

FLASH MOB

AGE GROUP: Any age, however, younger youth will need to be supervised.

NUMBER OF PARTICIPANTS: As many as possible

TIME: 1-2 weeks

RESOURCES: Markers, posters, a banner, and transportation. Other options include making (or buying) t-shirts for all of the participants and having a table with flyers and information to hand out.

COST: \$0 - \$25, or more if you choose to purchase t-shirts.

A flash mob is designed to capture attention. For this event, you will need a medium-to-large group of people.

1-2 WEEKS BEFORE EVENT:

- Pick a location for the event. A busy area, such as a mall, works best.
- Create eye-catching, easy to read posters with messages about tobacco's toll and tobacco control.
- If you plan to have a table near the site of the flash mob, create a banner for the table and make sure you have resources to place on the table regarding tobacco's toll and tobacco cessation.
- Decide whether the participants should all wear the same t-shirt. If you don't have t-shirts for your group, and do not have the money to purchase some, just have participants all wear one color.
- Choose a time, or a signal, so that participants know when to freeze and make sure everyone knows what it is.

DAY OF THE EVENT:

- If you plan to have a table, set up your table and banner.
- The group should disperse and wander through the area, blending in with the other people in the crowd.
- At the pre-determined time or signal, all participants will freeze. While freezing, members hold up their sign with a tobacco-free message.

