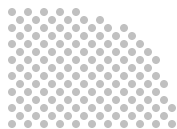


**GUIDE**



**MAKE  
YOUR  
MARK**

**MOBILIZING  
YOUTH  
AGAINST  
TOBACCO  
IN AAPI  
COMMUNITIES**



**“We were targeting kids, and I said at the time it was unethical and maybe illegal, but I was told it was just company policy.”\***



*Terrence Sullivan, a sales rep in Florida for RJ Reynolds*



## **CONTENTS**

*The Facts* 2

*What's Tobacco Really About?* 3



**Getting People Involved** 10



**7 Steps to Make Your Mark** 16



**What if There's a Setback?** 23



**Getting Resources** 27



**The Tool Box** 37

Developing Project Ideas 37

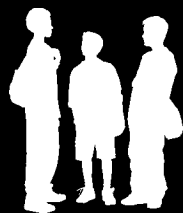
What Have Other Youth  
Around The Country Done? 42

Worksheet: Developing  
an Action Plan 44

Selected Web Resources 45

APPEAL Contact Information 48

\* Quoted in Philip J. Hilts' *Smokescreen — The Truth Behind the Tobacco Industry Cover-Up*, 1996, Addison Wesley, pp. 96-98.



# THE FACTS



The tobacco industry targets youth, women, communities of color, the gay community and the poor with slick advertising and promotional campaigns.

They pay researchers to study our cultures to find out what we do, what we care about and what we like.

They try to buy their way into our communities by giving to charities and sponsoring community festivals...they've even used the Virgin Mary to sell their product!

They use power and money to influence policies that affect the health of people in the U.S. and around the globe.

Tobacco production pollutes the environment, contributes to deforestation and exploits workers.

READ ON TO FIND OUT MORE...



## WHAT'S TOBACCO REALLY ABOUT?

### IT'S ABOUT TARGETING YOUTH AND OUR COMMUNITIES...

*Because 440,000 Americans die from tobacco-related diseases each year, the tobacco industry must recruit replacement smokers. They shell out big bucks for research on how to sell their deadly products to youth and communities of color most effectively.*

- \* Tobacco companies spent \$12.47 billion on advertising and promotion (like magazine ads, in-store ads, bar/party promotions, sponsorship of events, direct mailings) in the United States in 2002.
- \* This means that the tobacco industry will spend in one day (\$34 million) what California will spend on its public schools in one year!

Internal tobacco industry documents show that they target Asian Americans and Pacific Islanders (AAPIs)<sup>2</sup>. When the AAPI population started booming in the 80s, the tobacco industry stood up and paid attention.

- \* Philip Morris, maker of Marlboro cigarettes, said “Asian smokers appear to be a key market to focus on” because of high smoking rates in their home countries.
- \* Another company referred to AAPIs as “a potential goldmine.”

This is personal! The tobacco industry is targeting you, your friends and your family. In their own words: “*‘First Generation’ Asians are important because they represent new smokers. However, they are...difficult to reach due to language and cultural factors. – Later generations are...easier to reach.*”

But, tobacco industry documents aren't the only evidence that we're a target:

A 1993 study in San Diego, California found that the highest average number of tobacco displays was in Asian American

<sup>1</sup> Public Policy Institute of California. *California's State Budget*. Factsheet, January 2005.

<sup>2</sup> ME Muggli, RW Pollay, R Lew, and AM Joseph. *Targeting of Asian Americans and Pacific Islanders by the Tobacco Industry: Results from the Minnesota Tobacco Document Depository*. Tobacco Control, Sep 2002; 11: 201-209.

**“Today’s teenager is tomorrow’s potential regular customer.”**



*Philip Morris internal memo*

## THE FightKOOL CAMPAIGN

Tobacco company Brown & Williamson developed KOOL MIXX promotions which capitalized on the popularity of hip-hop music and culture among youth to sell their KOOL brand menthol cigarettes.\* 2004 promotions included:

- \* DJ mixing competitions with cash prizes in major U.S. cities
- \* Distribution of "special edition" cigarette packs with hip-hop design graphics and free portable radios, and over 1 million CD-ROMS featuring hip-hop music and interactive games
- \* Creation of a "House of Menthol" website that had a flawed "age verification" system (allowing youth under 18 to enter the site)

The National African American Tobacco Prevention Network fought back with the "FightKOOL" campaign, raising public awareness about KOOL's youth targeting and demonstrating at KOOL MIXX event sites. Victory came when The New York and Illinois Attorney Generals sued RJ Reynolds (who bought B&W in July 2004) in October 2004, resulting in the shutdown of the "House of Menthol" website, recall of the special edition cigarette packs, and significant restrictions on the types of marketing they can do in the future. Visit [www.naatpn.org](http://www.naatpn.org) for more info!

.....  
\* The cooling sensation from the menthol in these cigarettes causes the user to inhale more smoke than they would with regular cigarettes. African American and Asian American youth have the highest rates of menthol cigarette use.

stores in comparison to Hispanic and African American stores.

### HOW ELSE ARE THEY TARGETING US?

The tobacco industry uses gimmicks to gain youth customers by:

- \* Selling candy-flavored cigarettes (e.g. Camel's Dark Mint, Twista Lime and Kauai Kolada).
- \* Sponsoring concert tours and sporting events.
- \* Giving out free items like hats and sport bags with tobacco logos.

Big Tobacco must be doing something right because over 80 percent of



adult smokers started smoking before age 18.

### They try to buy credibility by:

- \* Producing youth anti-smoking ad campaigns with deliberately ineffective messages like "Think, Don't Smoke," (Altria) and "Tobacco is Whacko — If You're a Teen" (Lorillard).
- \* Funding community organizations to promote their brand and buy the silence of anyone who would potentially speak out against them.
- \* Philip Morris actually spent more money on ads to publicize their charitable work than they did on the charities themselves!

### They pay merchants to advertise their products:

- \* Tobacco companies give free promotional materials to store owners (e.g. display stands, open/closed signs, posters).
- \* Store owners are sometimes paid allowances to promote tobacco through strategic placement of products (next to the candy) and advertisements (below the counter at a child's eye level).

### They force their products on other countries:

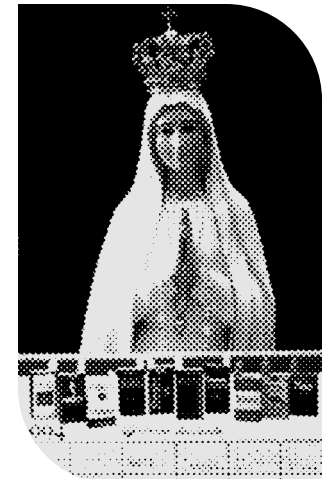
The tobacco industry played a crucial role in the U.S. trade sanctions threatening South Korea, Japan, Taiwan and Thailand, forcing these countries to open their markets to imported cigarettes (from the U.S.) and allow cigarette advertising.

### They have even used religion to sell their product!

Fortune Tobacco\* has distributed promotional calendars featuring the Virgin Mary to appeal to Catholics in the Philippines.

Where do you see evidence of people in your community being targeted?

.....  
\* Fortune tobacco is a licensee of RJ Reynolds (maker of Camel cigarettes)



#### The Virgin is a Smoker?

Fortune Tobacco's promotional calendar features the Virgin Mary in a pose of prayer over a collection of their cigarette packs.



Some places to look:

- \* Storefronts
- \* Clothing
- \* Event sponsorship
- \* Magazine advertisements
- \* Product placement in movies

### **TOBACCO IS ABOUT SOCIAL JUSTICE**

Social justice is full and equal participation of all groups in society. It is a society where access to resources is equal and the rights of its people are treated with respect, fairness and honesty.

But how does tobacco relate to social justice? Let's break it down:

#### **Corporate abuse of power and money**

- \* Tobacco industry executives donate to political parties to influence policies that affect the health of citizens around the globe.
- \* Tobacco is the only legal product that when used as intended causes illness and death.
- \* The tobacco industry spends millions of dollars targeting women, youth, ethnic minorities, the poor and gay communities (e.g. Virginia Slims' 'Find Your Voice' ad campaign that used ethnic models and multi-lingual slogans, Camel's candy flavored cigarettes, Project SCUM (see inset)).

