

## EMPOWERMENT

Youth movements that follow a youth empowerment model are the reason for many successful efforts within the tobacco control community. Youth are involved in all aspects of tobacco control programs, from the early planning to actually bringing the programs to life. They have developed effective messages that have motivated thousands of youth across the country to take action in the fight against tobacco. It is their creative input and a peer-to-peer messaging system that has allowed for the anti-tobacco industry message to resonate with so many youth throughout the movement. They are not only designing messages that work, but also spreading those messages far and wide through advocacy events, activism, viral marketing and word of mouth. They have done whatever it takes to get their messages out and recruit new advocates and leaders to sustain the tobacco control movement.

Empowering teens to take the lead in their programs is the key to success. Strong youth and adult partnerships help create an important balance within these programs. Youth are often not used to having so much decision-making power. Adults are also often unaccustomed to handing over responsibility to young people. Strong partnerships between youth and adults establish a balance in which they each understand their roles and work together to accomplish their goals.

## RECRUITMENT

To make any activity a success on Kick Butts Day or throughout the year, recruitment is extremely important. It is key to get community members, friends, parents and legislators informed and outraged. It'll show them how important this cause is and how many people are affected by it EVERY DAY! Events are a very useful way to get the word out about your mission, get the press involved and make everything public. The bigger the event, the stronger the youth and their message become.

There are tons of different way you can get people involved. You can use facts, testimonials from people who have been through a tobacco-caused loss, pictures and anything else you can think of to show people the manipulations of Big Tobacco. Go to your school, clubs, sports teams, and community center, and parks to get the word out. Promote your event and recruit new advocates at other popular locations – concerts, sporting events, the mall or the movies – wherever is fun and attracts a crowd. Hand out information letting people know how they can get involved – be sure to include the details: a place, time and event description. Also, contact local coalitions in your area that support non-smoking efforts or cessation programs. The key to recruitment is to get your organization's name and/or event out there as widely as possible – let everyone know what is going on!

Now all you have to do is give teens a good reason to get involved – give them incentive and show them that this cause is important to their future as well as everyone else's. Make sure everything is FUN, youth-led and exciting to be a part of! If there are some giveaways available for your event, make that clear. Who doesn't like free stuff and free food?! Let them know that there are benefits to getting involved – meeting new people, sending out a serious message, having a great time and experiencing some things that you would never even imagine!

A few benefits participants can expect to gain are:

- Leadership skills.
- Recognition.
- Personal satisfaction.
- New friends.
- Community Service credit.
- Learn from exciting and talented youth.

In general, when recruiting new members:

- Use hard-hitting facts that will get teens psyched up.
- Expose the lies of the tobacco companies.
- Include EVERYONE, even smokers.
- Make it clear that the goal of the group is not to target smokers, but to inform youth about the harmful effects of tobacco use and about the tobacco industry's lies and manipulation.
- Get new members actively involved in planning and working on events to keep them engaged.

After recruitment, the next step is to organize a session where the new members can be trained.

If you want to stay involved in the fight against tobacco beyond KBD take advantage of KickButtsDay.org. Youth across the country have shared their ideas and experiences to create these resources. There is something for everyone, whether you are new to the issue and don't know where to start, a pro already leading your local campaign, or anything in between!



## GLOBAL RESOURCES:

### Action on Smoking and Health (United Kingdom)

[www.ash.org](http://www.ash.org)

ASH is a public health charity located in the United Kingdom with the goal of eliminating the harm that tobacco use causes.

### Campaign for Tobacco-Free Kids International Resource Center

<http://www.tobaccofreecenter.org>

The International Resource Center of the Campaign for Tobacco-Free Kids is a clearinghouse of resources for tobacco control advocates worldwide, and is part of the Bloomberg Global Initiative to Reduce Tobacco Use.



### Essential Action

[www.essential.org](http://www.essential.org)

The goal of Essential Action is to encourage citizens to become more involved in their communities by providing them with information on topics often neglected by policy makers and the media.

### Framework Convention Alliance for Tobacco Control

[www.fctc.org](http://www.fctc.org)

The Framework Convention Alliance (FCA) was created to support the ratification and implementation of the Framework Convention on Tobacco Control (FCTC). This website provides information on the treaty as well as links to other tobacco resources.

