



Event Toolkit

**GREAT AMERICAN SMOKEOUT
NOVEMBER 18, 2021**



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*Tools for hosting a Great American
Smokeout activity on a
college or university campus.*

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Introduction:

History of the Great American Smokeout

The Great American Smokeout (GAS) grew out of a small-town event in Massachusetts in 1971. A movement was sparked when high-school guidance counselor Arthur Mullaney asked people to give up cigarettes for one day and donate the money they would otherwise have spent on cigarettes to a college scholarship fund. In 1974, Lynn Smith, editor of Minnesota's Monticello Times, organized the state's first observance of "D-Day," or "Don't Smoke Day."

Starting in November, 1976, the California Division of the American Cancer Society (ACS) adopted the idea and ultimately designated the event the Great American Smokeout, successfully convincing nearly a million smokers to quit for one day in the event's first year. Soon the event went nationwide under the sponsorship of ACS.

During the next 34 years GAS was celebrated with rallies, parades, stunts, quitting information, and even "cold turkey" menu items in schools, workplaces, Main Streets, and legislative halls throughout the US.

GAS has been chaired by some of America's most popular celebrities, including Sammy



YOU DON'T HAVE TO STOP SMOKING IN ONE DAY. START WITH DAY ONE.

Quitting smoking isn't easy. It takes time. And a plan. You don't have to stop smoking in one day. Start with day one. Let the Great American Smokeout® event on November 19 be your day to start your journey toward a smoke-free life. You'll be joining thousands of people who smoke across the country in taking an important step toward a healthier life and reducing your cancer risk. Plus, the American Cancer Society can help you access the resources and support you need to quit. Quitting starts here.

Learn more at cancer.org/smokeout or call 1-800-227-2345.

 **Attacking from every angle.**

©2013, American Cancer Society, Inc. No. 012936. Models used for illustrative purposes only.

Davis, Jr., Edward Asner, Natalie Cole, Larry Hagman, Surgeon General C. Everett Koop, the first "spokespud" Mr. Potato Head, and many others.

With hard work, dedication, and commitment, California and the nation has come a long way towards a tobacco-free life for all.

We hope this information is both useful and motivating to you and those your work with.

The CYAN College Project & COUGH Student Leaders



Tabling for GAS

We know that COVID-19 has impacted everyone in different ways. Physically talking to students and even colleagues now might be a bigger task than before.



Five Quick Tips for Tabling

- 1. Signage** - Create a large sign that can be visible to the campus community before they walk up to your table.
- 2. Interactive** - Games, trivia questions, prizes, surveys, and other interactive activities can make a visit to your table worthwhile.
- 3. Engage** - Remember to be physically and mentally present – don't get distracted with your phone or personal conversations. If you look busy, people might be hesitant to talk to you.
- 4. Empathy** - Be empathetic to individuals who use tobacco, most already know the behavior is unhealthy to them and others around them.
- 5. Quit Kits** - Considering having a “build your own quit kit” station at your table.

Other GAS Ideas

Other events that can be done during GAS or year-round!

- 1. Tobacco waste clean-up** around campus and surrounding areas.
- 2. Hold an art ad contest for the campus community**

You can ask participants to create an advertisement to promote cessation services available to the campus community. You can invite a member of the Student Health Center, the Faculty Senate, an Associated Student member, a person from the student newspaper, and a member of your coalition to judge the competition. The top one to three winners can be rewarded with gift certificates and/or promotional items. The winning graphics can be used throughout the year to promote cessation services. You can also ask a representative from the campus communities' newspaper to feature the winning design in the paper!
- 3. Host a forum** on campus to discuss the college smoke-free policy or general tobacco issues.
- 4. Public Service Announcement**

Work with campus media production to create a Public Service Announcement around promoting tobacco treatment services that are available to the campus community.



Talking to Individuals Who Use Tobacco on Campus

It can be intimidating to approach a stranger let alone begin a conversation about their tobacco use, but research shows that advising individuals to quit using tobacco increases their chances of a future quit attempt. Remember that while they may not want to act right at that moment, a simple conversation with them will increase their likelihood of success in the future.



Things You Can Say

“Are you familiar with the Great American Smokeout?”

