed to be placed at the entrance to the school's property though it could also be attached to a building. The sticker is designed for entrances to a building. It peels from the front to attach to the building. Both of these signs comply with the requirements of the SFAA.

To order the Tobacco Free Campus signs please contact your Community Partnership and send them a copy of your comprehensive tobacco free school policy, name of the person who will receive the signs, number of signs requested and where you would like the signs mailed to.



Metal Sign 12x12 inches



Window Sticker 6 x 4 inches



Pictured above are students from Cascade Junior/Senior High School. This photo is from filming a video about their future plans and why they choose to be tobacco free and are worth fighting for.

Pictured below are students from Washington Middle School in Dubuque, IA who wrote the number 11 on their hands to symbolize “every cigarette takes 11 minutes off your life.” This is how students celebrated the Great American Smoke Out and raised awareness of being tobacco free.



Tobacco Free Grounds

You may choose to work with fair boards, exhibition planners, community leaders, parks and recreation boards and rodeos when it comes to creating tobacco-free/nicotine free environments. More information about tobacco-free/nicotine free environments in Iowa, can be found at the following link: <http://www.idph.state.ia.us/TUPAC/Control.aspx>

A tobacco-free/nicotine free environment policy can be used for parks, fairs, community events, rodeos, and adapted to meet the needs of the organizations that you decide to work with.

As with any good policy, make sure to educate the community and leaders that you are working with on the importance of tobacco free environments and adopting a tobacco free grounds policy. You may find additional resources and support through working with your local Community Partnership.



The Iowa High School Rodeo Association models healthy lifestyles. Before every event, their tobacco free policy is read aloud to all attendees in the arena. These youth set a wonderful example for the state. It is a huge pride and honor to take part in the Rodeo and we are happy that the IHSRA chooses to be tobacco free!



Cessation & Quitting Tobacco Resources

You can quit. Quitline Iowa will help you.

We understand quitting is about more than just not smoking. When you join Quitline's program, a Quit Coach® will help you become an expert in living without tobacco using "The 4 Essential Practices to Quit For Life," based on 25 years of research and experience helping people quit tobacco.

What is Quitline Iowa?

Quitline Iowa offers FREE tobacco cessation coaching services over the telephone or online, 24 hours a day. As of July 2013, Quitline Iowa started offering FREE tobacco cessation coaching services to youth ages 13-17. Prior to the July 2013 changes, Quitline Iowa was for anyone 18 years old and above.

The Iowa Department of Public Health (IDPH) offers free nicotine replacement therapy (NRT), as available in the form of patch, gum or lozenge to Iowans over the age of 18 that would like to quit using tobacco and use Quitline Iowa services.

There is no cost to enroll, and here is what you will get:



Quit Guide — Quitline Iowa, will send you an easy-to-use workbook that you can reference in any situation to help you stick with your quitting plan.



Quit Coach® — You will have expert support and assistance whenever you need it, over the phone, from Coaches who specialize in helping people quit tobacco.

For more information about Quitline Iowa, visit www.quitlineiowa.org or call 1-800-QUIT-NOW.

within 20 minutes of quitting...

Within 20 minutes **after you smoke that last cigarette**, your body begins a series of changes that continue for years.

20 Minutes After Quitting

Your heart rate drops.

12 hours After Quitting

Carbon monoxide level in your blood drops to normal.

2 Weeks to 3 Months After Quitting

Your lung function begins to improve.

Your heart attack risk begins to drop.

1 to 9 Months After Quitting

Your coughing and shortness of breath decrease.

1 Year After Quitting

Your added risk of coronary heart disease is half that of a smoker's.

Quit for Good. Quit for Free.

If you're between the ages of 13 and 17 there are Quitline Iowa services available to you at no charge. Visit quitlineiowa.org to enroll in web coaching or call 1-800-QUIT NOW.