#### **Exploitation of people and the environment**

- \* Tobacco production in other countries exploits workers — child labor, long hours and low pay are widespread.
  - \* Tobacco workers (in the U.S. and abroad) are at risk for chronic illness, birth defects, even death because of exposure to toxic pesticides. Nicotine itself is poisonous (and used as a pesticide) and workers absorb it through their skin when handling the leaves.
  - \* Tobacco farming takes land away from food crops in developing countries.

## **FACT:**

In the mid 90's, RJ Reynolds developed "Project SCUM: Sub Culture Urban Marketing," a plan to increase their market share in San Francisco by targeting gay and homeless communities.

## **FACT:**

Almost a half a million acres of forest are lost to tobacco farming each year.

## **TOBACCO'S TOLL ON AAPI COMMUNITIES**

- \* The 2000 National Youth Tobacco Survey found that smoking rates among Asian American youth jumped from 4.4% in 7th grade to 33.1% in 12th grade (the largest increase of any ethnic group). That means that one out of three of your AAPI friends will be smokers by the time you're a senior in high school.
- \* The 2002 National Youth Tobacco Survey showed that 25.4% of Hawaiian/Pacific Islander girls smoke during middle school—the highest percentage of any ethnic group.
- \* Data from various local studies show that men in Laotian, Cambodian, native Hawaiian and Chuukese communities (an ethnic group in the Pacific Islands) have reported tobacco use rates of 48%-72%, 39%-71%, 42% and 53% respectively. This is higher than the U.S. national average of 24% for males in 2000.

Although smoking has decreased among the general population in the U.S., research shows that is not the case for AAPIs. Many studies say that smoking rates are low for AAPIs (13% according to some researchers). However, these studies show the average for all AAPI groups together so you don't see the dramatically high rates of certain groups. This makes it appear that tobacco is not a problem for AAPIs, resulting in less efforts by anti-tobacco programs to reach our communities.

- \* Tobacco farming pollutes the environment by using toxic pesticides and fertilizers.
- \* Massive quantities of wood are burned to produce tobacco, contributing to deforestation.

#### **Inequality in access to resources**

Tobacco is a social justice issue for AAPI communities because few prevention, education and treatment programs truly reach AAPIs.

*But the tobacco industry knows how to reach AAPIs. They:*

- \* Develop advertising campaigns in multiple languages and use AAPI models.

- \* Build relationships and trust through sponsoring merchant organizations, community organizations and special events.
- \* Train their workforce on how to understand the cultural background of people in our communities.

And their tactics have worked. AAPIOs are smoking at alarming rates. But, we don't see the same efforts being made in anti-tobacco programs.

*Outside of Hawai'i, California and the Pacific Islands there are very few:*

- \* AAPIO faces in media campaigns
- \* Health education programs that take culture and language into consideration
- \* Anti-tobacco programs that make an effort to build relationships with AAPIO communities to better serve and understand our needs

Furthermore, those who are poor are more likely to smoke and less likely to have access to prevention and treatment resources. The truth is that in many states, the resources are not being made available to our communities because we're not a priority.



### TOBACCO IS ABOUT HEALTH

*"Very few customers are aware of the effects of nicotine, i.e. its addictive nature and that nicotine is a poison."*

*— 1979 Brown & Williamson document*

We've all had to sit through Health Ed. in school and hear about how bad tobacco is for your health. But how many youth really take these warnings seriously? It's common to hear people say "I can quit anytime I want to...It's not gonna happen to me...I'll worry about it later." It all seems so far in the future, and cigarettes can't be that addictive, right?

Here's the scoop:

#### No escape

This woman's cornered! Shoppers at convenience stores are assaulted with tobacco advertisements from all directions. Notice the height of the displays at both adult and child's eye levels.

- \* Tobacco contains over 4,000 chemicals, including 69 that have been scientifically proven to cause, initiate or promote cancer.
- \* Nicotine (the compound in cigarettes that gives smokers a high) is more addictive than cocaine or heroine. Every year, 95% of people who try to stop smoking are not successful.

Those chemicals we just mentioned — they serve many purposes, all with the primary objective of addicting potential smokers. Here are just a few of the ingredients in the science experiment that is your average cigarette:

**Nicotine** *The addictive component in tobacco, also used as a pesticide in agriculture.*

**Ammonia** *A compound that makes the brain absorb more nicotine than it normally would (and therefore increase a smoker's tolerance so he/she needs to smoke more cigarettes to satisfy nicotine cravings).*

**Cadmium** *A highly toxic heavy metal that is used in the processing of tobacco before it becomes a cigarette and is released into the air when a cigarette is burnt. Cadmium is found in batteries and can cause damage to your kidneys, central nervous system and lungs, and is suspected of causing birth defects and increased risk of lung and testicular cancer.*

**Acetone** *A solvent in nail polish remover.*

Cigarette smoke also contains:

**Benzene** *Used to make other chemicals, it is known to cause leukemia.*

**Formaldehyde** *Used as a preservative for corpses. It is a gas released by the burning of cigarettes and causes respiratory and gastrointestinal problems.*

**Carbon Monoxide** *A gas that hinders the blood's ability to carry oxygen to all parts of your body and is lethal in large doses (those carbon monoxide detectors in your house aren't just for decoration!).*

## FACT:

In 1990, 72 million bottles of a popular mineral water were voluntarily recalled because of small traces of benzene. The smoke from one pack of unfiltered cigarettes contains as much benzene as 169 bottles of the contaminated water.

# GETTING PEOPLE INVOLVED



## 1 GET YOUR FACTS DOWN

- \* Define the issue you want to address
- \* Research the issue
- \* Learn more about who uses tobacco in your community and why
- \* Give your group identity:
  - Who are you?
  - What do you stand for?
  - What do you want to accomplish?
  - What do you want people to do to help?

## 2 KNOW WHERE TO GO

Make a list of places where you can go to recruit supporters

## 3 KNOW WHAT TO SAY AND HOW TO SAY IT

Develop key messages (30 second sound bites) to describe your group, the issues you care about, how you intend to act on these issues, and what others can do to help.



### GET ON THE BUS!

Recruitment can be an ongoing challenge in getting a group started. To be effective, you need a plan. As you create your plan, it will help to identify what your goals are, what kind of message you want to get across, and who your project audience is.

### BEFORE YOU HIT THE PAVEMENT

Before you begin to approach people you need to know the following:

- ① What do you stand for? What are your group's values?
- ② What's the mission of your group? What do you want to accomplish?
- ③ What are the facts about tobacco control in the AAPI community and for youth?
- ④ What are the different cultural or community views on tobacco? (see **Tobacco and Culture** on page 12)
- ⑤ What do you want to achieve?
- ⑥ What are the benefits of becoming a part of your group?

### HAVE THE FACTS DOWN?

When you have the facts down and know your stuff, get out there and find the people! Reach out to motivate and involve other youth like you. Remember that adults are also willing to help so don't forget them!

### Where Should I Go?

*The obvious places:*

- ① High schools
- ② College campuses
- ③ Community centers or other places where people gather regularly
- ④ Youth centers and after school programs
- ⑤ Established youth anti-tobacco programs

*Not so obvious places:*

- ① Local youth hangouts (like skate parks, ice cream shops, fast food restaurants, music stores)
- ② Streets in your neighborhood that get a lot of foot traffic (streets where there are a lot of shops and restaurants)
- ③ Places where smokers hang out (they're definitely part of this too)
- ④ Churches and temples
- ⑤ Community festivals and events (like Lunar New Year festivals, cultural

## TOBACCO AND CULTURE

When people think about the damage that tobacco can cause, they usually think about what it does to our bodies. But let's examine tobacco's impact on how we live our lives – our culture. If you are thinking about trying to get other community members involved in your anti-tobacco efforts, it may be helpful to learn more about how tobacco is a part of their culture for two reasons:

- 1 It will help you relate to community members better if you are sensitive to their attitudes and beliefs.
- 2 Showing that you've taken the time to learn more about their culture and values will build trust. If you have someone's trust, they will be more likely to want to work with you.