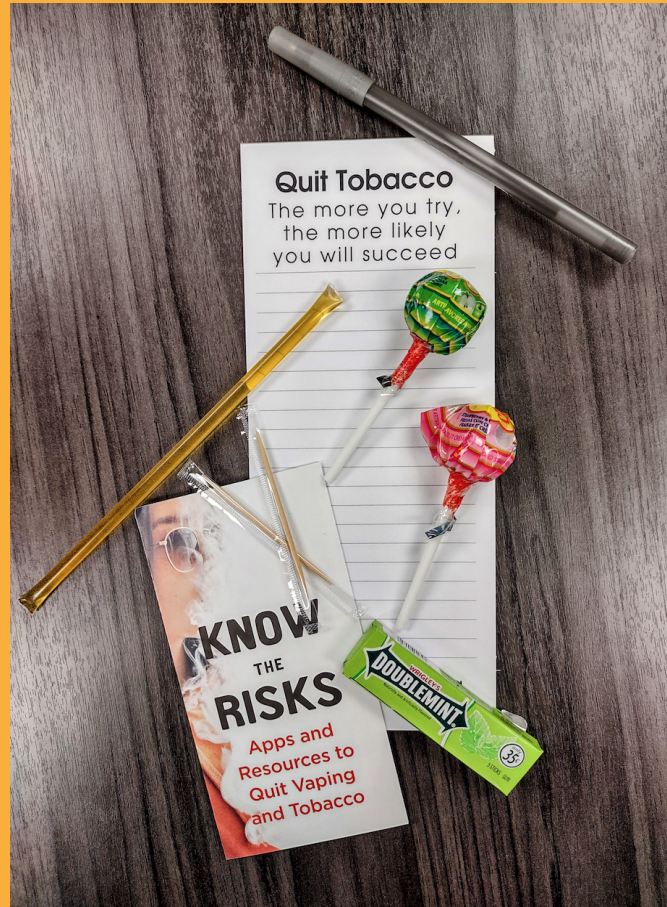
“Have you tried quitting in the past?”

“It’s okay if you’re not ready to quit now, but please come visit us when you are. We are here to help.”

“Kick it California is a free quitline where you can talk to a counselor on the phone or via an app about quitting tobacco.”

“If you were to try quitting today, what would be your ideal quit kit look like?”

Quit Kits



For many colleges and universities, Quit Kits have proven to be a very useful tool for supporting quit attempts. Quit Kits can be as elaborate or as simple as you see fit!

CYAN supports college and universities by providing Quit Kits that are free and available for use year-round. Although these kits would need to be assemble upon receiving, all materials will be delivered to you! We encourage college and universities to get creative and tailor the Quit Kits to their liking and the need of the campus.



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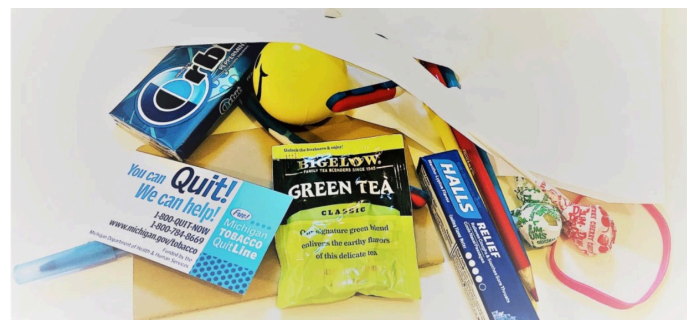
Quit Kit Checklist

In your Quit Kit box, you will find materials for either 50 or 100 Quit Kits, depending on the size of your campus (large campuses receive materials for 100 Quit Kits, smaller campuses receive materials for 50 Quit Kits). Additionally, if you requested materials for Spanish-speaking students and/or Student Veterans, you will find resources to build 25 kits for each population.

Quit Kit materials are the following:

1. Plastic bags
2. Lollipops
3. Gum
4. Pens
5. Quit brochure (type varies by population)
6. Notepads
7. Honey sticks
8. Mint toothpicks

Whether you choose to mimic CYAN Quit Kits or become creative with your own, know that Quit Kits are a wonderful resource for college students trying to quit smoking, vaping, and tobacco and a great conversation starter! Other items you can include in the Quit Kits include: water bottles (hang the quit kit from the bag), mints or other hard candy, information about local quit resources, sunflower seeds, silly putty, stress balls or sticks, and coupons for free NRTs if available at the Health Center.



Engaging with Other Campus Organizations



Collaboration is key to really promote tobacco cessation on college and university campuses. Here are some strategies for connecting with your campus administration and student clubs or organizations.



