

WDNIQJ#GRZ Q#WREDFFR

TRAINING AND ENGAGING YOUTH ONLINE



Generously supported by



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QHGG2SURECHP

- Gap in youth advocacy education across the country
- Adult coordinators face challenges providing continual, updated and relevant training to youth advocates
- Youth advocates are stretched thin due to competing priorities

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- The majority of teens go online several times a day
- Training that is adaptable, age-appropriate, affective, active and experiential increases youth learning retention rates
- CTFK and existing and new partners can reach tens of thousands of youth

Our comprehensive **training program** allows us to **educate, empower and engage** youth (ages 12-18) in the fight against tobacco through both online and in-person trainings.

It provides **introductory training** for youth **new to the fight** against tobacco and **advanced training** to help young leaders take their advocacy to the **next level**.

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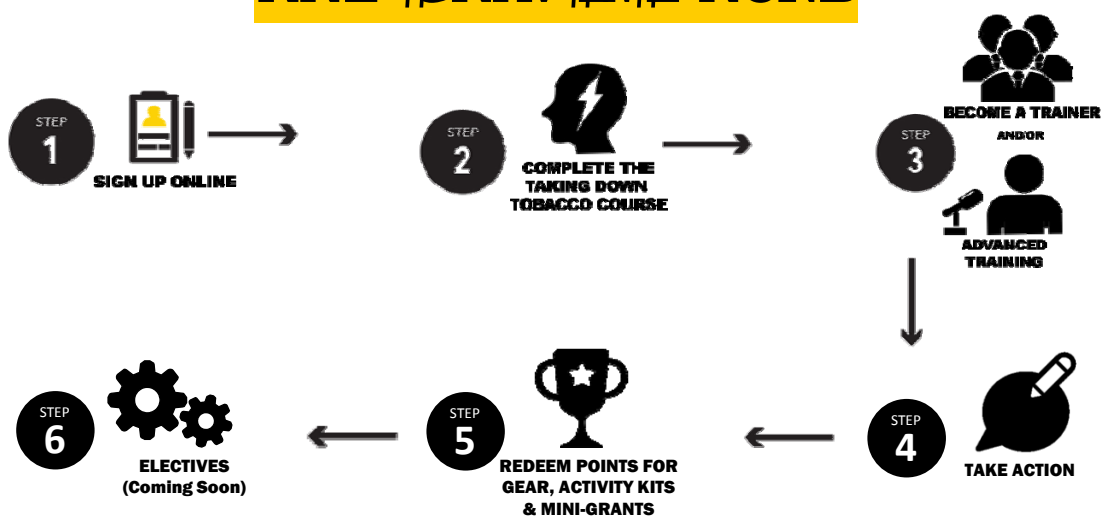
- **FREE**
- Available to youth and adult allies
- Self-paced, available 24/7
- Narrated, interactive
- Fact-checked and reliable
- Available online **OR** in-person



SKILLS-BASED & INTERACTIVE

- Communication
- Interpersonal
- Decision-making
- Leadership
- Personal responsibility
- Teamwork
- Creativity
- Critical thinking

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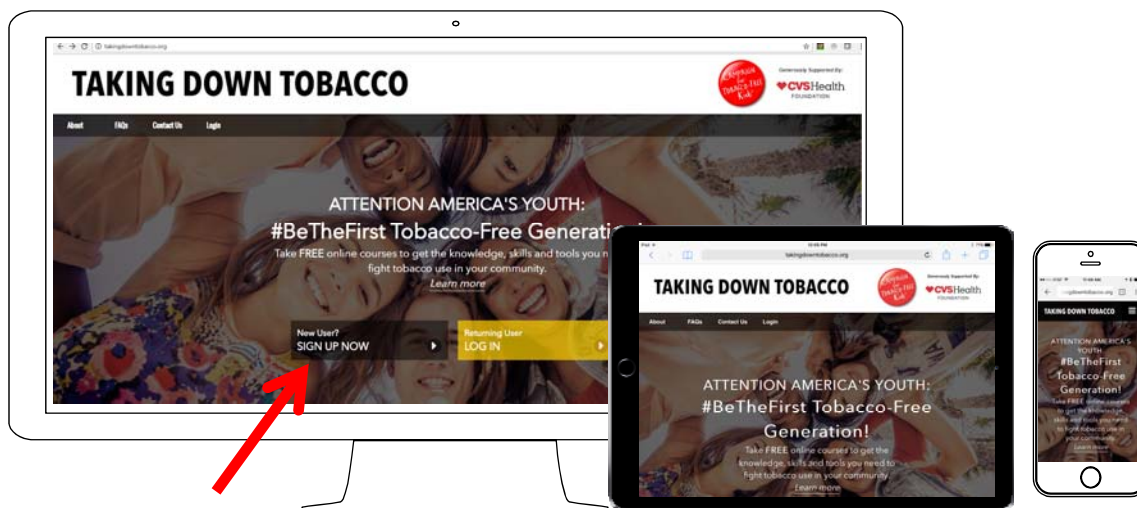


STEP
1



SIGN UP ONLINE

WWW.TAKINGDOWNTOBACCO.ORG



Litmos – Training Platform

- Intuitive and mobile friendly
- Tracks knowledge retention, activity and reach
- Provides detailed reporting and assessment features



INTRO/TOBACCO 101 COURSE

- **1 hour (self-paced)**
- **Content includes:** dangers of tobacco use, emerging products, industry predatory marketing, and power of youth voices to fight tobacco.





