

KICKBALL TO KICKBUTTS

AGE GROUP: All ages can participate; however, younger youth will need to be supervised.

NUMBER OF PARTICIPANTS: Varies.

TIME: 3–4 weeks.

RESOURCES: A gym or field, the appropriate sports equipment, posters, markers, and other decorations.

COST: Varies.

Planning for the Event:

- This event is not limited to kickball. It can be any sport. Participants could play kickball, basketball, football, or soccer. When choosing which sport to play, remember to consider where you are going to hold the event.
- Don't forget to obtain prior permission to use a gym or field for your tournament.
- Decide how to recruit team members. For instance, you might advertise around your community and have people who are interested in participating send you an email to RSVP. On the other hand, you might want to contact specific people and invite them to participate.
- Have participants form teams or divide participants into teams yourself. For fun, have each team come up with a name that is in some way related to tobacco control.
- Advertise your event! Hang flyers around your community to invite the public to watch the game. Don't forget to inform the local media.
- Have teams create "team uniforms" (such as a custom t-shirt) with tobacco related messages.

Day of the Event:

- Decorate the area where the tournament is being held with banners and posters containing tobacco facts. It is also a good idea to have a table with information on the toll of tobacco and resources for those interested in becoming tobacco-free.
- Incorporate the presentation of tobacco facts into the tournament. For example, you could announce them at half time or throughout the game.

Follow-up:

- Send thank you cards to all of the team members to thank them for participating and include information on how to stay involved with your group.