### GLOBALink

[www.globalink.org](http://www.globalink.org)

GLOBALink is an online resource bringing together tobacco control advocates from around the world and giving them a place to obtain and share information.

### Global Youth Advocacy Training Network (GYAT)

[www.GYATnetwork.org](http://www.GYATnetwork.org)

The Global Youth Advocacy Training Network is a group of tobacco control activists from around the world who are exchanging ideas to fight back against the tobacco industry.

### International Federation of Medical Students' Associations

[www.ifmsa.org](http://www.ifmsa.org)

The International Federation of Medical Students' Associations (IFMSA) is an independent, non-governmental and non-political federation of medical students' associations throughout the world. It exists to provide future physicians an introduction to global health issues.

### International Network of Women Against Tobacco

[www.inwat.org](http://www.inwat.org)

INWAT is a global network of tobacco control activists working to achieve increased equality for women and girls across the world through the elimination of exposure to and use of tobacco.

### International Non-Governmental Coalition Against Tobacco (INGCAT)

[www.ingcat.org](http://www.ingcat.org)

INGCAT's purpose is to provide its members with training and information, among other resources, so that they might take effective action on tobacco in their own communities.

### International Union Against Cancer (UICC)

[www.uicc.org](http://www.uicc.org)

UICC brings together a wide array of organizations and exists to share knowledge and best practices in the fight against cancer.

### World Assembly of Youth

[www.way.org.my](http://www.way.org.my)

WAY serves as a bridge between the youth of the world and the United Nations. It serves as an international coordinating body for youth organizations around the world.

### World Health Organization

[www.who.org](http://www.who.org)

The World Health Organization is the agency of the United Nations dedicated to health. The WHO exists with the objective of attaining the highest possible level of health for all people around the world.

## NATIONAL RESOURCES:

### American Cancer Society

[www.cancer.org](http://www.cancer.org)

1-800-ACS-2345

ACS provides advocacy, research, education, and service to eliminate cancer, including tobacco-related cancers, as a major health problem and organizes the annual Great American Smokeout each November.

### American Heart Association

[www.americanheart.org](http://www.americanheart.org)

1-800-AHA-USA1

AHA provides advocacy, research, education, and other resources to reduce tobacco use and other risk factors for heart disease and stroke.

### American Legacy Foundation

[www.americanlegacy.org](http://www.americanlegacy.org)

202-454-5555

A national, independent, public health foundation located in Washington, DC, Legacy is committed to working with other organizations that are interested in decreasing the use of tobacco by Americans. Among Legacy's top priorities are to reduce tobacco use by young people and to support programs that help people quit smoking.

### American Lung Association

[www.lungusa.org](http://www.lungusa.org)

212-315-8700

ALA provides advocacy, school programming, research, and services to fight emphysema, lung cancer, and other lung diseases, with a special emphasis on asthma, tobacco control, and environmental health.

### Americans for Nonsmokers' Rights Foundation

[www.no-smoke.org](http://www.no-smoke.org)

510-841-3032

The ANR Foundation creates comprehensive education programs for school-age youth on issues of smoking prevention and their right to breathe smoke-free air.

### APPEAL (Asian Pacific Partners for Empowerment, Advocacy and Leadership)

[www.appealforcommunities.org](http://www.appealforcommunities.org)

510-841-3032

APPEAL is working to prevent tobacco use among the Asian American and Pacific Islander communities (AAPI) through five priority areas: network development, capacity building, education, advocacy and leadership development. APPEAL has established itself as the only national AAPI network providing key technical assistance and resources on tobacco control.



### ASPIRE (A Smoking Prevention Interactive Experience)

[www.mdanderson.org/aspire](http://www.mdanderson.org/aspire)

713-745-3817

A web-based multimedia program developed by The University of Texas M. D. Anderson Cancer Center for adolescents. ASPIRE uses animations, videos and interactive activities to communicate the facts about smoking and tobacco use, and offers skills to adopt a tobacco-free lifestyle. With broadband internet access, use ASPIRE at home, in the classroom, the computer lab, the library or any public computer. ASPIRE is evidence-based and is available free of charge.