Tobacco's presence is everywhere. Not only has tobacco made its way onto convenience store shelves next to the candy – it has also made its way into our daily interactions and has been passed down from generation to generation in our cultural traditions.

- \* In the Pacific Islands, betelnut chewing is a part of social gatherings and celebrations. Betelnut (a nut from the areca palm that has a stimulant effect) is often mixed with tobacco to heighten its effects. Betelnut chewing is a habit commonly passed down from grandparents to grandchildren in Guam.
- \* In the Cambodian community, cigarettes are usually included with the offerings made to a monk, given to guests at wedding receptions and provided to houseguests.

Somehow tobacco products (products that can lead to disease and death) have become symbols of beauty, wealth, empowerment and benevolence.

*Can you think of some ways that tobacco has become a part of your culture?*

*What can you do to prevent tobacco use from being passed down to the next generation in your community?*

- festivals/events, concerts and fairs)
- 6 Out-of-school youth clubs (like Friday Night Live, Boys and Girls Club, youth clubs at the YMCA)
- 7 Malls
- 8 Movie theaters
- 9 Arcades

### What should I say and do?

Have you ever had someone talk you into getting involved with a project or event? What was it about their message that hooked you? Was it the information they presented? Was it in their delivery? Did they offer you incentives (e.g. free stuff)?



When you talk to others, show how passionate you are about the issue and describe how tobacco is an issue that affects *everyone* including them.

#### Helpful Tips:

- 1 **Develop short key messages** you want to get across. People are busy. Simple sound bites will help your listener quickly understand what your group does and how they can help.
- 2 **Hand out visuals** like flyers, stickers, one-page fact sheets, or post cards with some basic information and a website that they can go to later to find out more.
- 3 **Give them a reason to listen to you.** Think about who you'll be approaching, what issues concern them, and how you can connect tobacco to these issues. (see 'Tobacco & Culture')
- 4 **Give them a reason to want to help you.** Describe the benefits of joining your group: new friends, helping the community, learning new skills, etc.

#### Making a scene

Making a public appearance? Arm yourself with key messages, thought provoking visuals (photos, signs, posters), and a soundtrack to hook your audience and hold their attention.



- ⑤ **Anticipate questions** that people may ask so you'll be ready to respond with confidence when the time comes.

### DEVELOPING KEY MESSAGES

The most important thing to remember about a key message is to keep it short and catchy. Aim for a 30 second sell. It should be something you can easily remember and say confidently without hesitation.

Use key messages to introduce your group, the issues you are working on, and actions people can take to help. Key messages are also useful when making cold calls for donations or developing a presentation or speech.\*

#### Sample key messages:

Examples 1-4 are from REAL: the Hawai'i Youth Movement Against Tobacco:

- ① **Describing your group or organization:**

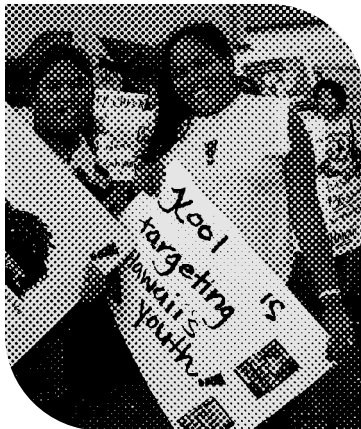
*"We are about empowerment. We're about change. And we are about a healthy smoke-free generation. We are the future and we don't want half of our generation to die from a smoke-filled lie."*

- ② **Describing what you are trying to do, how you intend to do it, and who it will benefit:**

*"REAL's mission is to attack the tobacco industry, not the smoker. To expose the tobacco industry's manipulative tactics and their effects. To educate, protect, and empower our generation."*

- ③ **Describing what the listener can do to help:**

*"You can join REAL as a member and attend our events, wear the gear, join your island REAL group, participate in street marketing to spread the word...the list is endless. Help fight BIG TOBACCO in Hawai'i, get some tight REAL gear and get invited to the tightest, REAL sponsored events in Hawai'i!"*



\* Visit [www.appealforcommunities.org](http://www.appealforcommunities.org) for presentation tips.

- ④ **Explaining who is involved with your group or project:**

*"REAL is not an acronym...it stands for what we are...REAL youth supplying the REAL facts about big tobacco's marketing scheme on our generation...and we're using REAL youth empowerment to get the job done! We're really a bunch of teens who are all passionate about getting out into the open the lies and manipulation that tobacco companies use to target us and addict our generation."*

- ⑤ **Explaining the issues your group addresses:**

#### On the impact of tobacco on AAPI communities:

*"Tobacco is harmful to AAPI communities because...*

*its the leading cause of preventable death (an estimated 15,000–20,000 AAPIs may die from tobacco related diseases each year),*

*the tobacco industry is spending millions of dollars each year on marketing to young people and communities of color, and AAPI communities often do not have access to services and programs that prevent tobacco use or help people to quit smoking."*

#### On tobacco as a social justice issue:

*"Tobacco is a social justice issue because...*

*it is the only product that when used as intended, causes disease and death*

*the tobacco industry targets communities of color and other marginalized populations*

*its production and sale contributes to environmental degradation, hunger and economic hardship those who are poor are more likely to smoke and less likely to have access to prevention and treatment resources."*

**This section was adapted from the Ignite Organizing Guide.**

**TIP:** Once you've developed your key messages, practice them in front of friends. You'll be able to get ideas on how to improve your message, and you'll feel more comfortable and confident about speaking to new people with a couple of practice runs under your belt!



# 7 STEPS TO MAKE YOUR MARK

## 1 TAKE NOTE OF TOBACCO'S PRESENCE WHERE YOU LIVE

Note where tobacco influences are (people or places) and who it is affecting.

## 2 IDENTIFY THE COMMUNITY YOU WANT TO WORK WITH

Identify who will benefit from your project.

## 3 CONDUCT A COMMUNITY ASSESSMENT

Learn more about your community's attitudes and beliefs about tobacco.

## 4 IDENTIFY YOUR PROJECT AUDIENCE

Narrow down particular groups in your community that you want to work with.

## 5 BRAINSTORM PROJECT IDEAS

Refer to your community assessment to see what your community's needs are. Brainstorm project ideas that will incorporate your interests into how you deliver your message.

## 6 IDENTIFY POTENTIAL PARTNERS

Think of who you can partner with in your community to gain community support, share resources, increase visibility and reach more people.

## 7 DEVELOP AN ACTION PLAN

Look at the big picture! Take a step back to refine your goal, identify key action steps, identify partners and resources and anticipate challenges.

*Big Tobacco is a multi-billion dollar industry with seemingly limitless resources for advertising, marketing and swaying public policy. It can be hard to imagine how a group of youth can combat a network of companies with so much financial and political influence. But it is possible and it has been done!*

Here are steps you can take to develop a project that will make your voice and your issues heard!

### STEP ①: TAKE NOTE OF TOBACCO'S PRESENCE WHERE YOU LIVE

Thinking about the different ways tobacco impacts your community, family and friends can help guide what kind of action you want to take.

#### Where do you see tobacco making an impact on your community?

- \* Businesses known for selling tobacco products to minors;
- \* Businesses with awnings or other storefront decorations advertising tobacco products;
- \* Parks, cafes, playgrounds or other areas where people gather and use tobacco products;
- \* Community or sporting events sponsored by tobacco companies;
- \* Organizations that receive money from tobacco companies

*What can you do to change tobacco's presence in these places?*

#### How does tobacco affect people personally?

Many people join the anti-tobacco movement because they've been exposed to second hand smoke at home or the workplace, or have family members and friends who have died from a tobacco-related illness.

*What can you do to influence the choices people make around tobacco use?*

### STEP ②: IDENTIFY THE COMMUNITY YOU WANT TO WORK WITH

Community can be a huge group of people, like all Pacific Islanders that live in Salt Lake City, or smaller, like everyone that lives on your block, the people that go to your church or temple, youth you go to school with, etc.