QUITLINE IOWA

1 800 QUIT NOW | 1 800 784 8669

Appendix

Resources

Bordering States—Youth Tobacco Prevention Programs

FACT of Wisconsin

Fighting Against Corporate Tobacco (FACT) was started by 300 Wisconsin teens in 2001. So far, more than 18,000 members have joined. FACT isn't interested in preaching at teens or bashing smokers. Nobody's going to tell you what to do. FACT is here to fight the tobacco industry. Truth is, Big Tobacco is our only target—because they're targeting us. So we're going after their one-and-only soft spot (their billion-dollar pocketbooks) with actions that reveal the truth about their lies. Teens in Wisconsin see something wrong and are determined to make it right. For more information about FACT, visit their website: www.fightwithfact.com

RESIST of Kansas

Resist is a Kansas youth-led movement that promotes tobacco-free teens and unites communities to create one strong voice standing against the tobacco industry. Our current initiative focuses on reducing tobacco use by Kansas teens and works to establish a state-wide board that represents youth from Eastern, Central, and Western regions of Kansas. For more information on RESIST, visit their website at

<http://resisttobacco.org/>

No Limits of Nebraska

A group of Nebraska teens known as Teen FYI came together in 2001 to talk about what could be done to stop the tobacco industry's negative effects on the state of Nebraska. The group changed its name to No Limits after an online vote. Today, the No Limits Youth Board serves as the guiding body for the movement. The Youth Board sets goals, kicks off programs, plans activism events, and hosts training sessions to empower Nebraska's teens. For more information on No Limits, visit their website at

<http://www.nolimitsnebraska.com/>

Tobacco Free Missouri Youth Advisory Board

The mission of the Tobacco Free Missouri Youth Advisory Board (TFMYAB) is to promote healthy lifestyles by advocating for a tobacco-free Missouri, educating youth about the risks of tobacco use, and empowering future generations to be tobacco-free. TFMYAB focuses on developing leadership skills so youth can actively participate in community policy change activities that lead to reduction in smoking and secondhand smoke exposure. Programs that support our mission is Smokebusters, and Students With A Goal. For more information on the TFMYAB visit their website at <http://www.tobaccofreemo.org/>

National Partnerships

American Legacy Foundation

About 44 million Americans smoke, and up to one half of all long-term smokers will eventually die from their addiction. Every day, nearly 3,200 kids and adolescents try their first cigarettes. And each year, tobacco use costs our country nearly \$100 billion in healthcare expenses and nearly \$100 billion in lost productivity, damaging both our economy and collective health. Millions of Americans suffer the effects of tobacco, and countless families, friends and communities across our nation have been impacted by it.

That's why Legacy is committed to building a world where young people reject tobacco and anyone can quit. As the largest non-profit public health charity in the nation devoted specifically to tobacco control, we have a history of producing game-changing public health campaigns that have been proven to reduce tobacco use among young people and adults. You may not know the name "Legacy" well, but your kids have probably heard of our truth® youth smoking prevention campaign. And if you or someone you know is trying to quit smoking, our EX® cessation plan can help.

Our work is guided by the belief that a legacy isn't just something you leave behind when you die. It's something you build every day you live. We're building a legacy of longer, healthier lives for all Americans.

Learn more about our Legacy by visiting: www.legacyforhealth.org
truth® youth smoking prevention campaign: www.thetruth.com
EX® cessation plan: www.becomeanex.org

Campaign for Tobacco Free Kids

The Campaign for Tobacco-Free Kids is a leading force in the fight to reduce tobacco use and its deadly toll in the United States and around the world. Our vision: A future free of the death and disease caused by tobacco. We work to save lives by advocating for public policies that prevent kids from smoking, help smokers quit and protect everyone from secondhand smoke.

To learn more visit, www.tobaccofreekids.org

Youth-Adult Partnerships Self-Assessment Tool

Instructions: This form is for adults who are working with youth as advisors.

- Rate yourself on a scale from 1 - 5 (1 = beginner, 5 = expert).
- In the first column put where you see yourself now.
- In the second column, put where you would like to be.
- Choose (at least) two from the entire list that you want to focus on for the year.

