



TAKE **DOWN** TOBACCO



**BLACK HISTORY MONTH**

# THE ACTIVITY CALENDAR



**A Year of Tobacco Prevention and Education Activities for K-12 Schools**

California Youth Advocacy Network (CYAN)

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

*Developed by CYAN in partnership with the Orange County Department of Education's Tobacco-Use Prevention Education (TUPE) Capacity Building Project*



## AUGUST

### Recruitment Time!

*The new year kicks off!*



It's time to find students who are interested in raising awareness and advocating for tobacco and vape-free spaces and communities.

Recruitment activities can include tabling at your school's club rush, submitting morning announcements, and posting flyers on campus bulletin boards.

Social media is also a great place to create student interest. Share pictures of your club's activities for perspective members to learn about your impact and work. Also be sure to utilize the school website to share the information with parents.

## OCTOBER

### Red Ribbon Week

*October 23rd - October 31st*



Red Ribbon Week (RRW) is the nation's largest and longest-running drug prevention campaign with more than 80 million people participating each year. The goal of Red Ribbon Week is to educate youth and encourage participation in drug prevention activities.

### Activity Ideas for K-12 Schools

- Post student quit resources all over campus.
- Host a PSA contest for students to share the impact tobacco has had on their spaces and communities.
- Host campus discussions or create a podcast to share what RRW is and how young people are impacted by using vape and tobacco products.
- Plan a quit event for students to make a school-wide pledge to live tobacco-free. Bring games and snacks to encourage participation.
- Provide trusted adults on campus with 'Ask Me How To Quit Tobacco' pins. Have your club role play brief interventions with the adult partners and ensure they have plenty of quit resources available to share.

### Additional Resources

[Red Ribbon Week Website](#)

## SEPTEMBER

### National Hispanic Heritage Month

*September 15th - October 15th*



National Hispanic Heritage Month provides a time to celebrate the histories, cultures, and contributions of Americans whose ancestors came from Mexico, Spain, the Caribbean, and Central and South America.

This month is also an important time to acknowledge the work of Hispanic and Latinx leaders in California who are successfully advocating for smoke and tobacco-free communities, and to support these efforts through continued education and advocacy.

### Activity Ideas for K-12 Schools

- Educate students and student clubs on how the tobacco industry has targeted Latinx communities by creating a campus bulletin board, delivering a campus announcement, or hosting a tabling event at your school's National Hispanic Heritage Month celebration.
- Host a student art contest depicting how Big Tobacco has impacted Latinx communities.
- Reach out to organizations leading this work and learn of opportunities for your students and youth partners to get involved. More information about California's work and progress is available from the Latino Coordinating Center for a Tobacco-Free California.
- Share digital messages with Latinx youth to motivate quitting. Spanish-language youth social media messages are available on the CYAN website.
- Promote quitting and free tobacco treatment resources with parents, family members, and Latinx community members.

### Additional Resources

[Latino Coordinating Center for Tobacco-Free California Story of Inequality - Hispanic/Latinx](#)  
[CYAN Website - Spanish Digital Downloads](#)  
[CYAN Spanish Youth Resources and Quit Support](#)

# NOVEMBER

## The Great American Smokeout (GAS)

3<sup>rd</sup> Thursday of November



For more than 40 years, the American Cancer Society has hosted The Great American Smokeout. This annual event encourages young people to quit vape and tobacco products, and provides an opportunity for young people to create a quit plan and set a quit date.

### Activity Ideas for K-12 Schools

- Post quit tips around campus and create a GAS countdown. Quit tips can include downloading quit support apps, drinking water, eating crunchy snacks, and journaling to identify cravings and triggers.
- Create Quit Kits! Quit kits can include toothpicks, hard candies, mints, honey sticks, a quit journal, and youth-specific quit resources and support.
- Have a tabling event and distribute quit kits to students. Be sure to also distribute quit kits to school nurses, counselors, parents, and other trusted adults who may interact with students who use tobacco.
- Chalk encouraging quit messages around campus.
- Provide peer education presentations that focus on the benefits of quitting and improved mental health.
- Share quit tips and resources on social media pages.
- Hold a poster contest for students to share their quit journeys and offer encouragement to peers.