It may seem hard to identify just one community — you want to help everyone, right? But to be effective, start small and expand later after you have

more experience and have established strong community support.

Consider the following questions to identify your community. You may have more than one response for each question, or the same response for all of the questions, and that's okay!

- ① Who do you spend a lot of time with?
- ② Who do you identify with and relate to?
- ③ Who do you see tobacco affecting?
- ④ Who do you want your project to benefit?

### STEP ③: CONDUCT A COMMUNITY ASSESSMENT

Once you identify your community(ies), you can do a community assessment. A community assessment is a tool you can use to learn more about what your community thinks and knows about tobacco so you can respond with a project that will meet their needs.

#### A community assessment is a way for you to identify:

- \* Who makes up your community
- \* What their attitudes and beliefs are about tobacco
- \* What kind of resources are available to address their issues
- \* And sometimes more importantly, what resources aren't available

#### Simple ways to do community assessments:

- \* **Talk to people.** You can do this by setting up interviews, or just in your day-to-day interactions with others. Jot down the responses you get and find common themes in what has been shared with you.
- \* **Collect surveys.** Visit our website, [www.appealforcommunities.org](http://www.appealforcommunities.org) for a sample survey.
- \* **Consult with community members.** Make opportunities for others in your community to be active participants instead of passive bystanders. Ask around to see if anyone is interested in helping develop questions, collect surveys or interview people.

#### Things you should find out when doing your community assessment:

- \* What do people know about tobacco industry targeting?
- \* What do people know about tobacco's health effects?
- \* Who uses tobacco in your community? Where do they see people using tobacco?
- \* Are people aware of resources that help people quit smoking, or help prevent youth from smoking?



Once you've completed your assessment, summarize your findings and share them with your community members.

### STEP ④: IDENTIFY YOUR PROJECT AUDIENCE

Doing a community assessment will also help you narrow down a project audience.

*Let's say you have identified your community as people that go to your temple. Your community assessment showed that 20*

*out of 50 youth at the temple smoke. Your project audience could then be youth members of your temple.*

#### Hang loose!

Anti-tobacco work doesn't have to be preachy and serious. Mix anti-tobacco messages into activities you like to do (like making music, writing, art). This will add personal meaning to your project and spark interest from people who may not normally have their ears open to anti-tobacco messages.

#### Ways to narrow your project audience:

##### By age

- \* School Level: middle school, junior high or high school youth
- \* Young Adults ages 18-24
- \* Adults
- \* Senior citizens

If you decide to focus on a broad age range, you may need to use multiple strategies to be effective. Keep in mind that a message that speaks to high school youth will not necessarily speak to senior citizens.

##### By geographic location

Start small and work your way up. A successful youth initiative can begin with your school, expand to your city, county, then even your state. AAYAT (Asian American Youth Against Tobacco) started as a small group

of concerned youth in Akron, Ohio — two years later they expanded to over 200 members in five cities!

## STEP ⑤: BRAINSTORM PROJECT IDEAS

Refer back to the findings from your community assessment:

- \* What were some major themes?
- \* Based on people's responses, are there particular needs you see? How can you respond to these needs?

*Let's go back to our temple example. You've identified your community as the people at your temple, and your project audience is youth at the temple because a lot of them smoke. According to your community assessment, most of them are aware of smoking's health risks, but are not aware of tobacco industry targeting. Knowing this, you consider starting an educational campaign to raise their awareness of tobacco industry targeting of youth and communities of color.*

**Find a way to connect anti-tobacco activities to your interests:**

- \* What interests or hobbies do you have?
- \* How can you incorporate anti-tobacco messages into the activities you enjoy?

*For example, if you're into music or dance, organize a showcase of local talent and make it a tobacco-free event. Ask some of the performers to say a few words about how tobacco has impacted their lives, and handout postcards with vital facts and a website to go to for more info.*

See "Developing Project Ideas" in the Tool Box for more information on types of projects that you can do, plus examples of projects that youth like you have done around the country!

## STEP ⑥: IDENTIFY POTENTIAL PARTNERS

Develop a list of people in your community who could contribute to your project:

## TIP:

**It's important to involve community members in all phases of your project. Doing so will empower you and your community members to be more effective advocates by learning and sharing from one another's experience.**

## PROJECT RIDE

The RIDE project protects the streets, the community and the import car scene from tobacco industry infiltration. RIDE is more than 250 young AAPIs from throughout the San Francisco Bay Area and California who share a passion for import cars and racing.

The youth who started RIDE saw that import car shows like Hot Import Nights attracted a large AAPI audience. They also saw Big Tobacco's big presence at these events and knew they had to do something.

Today, RIDE focuses on educating import car enthusiasts about tobacco industry manipulation and advocating for shows to be smoke-free and tobacco sponsorship-free. Thanks to RIDE, the first ever smoke-free import car event was held in January 2005!

- \* Are there people you can involve who can encourage community members to support your project? (e.g. parents, teachers, religious leaders, physicians, other community advocates, business owners, politicians)
- \* Are there people or organizations who can help you find resources?
- \* Are there other youth or adult groups in your community that you can combine efforts with?
- \* Are there multi-cultural or ethnic specific groups you can combine efforts with? All communities of color have been targets of Big Tobacco.

**Advantages of partnering with other groups:**

- \* **Visibility:** bringing groups together = a louder, stronger voice for issues you care about.
- \* Opportunity to reach a larger, diverse group of people. Co-sponsoring events can help get you a bigger turnout.
- \* Sharing of resources, like volunteers, funding, meeting space.

There are plenty of opportunities for partnership that can lead you in different directions. When reaching out to offer partnership and support, whichever path you take will reward you with new friends and life-changing experiences.

## STEP 7: DEVELOP AN ACTION PLAN

How do you get from ideas to reality? Start with taking a step back to see the big picture. Developing an Action Plan will help you figure out how you can put the previous six steps together to create a project that will truly help your community.

*An action plan will:*

- \* Define your vision and your goals
- \* Identify challenges to prepare for
- \* Identify key action steps you need to take
- \* Identify potential partners
- \* Determine what resources you have and don't have

Check out the "Developing an Action Plan" worksheet in the Tool Box to help you create your action plan! Visit [www.appealforcommunities.org](http://www.appealforcommunities.org) for additional pointers.

## HANA YOUTH CENTER

The Hana Youth Center (HYC) is a community center that serves youth in the rural town of Hana, Hawai'i on the island of Maui. They began doing anti-tobacco work because community members were worried at seeing so many youth using tobacco, even first graders!

In Native Hawaiian culture, family and togetherness is extremely important. HYC remembered this when creating messages community members could relate to. Instead of talking about material possessions you could buy with money spent on cigarettes, they showed you could use that money for food and other necessities for your family. They were even able to incorporate Hawaiian culture into one of their activities by sponsoring a ukulele contest where they gave presentations and handed out tobacco information.

The Hana Youth Center found their relationships with other organizations in the community to be invaluable when their anti-tobacco program funding ran out. They were able to share funds to do activities, share staff and volunteers, get help in developing activities, and recruit more participants. Because of their strong relationships with these organizations they are able to continue to do tobacco prevention and education without grant funding!

# WHAT IF THERE'S A SETBACK?

**1** When planning an event or project, prepare a "Plan B" for every important step along the way.

**2** Keep an eye on your budget! If it turns out you have less than anticipated, try to get donations, hold a fundraiser, or revise your plans to do without.

**3** Be realistic about what you can achieve with the funds, resources, time and help you have on hand.

**4** Retain group members by starting with small projects that produce immediate results, recognizing achievements, delegating leadership roles and making things fun!

**5** Pace yourself. Don't try to take on too much at once.



## JUST THINK, WHAT IF...

- \* It's a week before your big tobacco-free concert and your guest speaker has just told you they can't make it.
- \* You've been putting together a tobacco facts booklet for junior high school kids in your community and you've just found out that your group doesn't have enough money to print them.
- \* You started out with 12 youth in your anti-tobacco group and six of them have dropped off the face of the earth. The others are losing interest fast because no one has taken the lead on planning your next activity.
- \* You've started a project but with school and your other activities, it just feels like too much.