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Campus Administration and Student Government

- Collaborate with your administration and/or campus' strategic communications office to create GAS email and social media communication that can be posted to the campus community.
- Collaborate with Student Government to promote campus tobacco treatment services for the month of November or the date of the event.



Student Health Centers

- Reach out to the student health center to learn if they ask patients about their tobacco at intake. If they do, encourage the student health center staff provide them with cessation information, Kick It California (formerly CA Smokers' Helpline) and quit kits.
- Ask your student health center if they are willing to post quit messages on their website and social media pages on and around GAS. An assortment of social media messages are available at www.cyanonline.org/tools1/#digitalmedia.



Clubs and Organizations

- Work with Student Life director(s) to organize a quit contest between campus clubs and organizations.
- Collaborate with student organizations to promote GAS events during homecoming or other campus wide events in the month of November.
- Create a campus-wide design contests for GAS incentives such as t-shirts, stress balls, etc.



Residential Housing

- Collaborate with Housing to provide information and training to Residential Advisors (RAs) about available campus and/or community cessation services.
- Have RAs host a party on GAS where tobacco users can come by for support, help, Quit Kits, food and other activities.
- Provide residential halls with flyers on available campus and/or community cessations services.



International Centers

- Collaborate with International Center to provide information about campus and community cessation services to international students
- Create infographics on tobacco treatment services in different languages
- Collaborate with International Center to provide focus groups with your campus' international students to gain more information on views associated with smoking and tobacco use, ways to quit, and how to support students feel comfortable with any tobacco/smoke free policies your campus may have.



Addressing Tobacco-Related Disparities on Campus



When it comes to tobacco treatment, we understand that one size does not fit all. While tobacco affects us all, disparities among tobacco use are significantly prevalent in some California communities. In the next few pages, you will find useful information on addressing tobacco-related disparities on your campus. For more information on how tobacco companies market to California's diverse communities, visit

<https://tobaccofreeca.com/story-of-inequity>



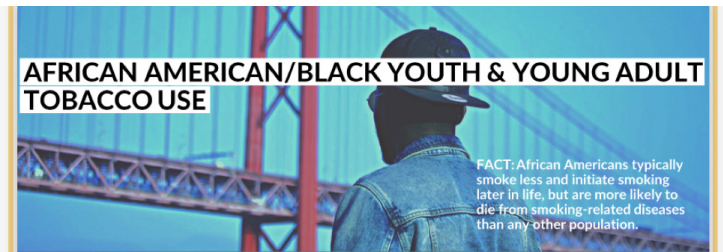
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African American and Black

African Americans have been significantly targeted with menthol cigarette advertising in predominately black neighborhoods and in publications that are popular with black audiences. It is because of this that menthol cigarettes are a big reason why African American and Black communities have experienced the greatest burden of tobacco-related death and disease of any racial or ethnic group in the United States.

Tobacco Use and Quit Behavior

- About 94.5% of African Americans who smoke cigarettes use a mentholated product.
- African American youth and young adults are seen to have greater odds of current use of little cigars and cigarillos.
- 17.7% of African American high school students are currently using e-cigarettes.
- African American menthol smokers have a lower rate of quitting than non-menthol smoking African Americans.



Partnering with African American/Black Student Originations

- Educate students on industry tactics and history of targeting African American/Black communities.
- Provide resources to quit, reassure students that quitting is a marathon, not a race.
- Invite students to support efforts to end the burden of tobacco on the African American/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.

Resources

- African American Tobacco Control Leadership Council - www.savingblacklives.org
- AMPLIFY - amplify.love

American Indian

American Indians and Alaska Natives use commercial tobacco products more than any other racial or ethnic group in the US. However, it's important to mention that use of tobacco products, or commercial tobacco, is different than the use of sacred or traditional tobacco. For some Native American communities, traditional tobacco is a symbol for peace and healing. It is also considered a sacred gift of the earth and is used for medicinal and spiritual purposes. Commercial tobacco use should be the focus for this community as the tobacco industry has exploited their traditions for their benefit.

Tobacco Use and Quit Behavior

- More than 1 in 5 American Indian and Alaska Native adults currently smoke cigarettes.
- When it comes to e-cigarettes, American Indian and Alaska Native youth also have the highest percentage of use with 40.4% in high schoolers. This higher than the general population of 27.5% among high schoolers.
- Difficulty to quit smoking is also seen in the community with an estimated 55.6% of adults reporting the desire to quit. This is significantly lower than our other ethnic communities.