### Campaign Against Transnational Tobacco

[www.bigtabaccosucks.org](http://www.bigtabaccosucks.org)

The Campaign Against Transnational Tobacco mobilizes students to use the investment power of their universities to challenge the global tobacco industry's violation of human rights, public health and the environment. The site's extensive information on tobacco as an international social justice issue is a resource for all ages.



## **Campaign for Tobacco-Free Kids**

[www.tobaccofreekids.org](http://www.tobaccofreekids.org)

202-296-5469

The Campaign for Tobacco-Free Kids is building a healthier future for our children by changing public attitudes and public policies regarding tobacco use. It strives to prevent kids from smoking, help smokers quit, and protect everyone from second-hand smoke. Its site provides the latest data, state specific fact sheets, special reports, a tobacco ad gallery and more.

[www.KickButtsDay.org](http://www.KickButtsDay.org)

The Kick Butts Day website is your resource to create your own KBD activity, and to stay involved in the fight against Big Tobacco throughout the year. Request a guide, register your event, and browse through activity ideas, media materials and additional resources.

## **Centers for Disease Control and Prevention (CDC)**

[www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)

Access the Surgeon General's reports on tobacco and other tobacco-related education and research materials.

[www.cdc.gov/tobacco/tips4youth.htm](http://www.cdc.gov/tobacco/tips4youth.htm)

A section just for kids (educators and parents too) on the CDC website.

## **Corporate Accountability International**

[www.stopcorporateabuse.org](http://www.stopcorporateabuse.org)

Corporate Accountability International, formerly Infact, is a national grassroots corporate watchdog organization and a resource on boycotting industry products.

## **Do Something**

[www.dosomething.org](http://www.dosomething.org)

Do Something inspires, supports, and celebrates young people changing their world. Do Something coordinates "Secondhand This!" – a campaign to prevent exposure to secondhand smoke – each year in October.

## **Healthy Monday**

<http://www.healthymonday.org>

Healthy Monday is a non-profit public health organization and a movement to commit every Monday to behaviors and actions that will end preventable disease in the U.S.

## **National Education Association/ Health Information Network**

[www.neahin.org](http://www.neahin.org)

202-822-7570

The NEA/HIN provides NEA members with information and training geared toward developing health-enhancing behaviors, reducing health risks, and promoting a safe and healthy environment.

## **National Latino Council on Alcohol and Tobacco Prevention**

[www.nlcatp.org](http://www.nlcatp.org)

202-265-8054 (Hablamos Español: 202-371-9860)

LCAT provides research, policy analysis, community education, training and information dissemination to reduce the harm caused by alcohol and tobacco in the Latino community.

## **National Network of Tobacco Cessation Quitlines**

[www.smokefree.gov](http://www.smokefree.gov)

1-800-QUITNOW (1-800-784-8669)

Smokefree.gov is intended to help you or someone you care about quit smoking. The website was created by the Tobacco Control Research Branch of the National Cancer Institute, with important contributions from other nationally recognized agencies and organizations such as the Centers for Disease Control and Prevention and the American Cancer Society.

## **National Spit Tobacco Education Network (NSTEP)**

[www.nstep.org](http://www.nstep.org)

NSTEP is a program of Oral Health America that is educating people, especially young people, about the dangers of spit tobacco use, and helping users quit.

## **Office on Women's Health**

[www.4woman.gov/QuitSmoking/index.cfm](http://www.4woman.gov/QuitSmoking/index.cfm)

The Office on Women's Health in the Department of Health and Human Services is the federal government's focal point for women's health issues, including tobacco use. The site's "A Breath of Fresh Air" page includes separate sections for teens and parents as well as links to the Surgeon General's Report on Women and Smoking.

## **Tar Wars**

[www.tarwars.org](http://www.tarwars.org)

Tar Wars is an innovative and fun program that teaches fifth graders about the short-term, image-based consequences of tobacco use and how to think critically about tobacco advertising.

## **Tobacco.org (Tobacco News and Information)**

[www.tobacco.org](http://www.tobacco.org)

This informative and comprehensive site addresses virtually every subject relating to tobacco. It includes links to other anti-tobacco sites, tobacco-related news, research information, lesson plans, and more.

## **truth ®**

[www.thetruth.com](http://www.thetruth.com)

truth ® is a nationwide teen tobacco prevention campaign.