It's easy to get discouraged and throw in the towel if you feel like things aren't going your way. Things don't always go as you plan, but that doesn't mean failure. It means another opportunity to try again and improve your strategies.

Whatever stage you're at, these pointers will keep you moving forward:

### 1 Be proactive.

This means being prepared for a glitch in the program. You don't have to try to predict the future, but take some time during each phase of your project to think about how things are falling into place.

- \* Have a Plan B ready in case a speaker doesn't show up, you can't rent a certain space out, etc. There are always other options.
- \* Come up with a list of "what ifs" and brainstorm responses to these scenarios. (e.g. *What if it rains on the day of our rally? What if our sound system goes out? What if someone from the audience starts arguing with the speaker?*)

### 2 Think of alternative ways to get your project done with less money.

If your budget is coming up short:

- \* Can you ask for any donations from local businesses?
- \* Do any of your adult partners have special connections they can call on for you?
- \* If you need to pay for space rental, are there any organizations that offer free meeting space to the community?

- \* Do you have time to hold a quick fundraiser (see 'Getting Resources')?

### 3 Review your action plan to see what's working and what isn't.

- \* Ask for input from other people that are involved — staff, volunteers, participants. An outside perspective can put a new spin on how you are looking at things and help generate new ideas.
- \* Are your goals and objectives realistic? How can you revise them so that they are more easily attainable?
- \* What can you do differently next time?

### 4 Keep your volunteers interested and involved.

When working with volunteers, it is inevitable that you'll lose a few people along the way. It happens in the most well-established programs! But, there are ways that you can keep members of your group interested and excited about the work they are doing with you.

- \* Start with activities that produce immediate results, so people will feel they are accomplishing something:
  - Write editorials to send to your local newspapers.
  - Write letters to educate your state legislators about how tobacco is affecting people in your community.
  - Tear out all the tobacco ads you can find in magazines and send them to tobacco industry head honchos along with a letter asking them to stop advertising in youth-read magazines.
- \* Provide incentives:
  - Invite speakers to your meetings who can motivate people or teach new skills that will help with projects you want to do.
  - Raffle donated gift certificates or prizes at some of your meetings.
  - Set aside time to recognize members who have worked extra hard or have accomplished a particular goal.
  - Ask group members to take turns leading each meeting.
  - Make your meetings fun! Start off with an ice-breaker or activity.

### \* Broaden your activities:

*Other groups have had success in retaining members and recruiting new ones when they broadened their activities to include more than tobacco control advocacy.*

**TIP:** Do an internet search for 'ice-breakers' to get ideas for fun ways to start your meetings.

- Contact other groups at your school or in your community to see if they would be interested in partnering on a project with you.
- Brainstorm ways to connect anti-tobacco messages to your group members' interests.
- If you are part of an AAPI student group, reach out to other ethnic student groups to work together.

## FACT:

The California Youth Advocacy Network co-sponsors an Earth Day event each year to reach a wider audience.

### \* Hold periodic recruitment events:

*Hold events where interested students can come and meet your group casually and learn about what you do.*

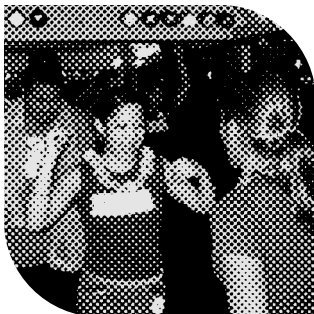
- Make this a fun, interactive event and offer refreshments if possible. People will come for the food and stay for the new friends they'll meet!
- Door prizes or raffles will provide even more incentive to come.

The Columbus chapter of Asian American Youth Against Tobacco (AAYAT), held a karaoke night one year and recruited 10 new members in one night!

### ⑤ **Burnt out on doing tobacco control work? Trying to juggle a lot of things at once?**

It's okay! Good advocates help others but also take care of themselves.

- \* If people are depending on you because you are in a leadership position, let them know that you have a lot of things going on and need a little extra help.
- \* Creating new roles or positions in your group will help divide responsibilities and increase your effectiveness as a group. Members will feel more committed and connected to the group if they have specific roles.



**Good times**  
Recruitment events should be a fun, interactive, low-pressure way for people to learn more about your group.

# GETTING RESOURCES

**1** Develop a budget that accounts for everything you'll need to make your project happen: office supplies, printing/photocopying, food and refreshments, etc.

**2** Once you develop your budget, look at your existing resources. If you don't have enough money to cover your project budget, revise your plan or fundraise.

**3** If you decide to fundraise:

- \* Review your key messages so you'll feel confident when pitching your ideas to potential donors.
- \* Prepare one-page information sheets about the project you are doing. You can share this when talking to people in person, or if you are sending a letter asking for donations.

## DEVELOPING A BUDGET

*So you've got a great project idea and people to help out. All you need now is money and other resources to make it all happen! But before you start making phone calls and knocking on doors, think through everything you'll need to see your project through to the end. Below are Sample Budget Categories that will help you brainstorm potential needs for your project.*

## SAMPLE BUDGET CATEGORIES

### Office supplies: what basic office supplies will you need to implement your project?

- \* Have flip chart paper and markers to help with note-taking and brainstorming during meetings.
- \* Have copy paper for making flyers, fact sheets, surveys, etc.
- \* Office supplies generally don't cost much — ask local organizations (or stores) if they'd be willing to donate these items to your group.

### Printing: will you need to print materials to distribute to your group and/or the public?

- \* Estimate costs for photocopying agendas, meeting flyers, palm cards, stickers, fact sheets, pamphlets, and event programs.
- \* For small photocopying jobs, try asking any local organizations that you have relationships with for access to their copy machine.
- \* For larger jobs, call your local copy shop to ask for an estimate. Ask if they would be willing to donate services.

### Travel: will you need to get around town to spread the word?

- \* Estimate your mileage if you'll be driving around to do presentations or outreach (search for "mileage rate" on [www.gsa.gov](http://www.gsa.gov) to see current reimbursement rate per mile) OR
- \* Estimate the number of trips you'll be making on public transit (multiply number of trips x fare).

### Consultant services: are there special services that you will need for your project?

*Youth programs typically need consultants as:*

- \* Speakers
- \* Media specialists, graphic designers and web designers
- \* DJs for special events
- \* Security services for safety of participants at special events

### Educational materials: what will you need to get the word out?

- \* If creating your own materials, budget for printing costs (call your local print/copy shop for estimates). Have this info to share with them: # of pages, # of copies, what size paper, and if it's black & white or color.
- \* If you aren't creating your own educational materials, check out local agencies like American Lung Association to see if they have materials.
- \* Look online to find materials that can be downloaded and printed. See the Resource list in the appendix for more organizations that offer free materials.

### Food and refreshments: will you need to feed people?

- \* Estimate the number of people attending your meeting or event and order a quantity to match.
- \* Some grant makers will not let you use grant money for food, so you may need to ask for donations from local stores or restaurants.

### Gear (promotional items): how will you make people remember you?

*Many youth groups give away gear to increase their visibility and attract new members. Gear is free merchandise that displays your logo and/or a key phrase.*

- \* Gear can be used as incentives when asking people to complete surveys or participate in focus groups or interviews.
- \* Affordable items include wristbands, key chains, lanyards, hats, pens, etc.
- \* T-shirts are always popular, but can be expensive to produce. One color designs keep costs down.