Partnering with American Indian Student Organizations

- Meet with American Indian groups and share information on how the tobacco industry has targeted their community. It's also important to acknowledge the difference between commercial tobacco and traditional tobacco.
- Share resources on how commercial tobacco negative impacts Native American community members.
- Share free resources to promote quit attempts. When discussing ways to quit, be sure acknowledge the importance of traditional tobacco and develop a quitting plan that focuses on commercial tobacco.

Resources

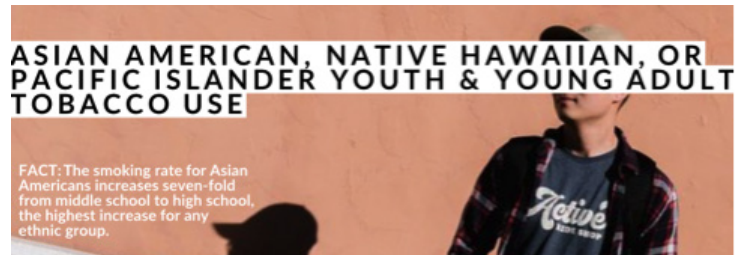
- National Native Network - keepitsacred.itcni.org
- Tribal Community Coordinating Center - ca-tccc.org

Asian American, Native Hawaiians, and Pacific Islanders

In general, Asian Americans have the lowest cigarette smoking rates in comparison to our other priority groups; however, these rates vary within subgroups. When we say Asian American and Pacific Islanders, we are really talking about Asian Americans, Native Hawaiians, and Pacific Islanders (AANHPI) which is a diverse group representing over 100 different languages and 50 countries. Similar to other priority populations, the tobacco industry has a history of target marketing Asian/Pacific Islander communities. Internal tobacco industry documents reveal a tobacco executive calling Asian/Pacific Islander communities “a potential gold mine” for their profits.

Tobacco Use and Quit Behavior

- Prior to the pandemic, 7% of Asian American high schoolers and 17.1% of Pacific Islander youth reported current cigarette tobacco use.
- Although e-cigarette use in the Asian American young adult community is lower than the general average in California, 10.5% of Asian American young adults report e-cigarette use.
- Asian American and Pacific Islander college students tend to be light, non-daily tobacco users compared to other populations.
- In a 2017 study, approximately 70% of Asian Americans who reported current daily smoking expressed interest in quitting tobacco.



Partnering with AANHPI Student Organizations

- Educate student organizations on industry strategies to market tobacco products to AANHPI communities.
- Share disaggregated data on tobacco use among AANHPI community members.
- Promote free tobacco treatment services, including Asian-language tobacco treatment resources provided by Kick It California (www.asiansmokersquitline.org).

Resources

- Asian Pacific Partners for Empowerment, Advocacy, and Leadership (APPEAL) – appealforhealth.org

International Students


For many colleges and universities, international students' makeup a portion of the student body and the concept of smoking or tobacco use may be different between different cultures and countries. It's not uncommon for international students to have higher tobacco use rates than domestic students due to higher rates of tobacco use in their country of origin. Additionally, tobacco use may be interpreted in different ways for those coming for countries outside of the US.

Partnering with International Student Center


- Work with your campus' International Center (if applicable) to provide workshops or infographics that will familiarize international students on the smoking policies on your campus.
- Provide tobacco prevention and treatment resources in languages other than English.
- For students who may want to limit their tobacco use or quit entirely, be sure not to exclude any cultural associations with tobacco use as you assist in their quit plan.
- Scroll back up to page 11 for additional ideas on working with International Centers.

CONOCE LOS RIESGOS


Apps y recursos para dejar los vaporizadores y el tabaco




QUÍMICOS
Los vapeadores generan un aerosol que puede contener nicotina, metales y otros químicos tóxicos que causan cáncer.



ADICCIÓN
La nicotina puede reconfigurar tu cerebro y generar una adicción a otros sustancias y productos de tabaco.




CAMBIOS DE HUMOR
La nicotina te puede causar ansiedad, irritabilidad e impulsos que pueden controlar tu vida.




DESARROLLO CEREBRAL
La nicotina es un veneno y una droga muy altamente adictiva que puede dañar tu desarrollo cerebral.