## STATE RESOURCES:

(Youth Empowerment Programs appear *italics*)

### Alabama

Coalition for a Tobacco-Free Alabama,  
[www.tobaccofreealabama.org](http://www.tobaccofreealabama.org)  
Alabama Alliance Counteracting Alcohol and Tobacco  
Advertising Targeting Youth (ACATA),  
[www.cosancadd.org/acata.shtml](http://www.cosancadd.org/acata.shtml)

### Alaska

Alaska Department of Health and Social Services,  
[www.hss.state.ak.us](http://www.hss.state.ak.us)

### Arizona

Arizona Smokers' Helpline, [www.ashline.org](http://www.ashline.org)  
Coalition for a Tobacco-Free Arizona,  
[www.tobaccofreeaz.org](http://www.tobaccofreeaz.org)

### Arkansas

Yes Team, [www.yesteam.org](http://www.yesteam.org)  
Stamp Out Smoking, [www.stampoutsmoking.com](http://www.stampoutsmoking.com)  
Coalition for a Tobacco-Free Arkansas,  
[www.arfreshair.com](http://www.arfreshair.com)

### California

California Youth Advocacy Network (CYAN)  
and Fusion, [www.cyanonline.org](http://www.cyanonline.org)  
California Department of Health Services,  
[www.dhs.ca.gov/tobacco](http://www.dhs.ca.gov/tobacco)

### Colorado

Get R/REAL, [www.getrealcolorado.com](http://www.getrealcolorado.com)  
State Tobacco Education and Prevention Partnership,  
[www.steppcolorado.com](http://www.steppcolorado.com)

### Connecticut

Connecticut Department of Public Health,  
<http://www.ct.gov/dph>  
MATCH (Mobilize Against Tobacco for Children's  
Health) Coalition, [www.matchcoalition.com](http://www.matchcoalition.com)

### Delaware

Kick Butts Generation (KBG), [www.ysmoke.org](http://www.ysmoke.org)  
Delaware Division of Public Health,  
[www.state.de.us/dhss/dph/dpc/tobacco.html](http://www.state.de.us/dhss/dph/dpc/tobacco.html)

### Florida

SWAT (*Students Working Against Tobacco*),  
[www.gen-swat.com](http://www.gen-swat.com)  
Florida Department of Health,  
[www.doh.state.fl.us/tobacco](http://www.doh.state.fl.us/tobacco)  
Tobacco Free Florida, [www.tobaccofreeflorida.com](http://www.tobaccofreeflorida.com)

### Hawaii

REAL, [www.therealmesssage.net](http://www.therealmesssage.net)  
Tobacco Prevention and Education Program,  
[www.hawaii.gov/health/healthy-lifestyles/tobacco/](http://www.hawaii.gov/health/healthy-lifestyles/tobacco/)  
Coalition for a Tobacco-Free Hawaii,  
[www.tobaccofreehawaii.org](http://www.tobaccofreehawaii.org)

### Idaho

Coalition for a Healthy Idaho, [www.chidaho.org](http://www.chidaho.org)  
Idaho Department of Health and Welfare,  
[www.healthandwelfare.idaho.gov](http://www.healthandwelfare.idaho.gov)  
Smokefree Idaho Campaign, [www.smokefreeidaho.org](http://www.smokefreeidaho.org)

### Illinois

Illinois Coalition Against Tobacco, [www.ilcat.org](http://www.ilcat.org)

### Indiana

VOICE, [www.voice.tv](http://www.voice.tv)  
Indiana Tobacco Prevention and Cessation,  
[www.in.gov/itpc/](http://www.in.gov/itpc/)

### Iowa

*Just Eliminate Lies*, [www.JELiowa.org](http://www.JELiowa.org)  
Iowa Department of Public Health,  
[www.idph.state.ia.us/tobacco/](http://www.idph.state.ia.us/tobacco/)

### Kansas

TASK (*Teens Against Smoking in Kansas*),  
[www.kstask.org](http://www.kstask.org)  
Kansas Department of Health and Environment,  
[www.kdhe.state.ks.us/tobacco/](http://www.kdhe.state.ks.us/tobacco/)  
Tobacco-Free Kansas Coalition,  
[www.tobaccofreekansas.org](http://www.tobaccofreekansas.org)