### Additional Resources

[Great American Smokeout \(GAS\)](#)  
[CYAN Youth Quit Support and Resources](#)

## Native American Heritage Month

November 1st - November 30th



November is Native American Heritage Month, or as it is commonly referred to, American Indian and Alaska Native Heritage Month. The month honors and celebrates the rich and diverse cultures, traditions, and histories, and acknowledges the important contributions of American Indian peoples.

This month is a great time to meet with student groups and share information on how the tobacco industry has targeted and exploited the Native American community. It is also important to educate students on the difference between commercial tobacco which is mass produced for profit and traditional/sacred tobacco.

### Activity Ideas for K-12 Schools

- Share video messages with students on how commercial tobacco negatively impacts American Indian community members.
- Share free resources to promote quit attempts.
- Partner with American Indian community members and host an event to educate students on the differences between sacred and ceremonial tobacco and commercial tobacco.
- Create a podcast or PSA on Big Tobacco's targeting of American Indian and Tribal communities and tie in social justice as a quit motivator.
- Promote quitting and free tobacco treatment resources with parents, family members, and American Indian community members.

### Additional Resources

[National Native Network](#)  
[Tribal Community Coordinating Center](#)  
[Story of Inequality - American Indian](#)

# JANUARY

## New Year's Eve New Year's Day

December 31st - January 1st



The New Year is a great time to speak to students about starting fresh by quitting tobacco and pledging to live a healthy vape and tobacco-free lifestyle in the New Year.

### Activity Ideas for K-12 Schools

- Create New Year's Resolution vision boards and encourage students to imagine the upcoming year vape and tobacco-free.
- Promote quit resources around campus and on social media. CYAN created a 'Now is a Great Time to Quit' digital campaign that is available on the CYAN website.
- Table at lunch and have a New Year's resolution theme. Encourage students to support healthy habits in the New Year and have quit resources available.

#### Additional Resources

[CYAN Website - Digital Downloads](#)

# FEBRUARY

## Black History Month

February 1st - February 28th

**BLACK  
HISTORY  
MONTH**

February is designated as Black History Month; a month to honor the victories and struggles of African Americans throughout American History, and to celebrate Black excellence.

This month is also an important time to recognize the work that African American and Black leaders in California have done to advocate for smoke and tobacco-free communities and support these efforts through continued education and advocacy.

### Activity Ideas for K-12 Schools

- Educate students on industry tactics and long history of targeting African American and Black communities.
- Host a discussion on social justice and health equity, and highlight the tactics Big Tobacco has used to market menthol to Black communities.
- Share the documentary, 'Black Lives/Black Lungs' with students to educate them on how tobacco companies turned menthol into a "Black cigarette".
- Host a student art contest depicting how Big Tobacco has impacted Black communities. Other events could include a poetry slam, PSA contest, or photo contest.
- Promote quitting and free tobacco treatment resources with parents, family members, and African American and Black community members.
- Invite students to support efforts to end the burden of tobacco on the African American and Black community by advocating for comprehensive tobacco-free initiatives, such as smoke/tobacco-free campus policies and policies that prohibit the sale of flavored tobacco, including menthol.

#### Additional Resources

[African American Tobacco Control Leadership Council \(AMPLIFY\) Story of Inequality - African American/Black Black History Month Website](#)  
[Black Lives/Black Lungs Documentary](#)

## Through with Chew Campaign

Third full week of February



The Through with Chew is a campaign focused on decreasing oral smokeless tobacco use. The goal of the campaign is to raise awareness about the dangers of smokeless tobacco and its harmful ingredients.

### Activity Ideas for K-12 Schools

- Promote the week on campus with posters and also on social media pages.
- Share quit resources with coaches and athletic directors on campus.
- Create a smokeless tobacco ingredients display.