## FUNDRAISING

*If your group does not have funds for your project, you can raise money on your own. Asking people to donate may sound intimidating, but it doesn't*

*have to be. A good idea mixed with some hard working volunteers and a convincing key message will go a long way. Here are some inexpensive and effective ways to raise money and have fun while you're at it!*

ACTIVITY	DESCRIPTION		MATERIALS & RESOURCES	PLANNING TIME
<u>FASHION SHOW</u>	A fashion show can be a fun way of raising money for your program. Clothes, event space and raffle items can be donated to keep costs low. Funds may be raised through ticket sales to the event as well as holding a raffle or silent auction.		<ol style="list-style-type: none"> <li>① Clothes for show</li> <li>② Event space</li> <li>③ Raffle items</li> <li>④ Models</li> <li>⑤ Emcee</li> </ol>	3 - 4 months
<u>SILENT AUCTION</u>	<p>A silent auction can be a time intensive fundraiser, but can result in greater revenue. Silent auctions usually take place at special events (annual dinner, performance, etc.)</p> <p>Donated items are displayed in a central area for attendees to view, then bid on through a sign up sheet. At the end of the event, the highest bid gets the item.</p>		<ol style="list-style-type: none"> <li>① Donated items varying in retail value               <ul style="list-style-type: none"> <li>- concert tickets</li> <li>- spa/salon services</li> <li>- artwork</li> <li>- collectable items</li> </ul> </li> <li>② Event space</li> </ol>	4 - 6 months (depends on time it takes to collect donations)
<u>DIRECT SALES</u>	There are many products that you can sell to raise money (e.g. Entertainment Book, candy bars). Look up fundraising companies in your area that can help you decide on a product to sell. Do any members of your group make jewelry or crafts that you could sell?		<ol style="list-style-type: none"> <li>① Fundraising product to sell</li> <li>② Flyers detailing your fundraising project with contact information</li> </ol>	1 - 3 months
<u>GIFT WRAPPING</u>	During the holiday season, your group can set up a gift wrapping booth at a local mall or shopping center. You can charge a fee per package or allow individuals to donate any amount.		<ol style="list-style-type: none"> <li>① Gift wrap and supplies</li> <li>② Permission from the shopping center/mall manager to set up a table</li> </ol>	3 - 4 months
<u>DIRECT SOLICITATION</u>	Write letters to businesses, stores or restaurants to ask for donations of services, supplies or food and refreshments.		<ol style="list-style-type: none"> <li>① Paper for photocopying or printing</li> <li>② Envelope and stamps</li> </ol>	2 - 3 months

## WORKING WITH ADULTS TO FIND RESOURCES

Don't underestimate the generosity and good will of fellow community members when looking for sponsorship. Adults like seeing youth involved in the community, so *don't be afraid to ask for help!*

### The following people/groups may help you:

- ① **AAPI community organizations, churches and temples:** Many of these groups have programs that focus on youth. They can potentially:
  - Help get the word out to community members about your work and garner support from community leaders.
  - Donate meeting space or provide access to office equipment like computers, copiers and fax machines.
- ② **Teachers, school principal, school administration:** If you are forming an anti-tobacco club with other students from your school, ask if they'd be willing to sponsor some of your activities.
- ③ **Local health or service organizations:** Your local American Lung Association, United Way, Health Department or other community service organizations may have mini-grants available or resources and materials to donate.
- ④ **Local AAPI owned businesses:** Are there any stores or restaurants where you live that get a lot of business from your community? Meet with the managers or owners and explain what you are doing and ask if they would be willing to donate to your group.
- ⑤ **Retail chain stores in your area:** National chain stores (e.g. Target) often have community giving programs. Make a list of stores in your area and send letters requesting specific items that you need. *Note: some companies have a certain amount of money set aside for donations each year, so you may increase your chances of getting a "yes" if you make contact earlier in the year.*

### Talking with adults in your community

When you talk with community members or other adults to ask for support:

- ① Be honest and straight forward
- ② Know your facts
- ③ Be specific about what you need from them
- ④ Talk to them about why the issue is relevant to them
- ⑤ Be respectful (if they are not willing to listen or help say 'thank you for your time' and move on)

## MINI-GRANTS

Mini-grants are given out by health and community service organizations, foundations and corporations. Funders giving out mini-grants usually want to fund a specific type of project like youth empowerment, health, community service, arts, etc. Awards typically range from \$250 to \$5000.

To be considered for a mini-grant, you'll need to complete a simple application. Applications will usually ask for brief descriptions on:

- \* Who your group is and what your mission is
- \* Your project idea and how it will benefit the community
- \* A timeline for the project
- \* A budget

Some funders are able to give out individual awards, meaning the money will be given directly to the applicant, but most will require that you have a sponsor organization that will receive the award and manage the money for you.

See the Resource List in the Tool Box for a list of websites that you can use to search for funding opportunities. Good luck!

### Making Cold Calls\*

For contacting adults that you do not know personally, whether it is for donations or other support, send a letter of introduction before you make personal contact. Visit [www.appealforcommunities.org](http://www.appealforcommunities.org) for a sample letter.

#### Introduction letter outline:

- ① Introduce who you are and who you represent
- ② Explain briefly what your project is and its potential benefits to the community
- ③ Explain the support that you will need from them
- ④ Comment on the contributions you have seen them make to the

.....  
\* Adapted from Dream Now's Guide 2-Action

community and discuss the benefits of their involvement in your project

- ⑤ Describe any informational materials you will be including with the letter and how they can reach you
- ⑥ Thank them for their time and tell them when you will call to follow up (within 3 days)



To help you write your letter, refer back to your key messages. You could also use information from your community assessment to illustrate why your project is so needed.

**Call for backup**  
Involving adults from your community can help you rally more support and resources for your project.

**Include with your letter a one-page summary of your project explaining the following:**

- ① **What:** Summarize the goals of your project and major activities that will be happening.
- ② **Who:** Explain who will be participating and if it is an event, any special guests expected.
- ③ **Where:** Explain where the event will take place and what time.
- ④ **Why:** Explain the benefits of this project or event to the community, how their support can contribute to its success, and how they will benefit from participating.
- ⑤ **Contact information:** Who should they call or e-mail if they have any questions?

**Outline for what to say in a follow-up call:**

(This outline will work for asking for donations or asking for services (speakers, performers etc.)

#### I. Introduction

*'Hello, my name is \_\_\_\_\_. I am with the Argyle Youth Action Group. I am calling to follow up on a packet that I sent to you*

## AAYAT (ASIAN AMERICAN YOUTH AGAINST TOBACCO)

**AAYAT is a group of AAPI youth dedicated to activism and advocacy against tobacco use.**

**AAYAT started as a small group of concerned youth in Akron, Ohio—two years later they expanded to over 200 members in five cities!**

**Every year, AAYAT chooses a specific tobacco issue for each chapter (city) to focus projects on. Each chapter aims to reach at least 100 people with each project. In their 3 years of existence, AAYAT has organized a smoke-free restaurants campaign, a fashion show and a statewide survey on AAPI youth tobacco use.**

**Getting funding hasn't been easy, but AAYAT has been able to tap into grants as well as community resources to keep their mission going. They were able to get grant funding by showing that they would be filling a need in the community: offering anti-tobacco activities for the growing AAPI population and collecting information on tobacco use among AAPI youth in Ohio.**

**Their partnership with "stand" (Ohio's statewide youth tobacco prevention program) has enabled them to share meeting space for their Cleveland chapter. A parent of one of the members was also able to get her Korean church to donate office space!**

*earlier this week regarding our upcoming youth summit. Did you have a chance to review it?'*

#### II. Deliver your key messages

*Briefly describe (in 60 seconds or less):*

- What your group's mission is (issues you address)
- Why you address these issues (refer to the needs you saw from your community assessment)
- What your group is trying to do (what your project or event is)

#### III. Ask for their support & reinforce the benefits of participating

*'Our youth summit would be an excellent way for your business/*

organization to show your support and concern for AAPI youth in our community. Over 200 youth and their parents will be attending our event. As a donor, your name will be featured prominently in our materials and press releases. Our event will also be covered by local television stations. Can I count on you to support us by (describe your specific request here)?'

**If they are not sure:** Offer to come meet with them personally to discuss your project further and show samples of the work your group has been doing.

**If they say yes:** Ask them how they would like to proceed with providing the donation or support to you. Offer to meet with them to pick up the donation (and drop off a thank you letter).

**If they say no:** Thank them for their time and ask them to keep you in mind if they are able to give support in the future.

## STARTING

a project in your community?  
We want to hear about it! Please e-mail us at [appeal@aapcho.org](mailto:appeal@aapcho.org) and let us know what your plans are and how we can help!