### Kentucky

Kentucky ACTION, [www.kentuckyaction.org](http://www.kentuckyaction.org)  
Kentucky Cabinet for Health Services,  
[www.chfs.ky.gov](http://www.chfs.ky.gov)

### Louisiana

Defy, <http://www.defythelies.com/>  
Coalition for a Tobacco-Free Louisiana, [www.ctfla.org](http://www.ctfla.org)  
The Louisiana Campaign for Tobacco-Free Living,  
[www.tobaccofreeliving.org](http://www.tobaccofreeliving.org)

### Maine

Partnership for a Tobacco-Free Maine,  
[www.tobaccofreemaine.org](http://www.tobaccofreemaine.org)

### Maryland

Maryland T.R.A.S.H., [www.marylandtrash.com](http://www.marylandtrash.com)  
College Coalition, [www.marylandstops.com](http://www.marylandstops.com)  
Smoking Stops Here, [www.smokingstopshere.com](http://www.smokingstopshere.com)

### Massachusetts

The 84, [www.the84.org](http://www.the84.org)  
Make Smoking History, [www.makesmokinghistory.org](http://www.makesmokinghistory.org)  
Get Outraged, [www.getoutraged.com](http://www.getoutraged.com)  
Massachusetts Tobacco Control Program,  
[www.state.ma.us/dph/mtcp/](http://www.state.ma.us/dph/mtcp/)

## Michigan

Michigan Department of Community Health,  
[www.michigan.gov/mdch](http://www.michigan.gov/mdch)  
Smoke-Free Environmental Law Project,  
[www.tcsg.org/sfelp/home.htm](http://www.tcsg.org/sfelp/home.htm)  
Tobacco-Free Michigan,  
[www.tobaccofreemichigan.org](http://www.tobaccofreemichigan.org)

## Minnesota

Catalyst, [www.bethecatalyst.org](http://www.bethecatalyst.org)  
Minnesota Department of Health,  
[www.health.state.mn.us/divs/hpcd/tpc](http://www.health.state.mn.us/divs/hpcd/tpc)  
Minnesota Smoke-free Coalition,  
[www.smokefreecoalition.org](http://www.smokefreecoalition.org)

## Mississippi

Generation Free, [www.generationfree.com](http://www.generationfree.com)  
Mississippi State Department of Health,  
[www.msdh.state.ms.us](http://www.msdh.state.ms.us)  
The Partnership for a Healthy Mississippi,  
[www.healthy-miss.org](http://www.healthy-miss.org)

## Missouri

Breathe Easy Missouri, [www.breathe easymo.org](http://www.breathe easymo.org)  
Missouri Department of Health and Senior Services,  
[www.dhss.mo.gov/SmokingAndTobacco/](http://www.dhss.mo.gov/SmokingAndTobacco/)

## Montana

Montana reACT (Against Corporate Tobacco),  
[www.reactmt.com](http://www.reactmt.com)  
Montana Tobacco Use Prevention Program,  
[www.tobaccofree.mt.gov](http://www.tobaccofree.mt.gov)  
Native American Tobacco Coalition of Montana,  
[www.keeptobaccosacred.org](http://www.keeptobaccosacred.org)

## Nebraska

No Limits, [www.nolimitsnebraska.com](http://www.nolimitsnebraska.com)  
Nebraska Health and Human Service System,  
[www.hhs.state.ne.us](http://www.hhs.state.ne.us)

## Nevada

XPOZ, [www.xpozcoalition.org](http://www.xpozcoalition.org)  
Urban Fuel, [www.urbanfuel.org](http://www.urbanfuel.org)  
Nevada State Health Division, <http://health.nv.gov/>

## New Hampshire

Dover Youth to Youth, [www.doveryouth.org](http://www.doveryouth.org)

## New Jersey

NJREBEL, [www.njrebel.com](http://www.njrebel.com)  
New Jersey Department of Health and Senior Services,  
[www.state.nj.us/health](http://www.state.nj.us/health)

## New Mexico

MASCOT (Multicultural Advocates for Social Change on Tobacco) Coalition, [www.mascotcoalition.org](http://www.mascotcoalition.org)  
New Mexico Department of Health,  
[www.health.state.nm.us/TheStink](http://www.health.state.nm.us/TheStink)