#### Additional Resources

[Smokeless Quit Support - Ditch Dip Youth and Smokeless Tobacco Fact Sheet](#)

## MARCH

### Women's History Month

March 1st - March 31st



Women's History Month celebrates the achievements and accomplishments of women around the world. This month also honors the countless women who have fought for equality, justice, and equal rights.

March is a great time to meet with student groups and share information to support young women's mental health and overall health, and to encourage young women to quit vape and tobacco products.

#### Activity Ideas for K-12 Schools

- Incorporate young women's health into the month's celebrations. Have a table with health resources and include quit resources and the impact of tobacco use on your health.
- Create and share posters and social media posts on how Big Tobacco has targeted women with false and manipulative tactics.

#### Additional Resources

[Big Tobacco's Marketing to Women and Girls](#)  
[The Devastating Health Impacts on Women and Girls](#)

### Take Down Tobacco: National Day of Action

April 1st

**TAKE  DOWN  
TOBACCO**

Take Down Tobacco: National Day of Action is a campaign focused on the importance of the youth voice. On March 31st, young people across the nation will rally with advocates to call out Big Tobacco.

#### Activity Ideas for K-12 Schools

- Table and have a petition for students to sign urging Big Tobacco to stop preying on youth.
- Partner with local community organizations to hold a school rally and teach students about advocacy and how to stand up to Big Tobacco.
- Create a social media campaign exposing Big Tobacco for preying on youth and share across platforms.
- Organize a PSA contest for students to share how Big Tobacco has impacted their communities. Host a viewing party and have snacks and games.

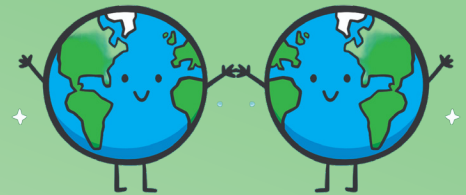
#### Additional Resources

[Take Down Tobacco National Day of Action Website](#)

## APRIL

### Earth Day

April 22nd



Earth Day is the world's largest environmental movement. When it comes to the tobacco industry, it is important to note that cigarette butts are the most common toxic waste found in cleanups and account for 37 percent of the total waste in California. Tobacco does not just impact the health of individuals; it also negatively affects the environment. When cigarette butts, vaping devices, and other tobacco waste is not disposed of properly, it pollutes water, air, and land with toxic chemicals. Vape waste is especially concerning given the single-use products made of plastics that cannot breakdown under any circumstances and the classification of these products as both biological and hazardous waste.

Earth Day is a great time to incorporate vape waste and the overall harm of tobacco; from it's production, manufacturing, and toxic waste into your programming.

#### Activity Ideas for K-12 Schools

- Educate students on the impact of tobacco waste on the environment with posters, social media campaigns, and tabling events.
- Host a tobacco clean up event and invite students to clean up their campus and local parks. Ask students to take pictures of what they collect and have a photo contest. You can even create social media polls and posts to have students vote for their favorite pictures from the clean-up.
- Create a PSA highlighting the environmental impact caused by tobacco products and vape waste.
- Create a school announcement on the impact of single-use plastics and vape waste.

#### Additional Resources

[Cigarette Butts are Toxic Waste UNDO Truth Report, Vape Waste and the Environment](#)  
[Earth Day Website](#)  
[Tobacco and the Environment Videos](#)

# MAY

## Asian American and Pacific Islander (AAPI) Heritage Month May 1st - May 31st



The month of May is designated as Asian American and Pacific Islander Heritage Month to honor the many contributions and accomplishments of Asian Americans and Pacific Islander Americans.

This month is a great opportunity to educate student organizations on industry strategies to market tobacco products to AAPI communities.