ESTOY LISTO
AYUDA ANÓNIMA Y GRATUITA




La aplicación This is Quitting y mensajes de texto
App con actividades para ayudarte a dejar de usar vapeadores u otros productos de tabaco. También puedes hablar con un consejero durante las 24 horas del día.
www.thisisquitting.com
Envía 'DITCHJUUL' al 88709



Aplicación QuitSTART
App para registrar tus logros al dejar el tabaco y la nicotina. Obtén medallas, consejos para superar los días difíciles y juegos para distraerte y olvidarte del deseo de fumar o vapear.
teen.smokefree.gov/become-smokefree/quitstart-app



SmokefreeTXT en español
Recurso disponible en español para los adolescentes donde ofrecen consejos, ayuda para dejar el tabaco y la nicotina, y motivación para no volver a fumar o vapear.
www.espanol.smokefree.gov
Envía 'QUIT' al 47848



Línea de ayuda para fumadores de California
Una página de internet, línea de ayuda telefónica y una app para adolescentes. Disponible en inglés y español para #dejardevapear.
www.novapes.org/spanish
1-844-8-NOVAPE
Envía 'Quit Vaping' al 66819

Consejos para dejar el tabaco y la nicotina
Recupera el control



Pide ayuda - Si te sientes cómodo, pídele ayuda a las personas que te rodean. Puedes pedirle ayuda a un amigo, padre, maestro, entrenador o consejero.

Prepárate bien - Presta atención cuando tengas la necesidad de consumir e identifica lo que provoca esa necesidad. Podría ser estrés por exámenes, presión de tus padres u otros factores.

Aprovecha los recursos a tu disposición - Las aplicaciones, los mensajes de texto y pidiendo apoyo a las personas en quienes confías mejorarán tus probabilidades de tener éxito.

Mantente activo - Hay muchos estudios que demuestran que el ejercicio y la actividad física pueden ayudarte a dejar de fumar y usar vaporizadores. Intenta salir a caminar o participar en alguna actividad deportiva en la escuela.

Busca una razón - Piensa en la razón más importante que tengas para dejar de fumar y usar los productos de vapear. Y recuerda siempre por qué lo haces, especialmente cuando se hace difícil dejar de fumar o vapear.

www.cyanonline.org/dejar-el-tabaco

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Latinx

Although the Latinx community has one of the lowest smoking rates with 13.7%, studies have found that smoking prevalence varies greatly among subgroups from specific regions or countries. For instance, the Puerto Rican community has among one of the highest smoking rates in comparison to those of Dominican descent having the lowest.

Tobacco Use and Quit Behavior

- In 2018, 10.3% of California Latinx youth reported current tobacco use.
- E- Cigarette is also becoming one of the most commonly use tobacco product among Hispanic/Latinx high school students.
- For our Latinx community, the odds of receiving resources and advise on quitting were lower than their white counterparts. Therefore, GAS events at your campus/community are a great first step to getting our Latinx students who want to quit, information on how to quit, and staff members that can help them on their quitting journey.



Partnering with Latinx Student Organization

- Educate student groups on how the tobacco industry has targeted Latinx communities through partnerships with Latinx organizations, sponsorship of community events, and targeted marketing.
- Share tobacco treatment resources and motivate quit attempts.

Resources

- Latino Coordinating Center for a Tobacco-Free California - healthcollaborative.org/hlcc/

LGBTQ

The LGBTQ community has historically experienced disparities that range from societal influences, as well as discrimination. Tobacco companies have capitalized on this mistreatment and have promoted allyship through targeted advertisements. This has contributed to tobacco-use disparities among this community.

Tobacco Use and Quit Behavior

- There are significantly higher rates of tobacco use in the LGBTQ community than in comparison to those that identify as heterosexual. Transgender youth currently used tobacco products 4 times higher than cisgender youth.
- E-cigarette use is also trending significantly higher in the LGBTQ community. Transgender youth are currently using e-cigarettes 3 times higher than cisgender youth.
- When offering quitting resources to LGBTQ students, remember the intersectionality that students are experiencing daily. Quit plans maybe need to be more comprehensive than other priority populations and include additional resources for students to thrive in quitting.



Partnering with LGBTQ Student Organizations

- 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 at californialgbtqhealth.org/about-us/we-breathe/.
- Educate student organizations on how tobacco impacts the LGBTQ community.
- Share free tobacco treatment resources with student organizations.
- Encourage student organizations to participate in an upcoming webinar, LGBTQ Cessation: The Power of Collaboration, on November 18 at 10:00am. Register at bit.ly/LGBTQPower.

