**Tobacco Prevention Campaign: Guide to the**

**Campaign For Tobacco-Free Kids Webpage Resources**

The Campaign Tobacco-Free Kids [website](https://www.tobaccofreekids.org/) is full of exceptional resources to help support your PTA/PTSA in implementing Tobacco Prevention Campaign events, activities and [Take Down Tobacco National Day of Action](https://www.takedowntobacco.org/about). This guide will highlight some of the resources for planning events/activities, including Take Down Tobacco National Day of Action and getting students involved in your Tobacco Prevention Campaign.

[Take Down Tobacco Day of Action](https://www.takedowntobacco.org/)

Take Down Tobacco, a fresh take on Kick Butts Day, is the [National Day of Action](https://www.takedowntobacco.org/about) for the Campaign for Tobacco-Free Kids. The next Take Down Tobacco Day will be held March 31, 2023. On this day, youth advocates from across the country will come together to stand up and speak out against the tobacco industry that continues to lie, cheat, and fool people into a lifetime of addiction, disease and death. The Campaign for Tobacco-Free Kids encourages PTAs/PTSAs to expose the tobacco industry, document tobaccos impact on lives, advocate for tobacco prevention policies and pledge to take down tobacco.

**Listed below are ways your PTA/PTSA can engage in each action against the tobacco industry:**

**Expose**

* Post facts to your social media and show the world you won’t be fooled, use #TakeDownTobacco.
* [Roast the Joker](https://www.takedowntobacco.org/assets/images/uploads/activities/TipsWritingJokes.pdf) or [watch our roast of big tobacco](https://youtu.be/gynMBiiQhOs)
* Host a zombie walk or an engaging [Jeopardy-style event](https://www.takedowntobacco.org/assets/images/uploads/activities/Big_Tobaccos_Tricks_Trivia.pdf) to raise awareness
* Meme the joker and [share the facts](https://www.takedowntobacco.org/assets/images/uploads/activities/TopTobaccoFacts.pdf)

**Document**

* Showcase [big tobaccos tricks](https://www.takedowntobacco.org/assets/images/uploads/activities/BigTobaccoTricks.pdf) and [share your story](https://www.takedowntobacco.org/share-your-story)
* Schedule a clean up to get rid of cigarette butts, e-cigarette waste and other tobacco-related products in your area. Share your results on social media, use #TakeDownTobacco.

**Advocate**

* Organize a community rally
* Send [letters/messages](https://www.takedowntobacco.org/assets/images/uploads/activities/Big_Tobaccos_Tricks_Decision_Makers.pdf) to legislators to share your stance on tobacco use
* Use the [advocacy action map](https://www.takedowntobacco.org/us-map-campaigns) to identify local legislation and policy makers

**Pledge**

* Help the Campaign for Tobacco-Free Kids by signing the [pledge](https://www.takedowntobacco.org/2022-activities) to take down tobacco.

Participate in this important event and utilize the [digital toolkit](https://www.takedowntobacco.org/tdt-toolkit-2022) to promote it within your school community. The toolkit contains downloadable [posters](https://www.takedowntobacco.org/assets/images/uploads/assets/images/Poster2.pdf) and [banners](https://www.takedowntobacco.org/assets/images/uploads/assets/images/Banner.pdf), social media tips and more ways to enhance your in-person event leading up to the Day of Action. With these resources, your PTA can create its own unique Take Down Tobacco event and activities.

**Additional Engagement Opportunities**

[Local Event Map](https://www.takedowntobacco.org/map)

Use this tool to find other organizations near you that are hosting Take Down Tobacco events and get connected!

[Take Down Tobacco Online Training Program](https://www.takingdowntobacco.org/)

Youth can utilize this online and in-person training program to learn more about the tobacco industry and how they can join in the fight by taking their advocacy to the next level.

[Youth Engagement Alliance](https://youthengagementalliance.org/)

The Youth Engagement Alliance for Tobacco Control is a network of adult coordinators who work with youth in tobacco control across the country. Join them in advancing strategies for youth engagement and advocacy in tobacco control.

[National Youth Ambassadors](https://www.tobaccofreekids.org/what-we-do/youth-programs/gala)

Encourage students to become National Youth Ambassadors, high school-aged youth advocates who have demonstrated leadership and dedication in the fight against tobacco. They could even win the [Youth Advocate of the Year Award](https://www.takedowntobacco.org/yaya) and receive scholarships through the Campaign for Tobacco-Free Kids.

[Gear up to Take Down Tobacco](https://store.tobaccofreekids.org/)

Your PTA/PTSA can purchase Tobacco-Free Kids apparel and gift items from the online store. All of the net proceeds will go directly to funding Campaign for Tobacco-Free Kids youth initiatives!