Where I	Where I	
		I validate and affirm youths' feelings and ideas.
		I resist the urge to take over.
		I actively and continuously consult and involve youth.
		I don't excuse indiscretions just because of age.
		I believe my role is partner, not authority/expert or parent.
		I cultivate opportunities for young people to teach and to lead.
		I listen to youth more than I talk at them.
		I give youth real options and decision making opportunities.
		I seek to learn from youth.
		I don't make one youth represent all youth.
		I assert that young people and adults can accomplish more together than accomplished
		I advocate for improvement of youth-adult partnerships in teams, organizations, and communities.

Source: Creating Youth-Adult Partnerships Training Curricula for Youth, Adults and Youth-Adult Teams, Innovation Center for Community and Youth Development, 2003

Ladder of Youth Participation

Degrees of Participation

Youth-initiated, shared decisions with adults

Youth-initiated and directed

Adult-initiated, shared decisions with youth

Consulted and informed

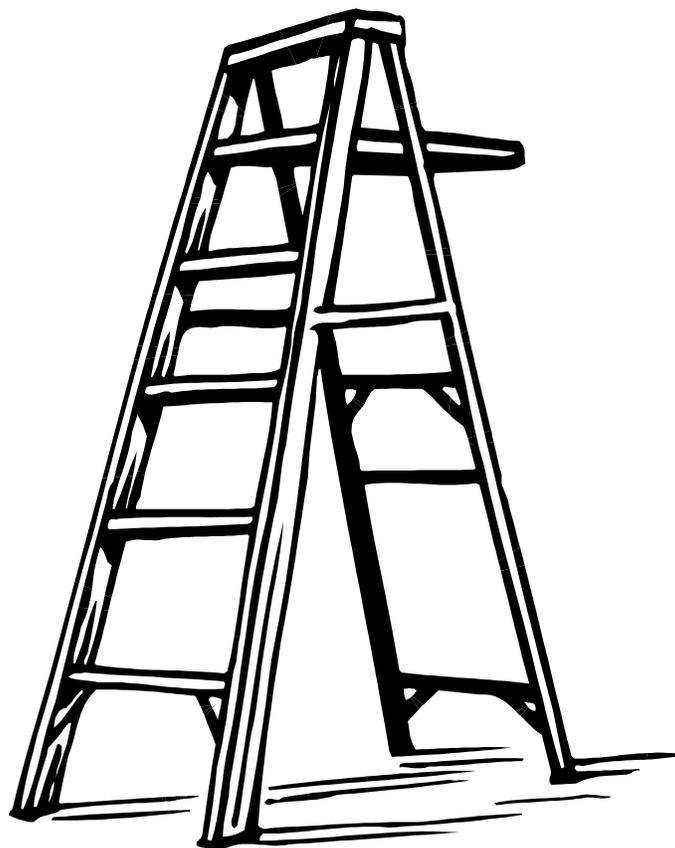
Assigned but informed

Non-Participation

Tokenism

Decoration

Manipulation



Adapted from Hart, R. (1992). Children's Participation from Tokenism to Citizenship
Florence : UNICEF Innocenti Research Centre.

I pledge to be **TOBACCO FREE**

I pledge to be responsible and never use tobacco in any form, including cigarettes, cigars, and oral tobacco.

Signature _____ Today's Date _____

School _____

I pledge to be **TOBACCO FREE**

I pledge to be responsible and never use tobacco in any form, including cigarettes, cigars, and oral tobacco.

Signature _____ Today's Date _____

School _____

I pledge to be **TOBACCO FREE**

I pledge to be responsible and never use tobacco in any form, including cigarettes, cigars, and oral tobacco.

