

New York State Smokers' Quitline

1 - 8 6 6 - N Y - Q U I T S

(1-866-697-8487)

www.nysmokefree.com

Deaf, Hard of Hearing & Speech Disabled: Call NY Relay Service 7-1-1 (Voice or TTY)

Request NYS Quitline: [1-866-697-8487](tel:1-866-697-8487)

SUGGESTED YOUTH ACTIVITIES

- **Collect subscription cards to magazines that accept tobacco ads. Write on cards that you will not subscribe until they change their policy about accepting tobacco ads. Send them in bulk to the magazine editors, as single cards may be ignored.**
- **Write letters to editors at these magazines, discussing the issues of targeting young people by the industry. Stress their responsibility to their readership.**
- **Make a large blow up playcard of a subscription card and send it to the editor along with the message on non-acceptance of tobacco ads.**
- **Circulate materials for and write letters to the President of the United States and other elected officials in support of an increase in the federal tobacco tax.**
- **Shop for magazines that appeal to youth and make collages of tobacco ads. Use them for displays at schools, malls, libraries, etc., for public education.**
- **Enlist the support of other young people to canvass areas around their homes, schools, community to survey for tobacco advertisements in stores, etc. Survey local organizations that work with youth and ask if they have a policy regarding tobacco contributions. If they do not, ask them if they currently take money from the tobacco industry and if they would they consider adopting a policy against it.**
- **Create a tobacco-free public service announcement for radio or television. Meet with station managers to arrange for broadcasting.**
- **Use tobacco ads cut from magazines to create either a graffiti ad or a counter ad showing how the tobacco industry is deceptive in its advertising. A graffiti ad is defined as an actual ad that is altered and changed to reflect the real truth about a product. Example: A popular cigarette company's slogan reads, "Come to where the flavor is." This could be changed to read, "Come to where the cancer is." A counter ad is**

similar to a public service announcement in that it is meant to counter, or argue against, what tobacco ads say.

- **Launch a letter writing campaign to your local city or town council, asking the officials to continue to support a tobacco-free community.**
- **Promote a poster contest. Ask students to create posters illustrating the negative consequences of using tobacco. Suggest they create catchy phrase and slogans like “ Don’t get hooked on tobacco, get hooked on life!” or “Tobacco kills 434, 000 people each year – Don’t become a statistic!” Hang the finished posters throughout your school. If possible, ask local businesses if they will display the posters in their establishments.**
- **Smoking Survey: Conduct a survey of students in your school. Try to include as many individuals (students and faculty) as possible in your survey. Use the information in a school newspaper, health class or talk with teachers and administrators about tobacco-related programs and policies. A sample survey is attached.**