**“You must be the change you wish to see in the world.”**

→ Mahatma Gandhi

**It's up to you now to take the information from this guide and put it to use.**

**What will you do...**

- \* to spread the word about Big Tobacco's manipulation and lies?
- \* to eliminate Big Tobacco's presence in your community?
- \* to help people who have been personally affected by tobacco?

**What will you do to make your mark?**

# THE TOOL BOX

## DEVELOPING PROJECT IDEAS

Following are basic project types that, with your group's talent and vision, can spread the word about Big Tobacco's lies and manipulation and change how tobacco impacts your community.

### BUILDING ON EXISTING EFFORTS

If starting your own youth anti-tobacco group sounds intimidating, consider working with another youth group to include tobacco in the list of issues they address.

- **PARTICIPATE:** Go to their meetings to learn more about what issues they focus on and to build relationships with the group members.
- **RELATE:** Once you have a personal connection with the group, ask if you can have some time at a future meeting to give a presentation or lead a discussion on tobacco and how it relates to the group's issues of concern.
- **MOTIVATE:** Offer to take the lead in getting an anti-tobacco project started with the group.

### EDUCATION AND AWARENESS

Getting support for your group can begin with getting out into the community to give presentations, workshops or simply handing out informational flyers at community events.

Think about who your project audience is:

- **WHAT KIND OF INFORMATION OR MESSAGES WOULD THEY RELATE TO?**  
Build your presentation on your group's key messages and add other information that will make an impact on your audience.

• WHAT SETTING WOULD BE MOST APPROPRIATE FOR GIVING YOUR PRESENTATION OR WORKSHOP?

For example, if your project audience is other AAPI youth in your community, are there popular hang outs that you could hold your event at (e.g. bubble tea shops, skate parks)?

• WHAT PRESENTATION FORMAT WOULD ENGAGE YOUR AUDIENCE THE MOST?

- Power Point presentations are one way to keep an audience's attention if you use interesting visuals and graphics.
- Keep things interactive – develop a game or activity that reinforces information from your presentation and give out prizes.
- For young kids, plays or skits can be an effective way to present information.

**SPECIAL EVENTS**

Special events can show other youth and community members that smoke-free events are a positive way for people to come together. You can also recruit new members to join your group and raise awareness in your community about tobacco issues.

WHAT ARE PEOPLE IN YOUR PROJECT AUDIENCE INTO?

Some special events that other youth anti-tobacco programs have had success with include:

- Dances
- Talent shows
- Hip hop and dance showcases/contests
- Fashion shows
- Bubble tea socials
- Movie screenings

HOW CAN YOU INCORPORATE TOBACCO EDUCATION INTO THE EVENT AND MOTIVATE PARTICIPANTS TO TAKE ACTION?

- Have palm cards, fact sheets or other handouts with relevant tobacco information on hand to distribute to attendees.
- If you are putting on a show, have some of the performers relate their work to tobacco or invite a speaker.

- Ask people to sign petitions for smoke-free restaurants, sign pledges to quit smoking or not smoke at all.

**POLICY CHANGE**

Projects focusing on policy change have incredible potential to create change in the community. Why? Because policy change projects work towards changing rules, creating rules, or improving the enforcement of rules that can affect the health and well being of a group of people (e.g. clean indoor air laws, smoke-free homes initiatives).

Policy change can happen on different levels:

IN THE AAPI COMMUNITY:

- An organization pledging not to take tobacco industry funds
- A business pledging not to advertise or sell tobacco products

LOCAL, STATE AND NATIONAL LEGISLATION:

- Passing bans on smoking in public places
- Raising the tax on cigarettes to fund tobacco prevention efforts
- Pushing for FDA regulation on tobacco products as a drug
- Making it illegal for youth under the age of 18 to purchase tobacco products

SYSTEM/INSTITUTIONAL:

Working with an organization that provides funding to change how they distribute funds and resources to AAPI communities

However you decide to communicate with your local policy makers, share the following (This is where your key messages will come in handy!):

1. Introduce who you are and who you represent.

CHECK OUT APPEAL'S "MAKING TOBACCO RELEVANT" EDUCATIONAL KIT FOR MORE TIPS ON HOW TO CONNECT TOBACCO TO OTHER COMMUNITY ISSUES

2. Explain what your group's mission is and why your issues are important to address.
3. Explain the policy change you would like them to promote.
4. Show them that other people from your community support your cause by collecting petition signatures or conducting an opinion poll (politicians will pay attention if signatures come from people in the districts they represent).
5. Comment on the contributions you have seen them make to the community and make suggestions on how they can partner with you to promote the policy change.
6. Whether you'll be writing a letter, talking on the phone or meeting in person, be brief and to the point.

### **MEDIA ADVOCACY**

Media advocacy campaigns strategically use different forms of media to highlight a specific issue, shape the way people think about the issue and encourage discussion, action and support around the issue.

- Media advocacy is closely related to policy change projects in that the project audience is usually decision makers who can help change the system to address your issues.
- An effective media advocacy campaign will also increase community awareness and support of the change you are pushing for.

Here are steps you can take to develop your own media advocacy campaign:

- **DEFINE YOUR ISSUE:**  
What kind of change do you want to see (e.g. smoke-free restaurants)?
- **IDENTIFY YOUR AUDIENCE:**  
Who has the power to create change to address this issue (e.g. politicians, restaurant owners, restaurant customers, the tobacco industry)?
- **DEVELOP A KEY MESSAGE (FRAME THE DEBATE!):**
  - Why is this issue important now? (refer to your community assessment findings)
  - Why should my audience care?

### **EXAMPLES OF MEDIA STRATEGIES THAT YOU CAN USE IN A CAMPAIGN ARE:**

- **NEWSPAPER EDITORIALS**
- **RADIO OR TV PUBLIC SERVICE ANNOUNCEMENTS (PSAS)**
- **GETTING INTERVIEWED BY NEWSPAPER, TELEVISION OR RADIO JOURNALISTS**
- **INVITING MEDIA TO COVER AN EVENT**
- **NEWSPAPER ADS**
- **BILLBOARDS**
- **BUS-STOP OR SUBWAY ADS**

- What information is relevant to present?
- What will the opposing side say, and how can I respond?
- **REFINE YOUR MESSAGE:**
  - What's the problem?
  - What do you want to happen in response to the problem?
  - Who do you need to see action from? What do you want them to do?
- **IDENTIFY YOUR MESSENGERS:**  
Find a spokesperson who has credibility, knowledge and real life experience with the issues.
- **DEVELOP A LIST OF MEDIA THAT REACHES YOUR AUDIENCE:**
  - Most elected officials read the editorial section of the newspaper to stay informed of community concerns.
  - Ethnic media (in-language newspapers, radio programs, television stations) are an excellent way to reach the AAPI community.
- **CONTACT YOUR MEDIA REPRESENTATIVES:**
  - Develop a Press Release to distribute to the media.\*
  - Prepare your spokesperson for interviews by developing several "sound bites," 10 second slogans that will summarize your issues, and 30 second key messages that will explain why your issues are important and what can be done to help.

Check out the Media Advocacy websites on the Resource List in the Tool Box for more information on doing media advocacy and getting media attention for your group.

\* Visit [www.appealforcommunities.org](http://www.appealforcommunities.org) for sample media materials

## WHAT HAVE OTHER YOUTH AROUND THE COUNTRY DONE?

The following projects were organized by youth in the National APPEAL Youth Leadership Program:

### EDUCATION & AWARENESS

#### PEGGY, SAN MATEO, CA

Peggy helped create "Got Money?" posters to educate her community about the \$200 fine for buying tobacco products if you are under 18. She also helped create a campaign that succeeded in gathering 500 youth pledges to never smoke and 300 adult pledges to stop selling and buying tobacco for youth.

#### JUSTIN, TAMUNING, GUAM

Justin recruited students from six high schools to help collect surveys to find out smoking rates among students, the number and type of tobacco advertisements in their neighborhoods, and whether stores checked IDs on tobacco purchases. The students held a press conference to report their findings to the community.