Signature _____ Today's Date _____

School _____

Student Tobacco Survey

Grade: _____ Gender: _____ Age: _____

1. What is your ethnicity origin (or Race): Please specify.

- a. White
- b. Hispanic or Latino
- c. Black or African American
- d. Native American or American Indian
- e. Asian / Pacific Islander
- f. Other _____

2. Are you a tobacco user? (If your answer is no, skip to question #5)

- a. Yes
- b. No

3. If yes, what form of tobacco do you use? (circle all that apply)

- a. Cigarettes
- b. Spit tobacco/chew
- c. Cigars/Cigarillos
- d. Hookah
- e. Other: _____

4. How many times do you smoke or dip per day?

- a. 1-3
- b. 4-9
- c. 10 or more

**5. I do not use tobacco, and I have ___ friends that use tobacco.
(If you are not a tobacco user, this is the end of your survey)**

- a. 5 or less
- b. 6-9
- c. 10 or more

6. When do you smoke/chew?

- a. Before school
- b. After school
- c. During school hours
- d. Other: _____

7. I began smoking/chewing at age ____.

8. Why did you start smoking/chewing?

- a. Peer pressure
- b. Curiosity
- c. My parents are tobacco users
- d. I just felt like it
- e. Other: _____

9. Do you want to quit tobacco?

- a. Yes
- b. No

10. How easy is it for you to buy cigarettes or other tobacco products?

- a. Very easy
- b. Somewhat easy (I know where to go)
- c. Not easy at all
- d. I have never tried

Consent for Youth Participation

Student's Name: _____

I hereby request and consent that my child or ward _____ be permitted to participate in his/her ISTEP Chapter activities for the 2014-2015 school year.

I understand and agree to the following:

- The purpose of ISTEP is to educate students about the tobacco industry, tobacco prevention, the ISTEP campaign, and other tobacco-related issues. My child or ward may be exposed to graphic images involving the consequences of tobacco use as a part of these activities.
- My child or ward may be transported by employees of his/her school, the Iowa Department of Public Health or other officials, employees, agents, or volunteers. I may also make arrangements for my child or ward to ride with one of their school friends to these activities.
- In consideration of my child or ward being allowed to participate in the ISTEP Chapter Activities, I hereby release from liability and agree to indemnify and hold harmless my child's school, the State of Iowa, the Iowa Department of Public Health, and their officers, employees, and agents from any claim or cause of action arising out of and related to any injury, loss, damages or other liabilities that may occur as a result of my child or ward's participation in his/her ISTEP Chapter activities.
- I authorize any official, employee, agent, or volunteer to consent to emergency medical treatment as necessary for the health and safety of my child or ward. I further agree that no official, employee, agent, or volunteer will be held responsible for injuries or damages arising from the provision of any such emergency medical treatment. I do hereby agree to indemnify and hold harmless my child's school, the Iowa Department of Public Health, other sponsoring agencies, and the Department and other sponsoring agencies' officials, employees, agents, and volunteers from any and all liability, damage, loss, claims, or demands whatsoever, including attorney's fees, which arise out of or are in any way connected with the provision of such emergency medical services.
- I grant permission for my child or ward to appear in person or in voice, video, or photographic presentation for radio, television, electronic or print media reports and/or media campaigns resulting from participation in his/her ISTEP Chapter activities.
- I allow him/her to complete confidential or anonymous surveys and participate in interviews for evaluation purposes.

Participant Signature: _____ Date: _____

Parent/Guardian Signature: _____ Date: _____

Parent/Guardian Name (Printed) _____

IDPH/321 East 12th St./Des Moines, Iowa/ 50319-0075
Phone 515-321-4737 / Fax 515-281-6475

Youth Code of Conduct

Student's Name: _____

The possession and/or the use of weapons, tobacco products, alcoholic beverages and illegal drugs or remaining in the presence of individuals who are using or taking these items within the time frame of the ISTEP (Iowa Students for Tobacco Education and Prevention) Chapter activities, are prohibited.

Inappropriate physical contact which occurs within the time frame of ISTEP (Iowa Students for Tobacco Education and Prevention) Chapter activities, are prohibited. (This includes but is not limited to, bullying and harassment by any means, including verbal, non-verbal, physical, written or electronic conduct.)