## New York

Reality Check, [www.realitycheckny.org](http://www.realitycheckny.org)  
New York State Department of Health,  
[www.health.state.ny.us/nysdoh/smoking/main.htm](http://www.health.state.ny.us/nysdoh/smoking/main.htm)

## North Carolina

Step Up NC, [www.stepupnc.com](http://www.stepupnc.com)  
Tobacco. Reality. Unfiltered. (TRU),  
[www.realityunfiltered.com](http://www.realityunfiltered.com)  
Question Why, [www.questionwhy.org](http://www.questionwhy.org)  
North Carolina Department of Health and Human Services,  
<http://www.tobaccopreventionandcontrol.ncdhhs.gov>

## North Dakota

North Dakota Tobacco Prevention and Control Program, [www.ndhealth.gov/tobacco](http://www.ndhealth.gov/tobacco)  
Breathe North Dakota, [www.breathend.com](http://www.breathend.com)  
Tobacco-Free North Dakota, [www.tfnd.org](http://www.tfnd.org)

## Ohio

Ohio Department of Health, [www.odh.ohio.gov](http://www.odh.ohio.gov)

## Oklahoma

OK SWAT (Students Working Against Tobacco),  
[www.okswat.com](http://www.okswat.com)  
Tobacco Stops with Me, [www.stopswithme.com](http://www.stopswithme.com)  
Oklahoma State Department of Health,  
[www.health.state.ok.us/PROGRAM/tobac](http://www.health.state.ok.us/PROGRAM/tobac)

## Oregon

Tobacco-Free Coalition of Oregon,  
[www.tobaccofreeoregon.org](http://www.tobaccofreeoregon.org)  
Oregon Department of Human Services,  
[www.ohd.hr.state.or.us/tobacco](http://www.ohd.hr.state.or.us/tobacco)

## Pennsylvania

Busted, [www.pabusted.com](http://www.pabusted.com)  
Coalition for a Tobacco-Free Pennsylvania,  
[www.tobaccofreepa.org](http://www.tobaccofreepa.org)

## Rhode Island

Rhode Island Department of Health,  
[www.health.ri.gov/topics/smoking.php](http://www.health.ri.gov/topics/smoking.php)

## South Carolina

Rage Against the Haze,  
[www.rageagainstthehaze.com](http://www.rageagainstthehaze.com)  
South Carolina Department of Health and Environmental Control,  
[www.scdhec.net/health/chcdp/tobacco/index.htm](http://www.scdhec.net/health/chcdp/tobacco/index.htm)

## South Dakota

South Dakota Department of Public Health,  
[www.state.sd.us/doh/Tobacco](http://www.state.sd.us/doh/Tobacco)  
South Dakota Tobacco-Free Kids Network,  
[www.sdtobaccofree.org](http://www.sdtobaccofree.org)

## Tennessee

Tennessee Department of Health,  
[www.state.tn.us/health/](http://www.state.tn.us/health/)

## Texas

*Duck*, [www.ducktexas.org](http://www.ducktexas.org)  
*Worth It*, [www.worthit.org](http://www.worthit.org)  
Texas Department of Health,  
[www.dshs.state.tx.us/tobacco/default.shtm](http://www.dshs.state.tx.us/tobacco/default.shtm)

## Utah

*Utah Phoenix Alliance*, [www.utahphoenixalliance.org](http://www.utahphoenixalliance.org)  
Utah Tobacco Prevention and Control Program,  
[www.tobaccofreeutah.org](http://www.tobaccofreeutah.org)

## Vermont

*Our Voices Exposed*, [www.ovx.org](http://www.ovx.org)  
Coalition for a Tobacco-Free Vermont,  
[www.tobaccofreevermont.org](http://www.tobaccofreevermont.org)  
Vermont Department of Health,  
[www.healthvermont.gov/prevent/tobacco/](http://www.healthvermont.gov/prevent/tobacco/)

## Virginia

*Ydouthink*, [www.ydouthink.com](http://www.ydouthink.com)  
Virginia Tobacco Settlement Foundation,  
[www.vtsf.org](http://www.vtsf.org)

## Washington

*No Stank You*, [www.nostanky.com](http://www.nostanky.com)  
Washington Tobacco Prevention and Control Program,  
[www.doh.wa.gov/Tobacco](http://www.doh.wa.gov/Tobacco)