#### T.C., KOROR, PALAU

T.C. developed a two-minute video on the effects of chewing betelnut and another two-minute video on the youth tobacco access law to be aired on the local cable access channels. Some of the youth who assisted with the video production have or are trying to quit chewing betelnut as a result of their involvement!

#### TAM, LINCOLN, NEBRASKA

Tam developed an advertisement to educate movie audiences about the partnership between Big Tobacco and Hollywood to glamorize smoking. The ads were shown before the main feature at three local movie theaters over one summer.

### POLICY CHANGE

#### DIANA, BARRIGADA, GUAM

Diana has been involved with the Guam Youth Congress and

has worked to pass legislation that could aid tobacco control efforts in Guam. Diana also gave seven presentations to more than 100 students in her high school, discussing the health effects of smoking and how the tobacco industry targets youth.

#### CRYSTAL, COLUMBUS, OH

Dined at several Local AAPI owned restaurants with other members of AAYAT (Asian Youth Against Tobacco), occupying entire smoking sections to demonstrate that going smoke-free does not mean losing customers.

### MEDIA ADVOCACY CAMPAIGNS

#### TINA, SAN LORENZO, CA

Tina and her group East Bay Asians Against Tobacco worked with high profile AAPIs like Margaret Cho (Comedian/Actress) and Sherin Pagtakhan (Nationally Competitive Power Lifter) to sign pledges to be positive role models and refuse tobacco industry sponsorship. The campaign, "Big Ups to Those that Kick the Butt" advertised the pledges in newsletters, newspapers and at BURNT, a tobacco-free talent showcase that attracted 3000 people! Palm cards highlighting the role models were also distributed to bring in more pledges.

#### GRACE, NEW YORK, NY

Conducted an essay contest for middle and high school students living in Queens. Students wrote about the effects of tobacco advertising on their communities. She also worked with community organizations and small businesses to develop voluntary tobacco advertising restrictions. An awards ceremony and press conference was held to announce the contest winners and the community endorsed restrictions.

### SPECIAL EVENTS

#### CRIS, ERIC, MONTANA, SEATTLE/TACOMA, WA

Started APICAT (Asian Pacific Islander Youth Against Tobacco) a youth coalition with over 30 members. The coalition has organized tobacco-free hip hop shows, featuring emcee and popping battles and recognition of local smoke-free businesses and restaurants.

## WORKSHEET

### DEVELOPING AN ACTION PLAN

1. Describe the overall goal for your project: (Why are you doing this project?)
2. List and describe the changes that you want to happen as a result of your project:
3. What key action steps do you need to take to make these changes happen?  
  
To identify key action steps, think of your project as having three phases:
  - 1) **PLANNING:** Information gathering, securing resources, fundraising, finding partners
  - 2) **IMPLEMENTATION:** Carrying out the project
  - 3) **EVALUATION:** Finding out if you were able to reach your goals. What was successful? What was challenging?
4. When do these action steps need to happen?
5. Who is your project audience? How many people do you want to reach with this project?
6. What types of messages or activities work with your project audience? (If you're not sure, try pitching some of your ideas to several potential members of your project audience and ask them for feedback.)
7. Are there any challenges you can anticipate?
8. Who can you partner with in your community to make this project happen?
9. How will you know if your project is a success?

## SELECTED WEB RESOURCES

### AAPI PROGRAMS

#### ASIAN AMERICAN YOUTH AGAINST TOBACCO

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

Statewide AAPI Youth  
Program for Ohio.

#### ASIAN PACIFIC ISLANDER TOBACCO EDUCATION NETWORK (APITEN)

[www.apiahf.org/programs/apiten](http://www.apiahf.org/programs/apiten)

California's AAPI tobacco  
control network.

#### ASIAN PACIFIC PARTNERS FOR EMPOWERMENT, ADVOCACY AND LEADERSHIP (APPEAL)

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

A national network working  
towards social justice and a  
tobacco-free AAPI community.

#### ASIANS FOR A TOBACCO FREE OHIO

[www.asiainc-ohio.org](http://www.asiainc-ohio.org)

A statewide Asian American  
tobacco control coalition.

#### PROJECT RIDE

[www.projectride.net](http://www.projectride.net)

Protecting the import car  
scene from tobacco indus-  
try infiltration.

### REAL

[www.therealmessagene.net](http://www.therealmessagene.net)

Hawai'i's youth movement  
against tobacco.

### NATIONAL YOUTH PROGRAMS

#### CAMPAIGN FOR TOBACCO- FREE KIDS

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

National youth advocacy  
efforts to fight big tobacco.

#### DREAM NOW (CANADA)

[www.dreamnow.ca](http://www.dreamnow.ca)

Guides youth through the  
process of making big  
changes in their community  
and the world.

#### IGNITE

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

A youth-led organization  
focusing on policy change  
and action.

#### STREETHEORY

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

Tobacco issues, activism ideas  
and a youth message board.



## TRUTH

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

A nationwide teen tobacco-prevention campaign.

## **GENERAL TOBACCO CONTROL**

### ACTION ON SMOKING AND HEALTH (ASH)

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

Smoking statistics, information on quitting, smoking risks, etc.

### AMERICAN LEGACY FOUNDATION

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

Develops national programs that address the health effects of tobacco use.

### AMERICAN LUNG ASSOCIATION

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

Fights lung disease in all its forms, with special emphasis on asthma, tobacco control and environmental health.

### AMERICANS FOR NON-SMOKER'S RIGHTS

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

Tobacco facts and strategies for policy change.

## CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)

Tobacco Information and Prevention Source (TIPS)

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

Tobacco-related education and research materials.

## **GLOBAL TOBACCO CONTROL**

### CAMPAIGN AGAINST TRANSNATIONAL TOBACCO

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

Has in-depth info on Big Tobacco's exploitation in other countries.

### ESSENTIAL ACTION'S GLOBAL PARTNERSHIPS FOR TOBACCO CONTROL

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

International tobacco control activities at the grass roots level.

### FRAMEWORK CONVENTION ON TOBACCO CONTROL (FCTC)

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

Everything you need to know about the FCTC, an international tobacco control treaty.

## INTERNATIONAL NETWORK OF WOMEN AGAINST TOBACCO (INWAT)

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

A global network dedicated to eliminating tobacco use and exposure among women and girls.

## **COMMUNITY ASSESSMENTS**

### CDC OFFICE ON SMOKING AND HEALTH

[http://apps.nccd.cdc.gov/QIT/index\\_clt.asp](http://apps.nccd.cdc.gov/QIT/index_clt.asp)

A database of tobacco survey questions.

## **MEDIA ADVOCACY**

### ASIAN PACIFIC PARTNERS FOR EMPOWERMENT, ADVOCACY AND LEADERSHIP (APPEAL)

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

Sample media tools and press releases.

### THE PRAXIS PROJECT

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

Promotes advocacy and policy change for community health justice.

## **GRANT SEEKING & GRANT WRITING SCHOOL GRANTS**

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

Grant opportunities for K-12 educators, plus grant-writing tips and resources.

## **YOUTH IN PHILANTHROPY**

<http://youth.fdncenter.org/youth>

Links to youth community service scholarships and funding opportunities.

## **YOUTH SERVICE AMERICA**

[www.ysa.org/nysd/Grants.html](http://www.ysa.org/nysd/Grants.html)

Listing of grants for youth community service projects.

## **TOBACCO INDUSTRY DOCUMENTS**

### "TRUST US - WE'RE THE TOBACCO INDUSTRY"

<http://tobaccofreekids.org/campaign/global/framework/docs/TrustUs.pdf>

An exposé on tobacco industry lies and cover-ups.

## **UCSF TOBACCO CONTROL ARCHIVES**

[www.library.ucsf.edu/tobacco](http://www.library.ucsf.edu/tobacco)

Papers, unpublished documents, and electronic resources relevant to tobacco control issues.



# HAVE QUESTIONS? CALL, WRITE OR E-MAIL US!



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

is a national network of individuals and organizations committed to working towards a tobacco-

free Asian American and Pacific Islander (AAPI) community. APPEAL's mission is to prevent tobacco use and improve the health status in the AAPI community through network development, capacity building, education, advocacy and leadership.

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