Any behavior that violates any of the laws of the United States or the State of Iowa or any local ordinance is also prohibited.

The attendance and punctuality of scheduled topics at any event is considered mandatory by all participants at ISTEP (Iowa Students for Tobacco Education and Prevention) Chapter activities.

By being a member of this ISTEP Chapter, I agree to serve as a contact and resource person in my community/county/state tobacco education program.

All participants are expected to show respect for the property of others and the facility in which any event is being held.

Participant's Signature

Date

Participant's Name (Please Print)

End Notes

U.S Department of Health & Human Services. Secondhand Smoke. *Health Effects*. Retrieved: May 20, 2014, from <http://betobaccofree.hhs.gov/health-effects/secondhand-smoke/index.html>

Nall, Rachel. "Smoking & Sense of Smell." *LIVESTRONG*, 16 Aug. 2013. Retrieved: May 20 2014, from <http://www.livestrong.com/article/220684-smoking-sense-of-smell/>

"Chemicals in Tobacco Smoke." *Centers for Disease Control and Prevention*. Centers for Disease Control and Prevention, 21 Mar 2011. Retrieved: May 20 2014, from http://www.cdc.gov/tobacco/data_statistics/sgr/2010/consumer_booklet/chemicals_smoke/

"Health Effects of Cigarette Smoking." *Centers for Disease Control and Prevention*. Centers for Disease Control and Prevention, 06 Feb. 2014. Retrieved: May 20 2014, from http://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/effects_cig_smoking/

National Institutes of Health, and Department of Health and Human Services. "How Does Smoking Affect the Heart and Blood Vessels?" *Health Topics*. National Heart, Lung and Blood Institute. Retrieved: May 20 2014, from <http://www.nhlbi.nih.gov/health/health-topics/topics/smo/>

"The Toll of Tobacco in Iowa." *The Toll of Tobacco in Iowa*. Campaign for Tobacco Free Kids. Retrieved: May 20 2014, from http://www.tobaccofreekids.org/facts_issues/toll_us/iowa

"How Smoking Hurts Your Health." *How Smoking Hurts Your Health : Canadian Lung Association*. 24 Sept. 2012. Retrieved: May 20 2014, from http://www.lung.ca/protect-protegez/tobacco-tabagisme/facts-faits/hurts-nuit_e.php

"Tobacco Documents Online." *Central Coast Trust Fund, Plaintiff, Vs. Philip Morris, Inc., Defendants. Complaint For: 1. Unfair Business Practices in Violation of B&P Code Section 17200, 2. Unfair Advertising Practices in Violation of B&P Code Section 17500, 3. Fraud and Deceit, 4. Negligent Misrepresentation, 5. Violations of Cartwright Act, and 6. Unjust Enrichment. Civil No. 9982088*. 30 Sept. 1998. Retrieved: May 20 2014, from <http://tobaccodocuments.org/lor/96778493-8534.html>

Centers for Disease Control. "New Findings Just Released in CDC's Weekly Journal Underscore Need for Strategies to Eliminate Smoking in Major Motion Pictures, Members of Congress Call on Hollywood to Adopt Them, Save Lives." *New Findings Just Released in CDC's Weekly Journal Underscore Need for Strategies to Eliminate Smoking in Major Motion Pictures, Members of Congress...* American Legacy Foundation, 19 Aug. 2010. Retrieved: May 20 2014, from <http://www.legacyforhealth.org/newsroom/press-releases/new-findings-just-released-in-cdc-s-weekly-journal-underscore-need-for-strategies-to-eliminate-smoking-in-major-motion-pictures-members-of-congress-call-on-hollywood-to-adopt-them-save-lives>

"Facts Ingredients." *Thetruth.com*. Truth. Retrieved: May 20 2014, from <http://www.thetruth.com/facts/>