### Activity Ideas for K-12 Schools

- Share disaggregated data on tobacco use among AAPI community members in order to identify which AAPI youth and adults may have higher rates of tobacco use.
- Create a podcast on health equity and discuss why some communities may have greater health disparities than others.
- Host a student art contest depicting how Big Tobacco has impacted AAPI communities. Other events could include a poetry slam, PSA contest, or photo contest.
- Promote quitting and free tobacco treatment resources with parents, family members, and AAPI community members.
- Create a bulletin board to celebrate the month and share health information and quit support. You could also post to social media or table with resources.

#### Additional Resources

[Asian Pacific Partners for Empowerment, Advocacy, and Leadership](#)  
[Asian Smoker's Quitline](#)  
[Story of Inequality - Asian American and Pacific Islander](#)

## Mental Health Awareness Month May 1st - May 31st



Mental Health Awareness Month is a national movement to raise awareness about mental health and advocate for policies to support people with mental health issues.

Substance use and poor mental health are deeply linked. Youth report initiating tobacco use to cope with mental health symptoms, and ongoing use as a means to manage stress, depression, and anxiety.

### Activity Ideas for K-12 Schools

- Invite community mental health partners to hold a discussion on campus and share healthy coping and relaxation skills like breathing and meditation.
- Create a podcast or YouTube video on youth mental health and promote youth mental health resources.
- Post messaging around campus focusing on the positive impact quitting tobacco products can have on mental health symptoms.
- Share a stress-relieving tip each day during morning announcements, like deep breathing, journaling, etc..
- Create a social media campaign on mental health and substance use. Invite students to create content.
- Host a student Mental Health Awareness Month art contest. Other events could include a poetry slam, PSA contest, or photo contest.
- Provide peer education presentations that focus on the benefits of quitting and improved mental health.

#### Additional Resources

[CYAN Youth Mental Health Digital Campaign](#)  
[Colliding Crisis: Youth Mental Health and Nicotine Use](#)  
[Story of Inequality - Mental Health Challenges](#)  
[Youth Mental Health Resources](#)

## World No Tobacco Day May 31st



The World Health Organization observes World No Tobacco Day every year in order to spread awareness about the risks of tobacco use and how we can make the world tobacco-free. Each year focus on a different tobacco-related theme.

### Activity Ideas for K-12 Schools

- Hold a countdown to World No Tobacco Day and share quit resources around campus with posters, social media campaigns, and tabling events.
- Create a bulletin board or presentation on how different our planet would look if everyone quit tobacco, highlighting the environmental impact, human rights improvements, and lives saved.

#### Additional Resources

[World No Tobacco Day website](#)

# JUNE

## LGBTQ+ Pride Month

June 1st - June 30th



Pride Month is an entire month dedicated to uplifting LGBTQ+ voices and supporting LGBTQ+ Visibility and rights. It is part political activism and part celebration of all the community has achieved over the years.

LGBTQ+ youth use tobacco at higher rates than other youth. Pride Month is an opportunity to cultivate inclusive spaces on campus and connect with students to reduce LGBTQ+ tobacco-related disparities.

### Activity Ideas for K-12 Schools

- Invite student organizations to participate in educating individuals on the burden of commercial tobacco on LGBTQ+ community members by sharing social media messages. An assortment of messages and videos can be found on the We Breathe website.
- Educate student organizations on how tobacco impacts the LGBTQ+ community.
- Share free tobacco treatment resources with student organizations.
- Cultivate safe and inclusive spaces with signage, pins on trusted adults, and quit resources that are created for LGBTQ+ youth.
- Share social media messages or create a PSA on Big Tobacco's targeting of the LGBTQ+ community.
- Collaborate with your school's Gay Straight Alliance (GSA) club and have a table with mental health and quit resources for youth at all Pride events.
- Host a student art contest and focus on the social justice aspect of industry targeting. Other activities could include a poetry slam, PSA contest, or photo contest.

### Additional Resources

[WE BREATHE Website](#)

[Tobacco Use Rates in the LGBTQ+ Community](#)

[School Climate Survey Report and LGBTQ+ Student Resources](#)

[Story of Inequality - LGBTQ+](#)