

KBD CARNIVAL

A KBD Carnival is a creative and fun way to give people important information about tobacco use and the tobacco industry. It's also a great way for youth advocates to lead the fight for policies, programs and practices that protect kids from tobacco use and secondhand smoke.

AGE GROUP: Middle school and above can organize the event, but invite all age groups to attend.

NUMBER OF PARTICIPANTS: As many as possible.

TIME: 1-2 months.

RESOURCES: Tables and chairs, posters, markers, banners, games, food – whatever it takes to build a fun carnival.

COST: \$50-\$100 or more. The cost depends on your budget and what kind of booths you decide to include.

This event can vary depending on the amount of money and time you have. It can range from a health fair-type event to a small carnival with information booths, games, prizes and food.

It may be helpful to create a planning committee so you have enough people to cover all of the tasks it will take to pull off a successful carnival. Have different committee members take the lead on each piece, like logistics, materials, recruitment, promotions, and media outreach.

Partner with other tobacco control groups, public health organizations and student groups to reach a larger audience. Ask each organization to bring materials like flyers, pamphlets, banners, gear, and other give-a-ways to set up a booth and help spread the word about specific tobacco control efforts in your area.



Shoot Out

Organize a three-point contest, a free-throw contest and/or a three-on-three tournament. Encourage teams to come up with anti-tobacco names and write PSAs to air during timeouts or between shooters.

Letter Writing Station

At this station, youth and adults will be able to write letters to different people and organizations like:

1. Tobacco companies.
2. Local restaurants, bars and other public facilities asking them to go smoke-free or to thank them for being smoke-free.
3. State and local policy makers encouraging them to support tobacco-free policies.

Badvertising Station

This station will allow youth and adults to have fun creating their very own anti-tobacco messages and/or advertisements (i.e. spoofs on actual tobacco ads). Visit www.badvertising.org for more ideas and information.



Target Practice is Over! Station

This station will feature someone playing the role of a tobacco executive dressed in business attire. S/he will also be wearing a large red target symbol. Youth can toss beanbags at the “executive” while learning facts about tobacco use and secondhand smoke. If they hit the target or answer the tobacco trivia question correctly, give them a small prize!

Ring Toss

This station will feature a ring toss with tobacco facts. You can decorate the rings and ring toss station with hard-hitting facts about tobacco use and the tobacco industry. See Tobacco 101 and Big Tobacco’s Global Expansion on pages 6 and 10 for helpful information.

Mr. Butts & Quit Kits

For this station, have someone dress up as Mr. Butts and hand out Quit Kits (kits designed to help smokers quit) and other giveaways to adults and youth. Your Quit Kits can include information on resources available to help people quit, chewing gum, lollipops, tobacco facts and notes of support from the youth advocates organizing the event. Check out our resources section on page 53 for information about organizations that focus on cessation.

Carnival Snacks

What carnival is complete without fun snacks? If your group can raise the money, include some yummy food at your event – either for free or for a small fee.

Dunking Booth

Everybody loves dunking booths! A real dunking booth, outside of course, can feature another volunteer posing as a tobacco executive. Youth try to dunk the “executive” and receive a small prize if they do!

Those are some ideas to get started, but you can definitely be even more creative with this activity! Check out the Quick and Easy section on page 37 for more ideas.