## West Virginia

*RAZE*, [www.razewv.com](http://www.razewv.com)  
Department of Health and Human Resources,  
[www.wvdhhr.org/bph/oehp/tobacco](http://www.wvdhhr.org/bph/oehp/tobacco)  
Division of Tobacco Prevention, [www.wvdtp.org](http://www.wvdtp.org)

## Wisconsin

*FACT*, [www.fightwithfact.com](http://www.fightwithfact.com)  
Smoke-free Wisconsin, [www.smokefreewi.org](http://www.smokefreewi.org)  
Wisconsin Department of Health and Family Services,  
<http://dhfs.wisconsin.gov/tobacco>

Visit [www.tobaccofreekids.org/research/webresources/](http://www.tobaccofreekids.org/research/webresources/)  
for links to additional online resources.

## USEFUL VIDEOS:

### The Truth Campaign

Take a look at these powerful anti-tobacco television advertisements from the Truth Campaign.

1200,  
[www.youtube.com/watch?v=gJTCWtcAews](http://www.youtube.com/watch?v=gJTCWtcAews)  
Body Bags,  
[www.youtube.com/watch?v=c4xmFcrJexk](http://www.youtube.com/watch?v=c4xmFcrJexk)  
Gummy Bears,  
[www.adgabby.com/video/smoking-is-addictive-you-know](http://www.adgabby.com/video/smoking-is-addictive-you-know)  
Baby Invasion,  
[www.youtube.com/watch?v=Do5eTAg9qMo](http://www.youtube.com/watch?v=Do5eTAg9qMo)  
The 5th,  
[www.thetruth.com/videos/the5th.cfm](http://www.thetruth.com/videos/the5th.cfm)  
Replacement Smokers,  
[www.youtube.com/watch?v=UPaS2pbUWY4](http://www.youtube.com/watch?v=UPaS2pbUWY4)

### State Campaigns

Check out these state campaign spots from across the country.

FACT Wisconsin: They Killed 8000,  
[www.youtube.com/watch?v=XfwHjzduQ\\_M](http://www.youtube.com/watch?v=XfwHjzduQ_M)  
Tobacco Free Florida: Dressed to Kill,  
[www.youtube.com/watch?v=ywFMINbmBqc](http://www.youtube.com/watch?v=ywFMINbmBqc)  
Tobacco Free Florida: Light it Up,  
[www.youtube.com/watch?v=ZpL\\_X5EhvYg](http://www.youtube.com/watch?v=ZpL_X5EhvYg)  
South Dakota: Masks,  
[www.youtube.com/watch?v=sTa84M7FvKk](http://www.youtube.com/watch?v=sTa84M7FvKk)  
South Dakota: Sightings,  
[www.youtube.com/watch?v=MOaNsylDWE](http://www.youtube.com/watch?v=MOaNsylDWE)

### Legislative Victories

Here is some of the media coverage garnered after the FDA bill was passed.

CBS: FDA to Collar Joe Camel?,  
[www.youtube.com/watch?v=layWZLdSXSsw](http://www.youtube.com/watch?v=layWZLdSXSsw)  
CBS: Tobacco Reform Bill Passes,  
[www.youtube.com/watch?v=EIz0GIVxl3M](http://www.youtube.com/watch?v=EIz0GIVxl3M)  
President Obama Signs FDA Bill,  
[www.youtube.com/watch?v=DjYSWmnZ0Sg](http://www.youtube.com/watch?v=DjYSWmnZ0Sg)

### Kick Butts on Film PSAs

Check out these video PSAs from our 2nd Annual Kicking Butts on Film contest.

Fight Back,  
[www.youtube.com/watch?v=qERk1m75fKw](http://www.youtube.com/watch?v=qERk1m75fKw)  
Get the Facts,  
[www.youtube.com/watch?v=k7xjX35DOXk750](http://www.youtube.com/watch?v=k7xjX35DOXk750),  
[www.youtube.com/watch?v=0TMBgVh94KQ](http://www.youtube.com/watch?v=0TMBgVh94KQ)  
Would You Inhale...?,  
[www.youtube.com/watch?v=3NKOYDRMmwY](http://www.youtube.com/watch?v=3NKOYDRMmwY)