



GOALS

- Identify how days of action like **Kick Butts Day** can be used as a tool to **advance policy change** and **engage young people**.
- **Explore case studies** of youth-led activities that were the impetus for policy change.
- Learn the **resources** available from the Campaign for Tobacco-Free Kids to plan creative, engaging, media-friendly activities

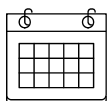


Pop-Up Poll



Youth Advocacy Training Program

Comprehensive training program that allows us to educate, empower & engage youth in the fight against tobacco through online & in-person trainings.



Kick Butts Day

Large scale day of youth activism; rallying point.



Youth Engagement Alliance

Adult Coordinator network dedicated to providing support, networking & technical assistance.



National Youth Ambassadors

Youth action network composed of dedicated youth leaders from across the country serving as state leads. Youth Ambassadors kick off their year at the **Youth Advocacy Symposium** & receive ongoing training throughout the year.



DAYS OF ACTION

- **Kick Butts Day**
- Great American Smokeout
- World No Tobacco Day
- National Drugs and Alcohol Facts Week
- Red Ribbon Week
- Global Youth Service Day

DAYS OF ACTION

- Day of Silence - **GLSEN**
- National Wear Red Day – **American Heart Association**
- Day Without a Woman – **Woman's March**
- Day of Caring – **United Way**



Days of Action can be used to...

- Build partnerships and recruit members and supporters
- Hook the media
- Fundraise
- Engage youth leaders
- Push policy change forward
- What else?

Creative, fun, visual events
are powerful.

They can **activate action** and
create positive, lasting change.

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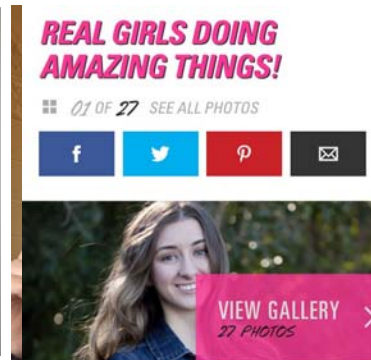
Airing Out Big
Tobacco's
Dirty Laundry

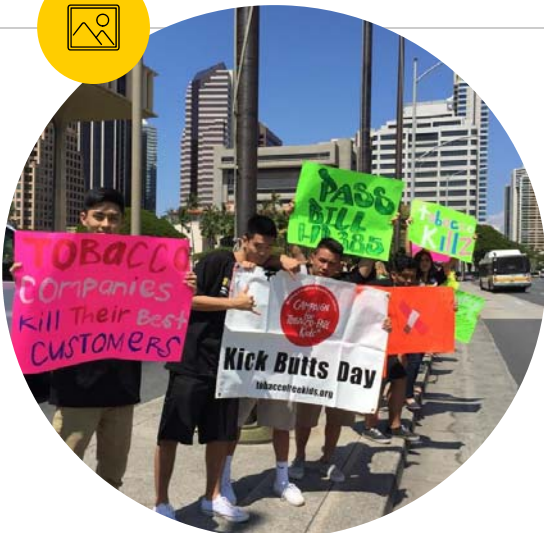
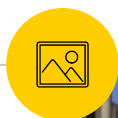


Tombstones



- ◉ **1,000+ events** registered in every state and 20 countries
- ◉ **1.65 million** people directly reached
- ◉ **7 million** users reached on social media
- ◉ **12.4 million** viewers of TV, radio and online coverage





What We Do

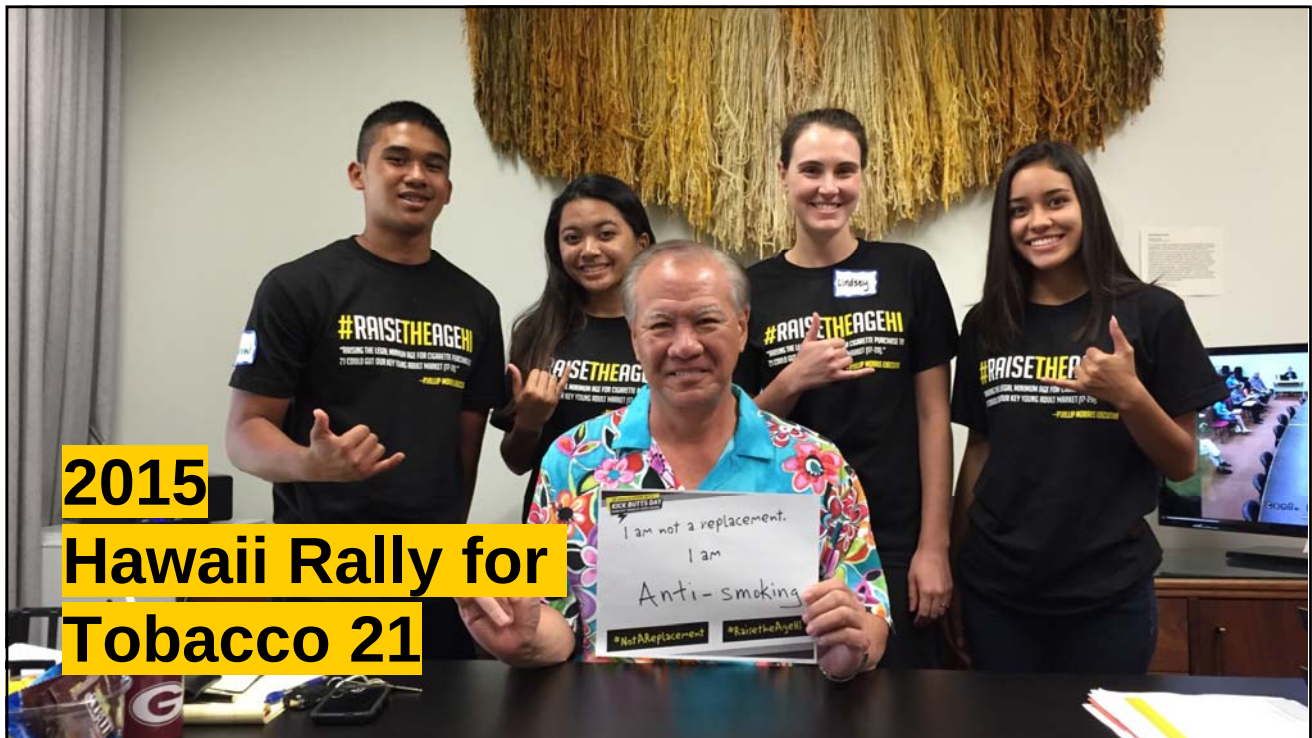
- **Boost** total events through outreach and strategic partnerships
- Provide **technical assistance** to help improve quality and reach of events
- Develop strong **communications plan** to highlight the toll of tobacco and garner media attention.



WHAT WE OFFER

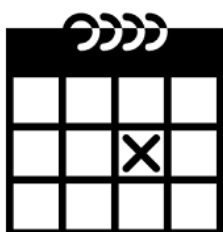
- ◉ Downloadable resources
- ◉ Webinars
- ◉ Media support
- ◉ Giveaways
- ◉ Gear
- ◉ Activities Database
- ◉ Calls to Action







Visit our Kick Butts Day **Activities Database** at *kickbuttsday.org* to download instructions for these activities and many more!



Check out **Taking Down Tobacco** at *takingdowntobacco.org* for a free skills-based training for youth on how to plan **Activities that Kick Butts**