"Toxic Substances Portal - Sodium Hydroxide." *ATSDR*. Agency for Toxic Substances & Disease Registry, 8 May 2014. Retrieved: May 20 2014, <http://www.atsdr.cdc.gov/mmg/mmg.asp?id=246&tid=45>

"What's in a Butt?" *Thetruth.com*. Truth. Retrieved: May 20 2014, from <http://www.thetruth.com/facts/>

Leary, Warren E. "Cigarette Company Developed Tobacco With Stronger Nicotine; Head of F.D.A. Tells of Chemical Manipulation." *The New York Times*. The New York Times, 21 June 1994. Retrieved: May 20 2014, from <http://www.nytimes.com/1994/06/22/us/cigarette-company-developed-tobacco-with-stronger-nicotine-head-fda-tells.html>

Americans for Nonsmokers Rights. "Secondhand Smoke." *No-smoke.org*. Americans for Nonsmokers Rights, 4 Feb. 2014. Retrieved: May 20 2014, from <http://www.no-smoke.org/getthefacts.php?id=13>

National Cancer Institute. "Harms of Smoking and Health Benefits of Quitting." *National Cancer Institute*. National Institutes of Health, 12 Jan. 2011. Retrieved: May 20, 2014, from <http://www.cancer.gov/cancertopics/factsheet/Tobacco/cessation>

Campaign for Tobacco Free Kids. "The Toll of Tobacco in Iowa." *Campaign for Tobacco Free Kids*. Campaign for Tobacco Free Kids, 19 Mar. 2014. Retrieved: May 20, 2014, from http://www.tobaccofreekids.org/facts_issues/toll_us/iowa

Ann Boonn. "HEALTH HARMS FROM SMOKELESS TOBACCO USE." Campaign for Tobacco Free Kids, 15 June. 2012. Retrieved: May 20, 2014, from <http://www.tobaccofreekids.org/research/factsheets/pdf/0319.pdf>

Centers for Disease Control and Prevention. "Highlights: Tobacco Advertising and Promotion." *Centers for Disease Control and Prevention*. Centers for Disease Control and Prevention, 09 Aug. 2000. Retrieved: May 20, 2014, from http://www.cdc.gov/tobacco/data_statistics/sgr/2000/highlights/advertising/index.htm

Iowa Department of Public Health. "Iowa Smokefree Air Act." *Iowa Smokefree Air Act*. Iowa Department of Public Health, 2014. Retrieved: May 20, 2014, from <http://www.iowasmokefreeair.gov/>

National Hispanic American Heritage Month 2013." *National Hispanic American Heritage Month 2013*. The Library of Congress. Retrieved: May 20, 2014, from <http://hispanicheritagemonth.gov/about/>

National Family Partnership. "Red Ribbon Campaign: 2014 Red Ribbon Theme." *Red Ribbon Campaign*. National Family Partnership, 11 Feb. 2014. Retrieved: May 20, 2014, from <http://redribbon.org/theme/>

American Cancer Society. "The Great American Smokeout." *Great American Smokeout*. American Cancer Society, 2014. Retrieved: May 20, 2014, from <http://www.cancer.org/healthy/stayawayfromtobaccogreatamericansmokeout/index>

The Library of Congress. "Women's History Month 2014." *Women's History Month 2014*. The Library of Congress, 2014. Retrieved: May 20, 2014, from <http://womenshistorymonth.gov/>

Campaign for Tobacco Free Kids. "Kick Butts Day 2014 - Kick Butts Day." *Kick Butts Day Updates RSS*. Campaign for Tobacco Free Kids. Retrieved: May 20, 2014, from <http://www.kickbuttsday.org/>

World Health Organization. "World No Tobacco Day 2014: Raise Taxes on Tobacco." *WHO*. World Health Organization. Retrieved: May 20, 2014, from <http://www.who.int/tobacco/wntd/en/>



Iowa Students for Tobacco Education and Prevention



Iowa Students for Tobacco Education and Prevention is funded by the Iowa Department of Public Health