TRAIN THE TRAINER COURSE

- 90 minutes (self-paced)
- **Content includes:** preparing, localizing, and delivering the training
- **Facilitator's Guide** provided with downloadable materials and resources

STEP
3



NIGHT BEFORE & DAY OF TIPS



SLEEP



DRESS



EAT



REMEMBER

CORE 4 COURSES



Messaging Matters



Mastering the Media



Informing Decision-Makers



Activities that Kick Butts

- **45 minutes - 1 hour (self-paced)**
- **Discussion Guides** available for download to extend course content into local action

DIRECT ACTION COURSES



Train the Trainer: Deliver Taking Down Tobacco trainings



Messaging Matters: Share your story



Mastering the Media: Write and submit Letters to the Editor



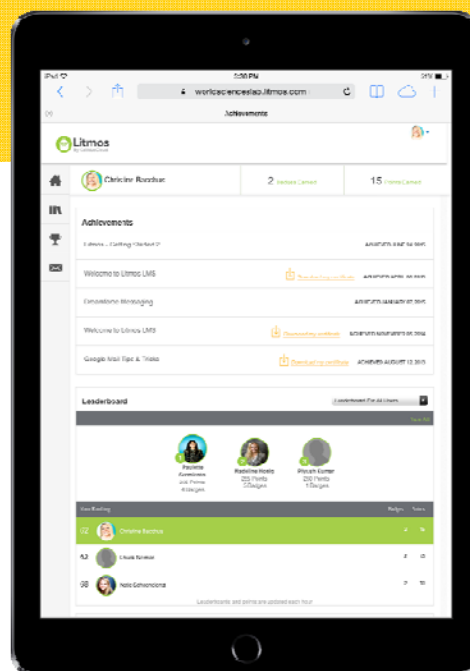
Informing Decision-Makers: Call decision-makers



Activities that Kick Butts: Host activities

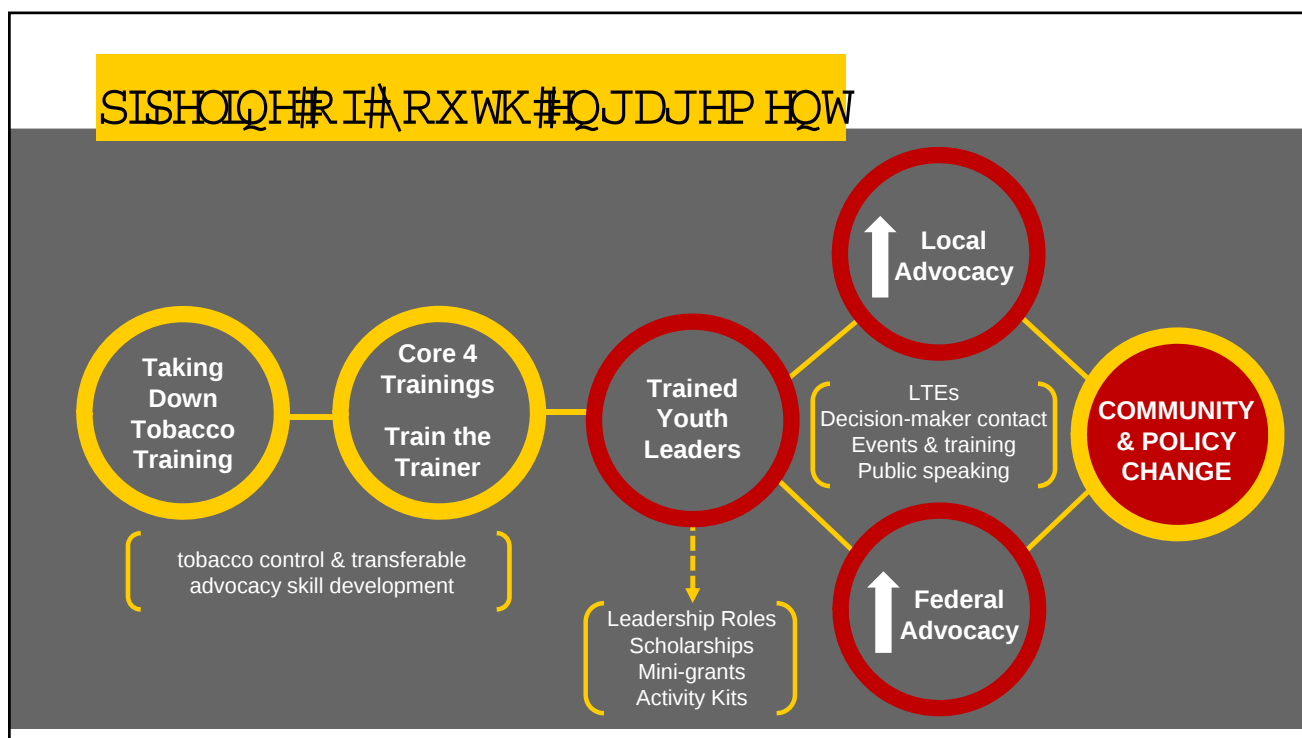


- Completed courses and actions earn **points**
- Leaderboard** encourages friendly competition
- Points result in **gear, activity kits & mini-grants**



Partnerships & Collaborations





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- Direct youth to **takingdowntobacco.org** to train-up.
- Adult allies & youth leaders become certified trainers and deliver Taking Down Tobacco to other youth in-person.
- Use Core 4 as a framework to build skills for local tobacco prevention work.

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- Utilize as your state's or organization's official training program for grantees.
- Initiate friendly competitions between youth groups.
- Pre-requisite for statewide trainings, summits, I&E days, meetings/visits with state representatives, etc.



Thanks!

WWW.TAKINGDOWNTOBACCO.ORG

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