Resources

- We Breathe - californialgbtqhealth.org/about-us/we-breathe/

Rural

The tobacco industry aggressively targets individuals living in rural communities with cigarette and smokeless tobacco marketing. As a result, rural Californians have higher rates of tobacco use, are more likely to start smoking at an earlier age, and are more likely to suffer from higher rates of lung cancer than individuals living in urban communities. Additionally, rural areas commonly have fewer laws preventing youth access to tobacco, less protection from breathing secondhand smoke, and decreased access to local tobacco treatment services.

Tobacco Use Behavior

- Adults that live in rural areas smoke at a rate of 16.6% compared to 11.6% of adults that live in urban areas.
- Similar to adults, rural youth have higher rates of cigarette and smokeless tobacco use than their peers in urban counties.



Engaging Rural Young Adults on Campus

- Promote quitting of all tobacco products, including smokeless tobacco products. Be careful not to limit cessation messages and services to “smoking cessation” or “quit vaping”.
- Distribute educational materials on all forms of tobacco use, including smoking, vaping, and smokeless.
- Educate students on new tobacco leaf-free products and their health consequences.
- If your campus isn’t smoke/tobacco-free, invite students to share their support for a stronger policy by signing a petition, letter of support, etc.

Resources

- Rural Initiatives Strengthening Equity (RISE) – ca-rise.org

Student Veterans

Military community members have significantly higher rates of tobacco use than civilian populations. This is due to the tobacco industry influencing use by ensuring products can be sold at discounted rates on military installations as well as integrating tobacco use into military culture. Further, service members and Veterans are more likely to suffer from a mental health condition associated with their service and tobacco products are commonly used to self-medicate. As individuals leave the military and transition to colleges and universities, campuses have an opportunity to support Student Veterans in quitting tobacco.

Tobacco Use and Quit Behavior

- Tobacco use varies by branch of service. Of all branches of the military, members of the Marine Corps reported the highest percentage of smokers. (Design graph with following data: Marines 30.8%, Army 26.7%, Navy 24.4%, Coast Guard 19.9% and Air Force 16.7%)
- Approximately 20% of military personnel reported using smokeless tobacco, with Marine Corps reporting the highest rate of smokeless tobacco use.
- And just like their civilian peers, quitting can be difficult and with smoke and tobacco free policies on campuses, Student Veterans may need extra support on quitting. Be sure to be patient with them as they navigate civilian life, quitting, and academics.



Partnering with Student Veteran Centers

- Educate Center staff on the high rates of tobacco use among service members and Student Veterans.
- Encourage staff to display and distribute prevention and tobacco treatment resources in the Center.
- Support partnership between the Student Veteran Center and Student Health Center to ensure Student Veterans are encouraged to visit Student Health for free support quitting tobacco.

Resources

- Project UNIFORM - projectuniform.org
- Smoke-Free Vet - veterans.smokefree.gov

Tobacco Treatment Resources



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CYAN's Quit Tobacco Page for Youth and Young Adults

www.cyanonline.org/quit-tobacco

This webpage includes quit tips and youth/young adult-friendly tobacco cessation resources including links to apps, website, and a downloadable digital quit kit. The site is available in English and Spanish.

Kick It California

www.kickitca.org

Kick It California, formerly the California Smokers' Helpline, offers free counseling and resources to individuals interested in quitting tobacco. The website includes information on quitting smoking, vaping, and all tobacco products. Resources are available in English, Spanish, Chinese, Korean, and Vietnamese.

You Can Quit 2

www.ycq2.org

You Can Quit 2 is a program designed for military personnel, including Student Veterans, to gain access to free tobacco treatment resources. The site includes an assortment of tools and resources to support quitting, including a live chat feature.

This is Quitting

truthinitiative.org/thisisquitting

This is Quitting is the Truth Initiative's free cessation program to support youth and young adults in quitting vaping. Students can text DITCHJUUL to 88709 or enter their mobile phone numbers on the website for free support quitting.



The California Youth Advocacy Network (CYAN) is dedicated to supporting youth and young adults by advocating for a commercial tobacco-free California.

We provide public health professionals and young people with the tangible tools for action to mobilize a powerful statewide movement.

Our staff is committed to changing the commercial tobacco use culture in California's K-12 schools, colleges and universities, and all areas of the youth and young adult community.

FOR ADDITIONAL INFORMATION CONTACT:

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www.CATobaccoFreeColleges.org



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