



TOBACCO-FREE OUTDOORS

Clean-Up & Counter Messaging Tool-Kit

PARKS, BEACHES, & PLAYGROUNDS TOBACCO CLEANUP & COUNTER MESSAGING



Pictures speak a thousand words! By using the tobacco litter be creative and do something positive in your community, and it will spark conversation about what we can do to reduce tobacco and e-cigarette litter.

YOU WILL NEED

- Trash bags, zip locks, anything creative to collect tobacco litter with
- Gloves
- White Board, Black Board, Poster Board and things to write on them
- List of tobacco-free parks in your county for guidance
- TFO Facts and Statistics (Pg. 3 in Toolkit)
- Cellphone to take photos

INSTRUCTIONS

- Use the tobacco free parks list to go to parks that do not have a policy yet, to do the tobacco litter cleanup and take pictures.
- Using the tobacco litter write a fact/statistic with the litter or next to it.
- Take photos of you with the litter message or just the litter! Be creative! (Try to make sure we can tell where the picture was taken!)
- Send your photos to your **RC coordinator** (Photos will be used on RC social media)

After the Event - Practice your writing skills! Write a letter about the importance of tobacco free parks and playgrounds in your community! Work with your coordinator to help and send it to your municipalities/elected officials

TFO FACTS & STATISTICS

- 58 million nonsmokers in US are exposed to secondhand smoke.
- Air near an outdoor smoker can be 50 times more toxic than surrounding air.
- Employers spend thousands more every year for each smoking employee (in additional health care costs and lost productivity.)
- Even brief exposure to secondhand smoke can cause asthma attacks.
- Even small amounts of secondhand smoke can cause a heart attack.
- Going smoke-free reduces litter and loitering.
- Protecting the public from secondhand tobacco smoke prevents disease.
- Secondhand smoke kills about 50,000 US nonsmokers each year, (including 900 infants.)
- Smokers are absent 50 percent more often than nonsmokers.
- Smoking in public view causes children to start smoking.
- Smoking in public view makes it harder for people trying to quit
- There is no safe level of exposure to secondhand smoke.
- Tobacco smoke is more harmful than exhaust from a diesel engine.
- Third-hand smoke residue that sticks to clothing & surfaces, is highly toxic to children.



WORKPLAN DELIVERABLES CHECK LIST

EQUIP (*youth infrastructure*)

- Provide youth leaders with an overview of the activity, discuss timelines, materials needed, possible barriers and how they might overcome them.
- Provide youth leaders with the materials that they will need, or discuss with them how they will obtain them.
- Provide youth leaders with a plan to report back their findings
- Discuss with the youth leaders ways in which this activity will educate their community and their elected officials.
- Discuss with the youth leaders what organizational decision makers this activity may impact and discuss ways in which youth can advocate this project with those decision makers. Create a plan with the youth.
- Discuss with the youth leaders who else can help with this project? Who can we “mobilize?” Create a plan with the youth to make those connections and a plan to follow through.
- Discuss with the youth leaders how you can let others know about what you are doing? Is there a news outlet they want to reach out to? How will you share the activity on Social Media? What media can be tagged? Create a plan with the youth to make those connections and make the posts.
- Discuss with the youth “how will we know that this activity was successful?” How will you evaluate the activity?
- Once the activity is complete take time with your youth to discuss the following 1) What went well? 2) What didn't 3) What could we improve? 4) Will we want to do this again? 5) Who else can we share with about what we did?
- Work with your youth to create a short presentation or summary with photos and outcomes. This can be shared in an online newsletter, shared with other RC groups, and shared on our website realitycheckofny.com and our statewide social media sites.

EDUCATE

- Who will be educated as a result of this activity?
- How will you reach them?
- How many people will be educated?
- How will you know you were successful?
- What community members were educated, how many, and what was done to educate them?
- Did you communicate directly with the community members? How?
- What government policy makers were educated, how many, and what was done to educate them?
- Did you communicate directly with a government policy maker? How?

ADVOCATE

- What organizational decision makers will you advocate for change with as a result of this activity?
- What action do you want the organizational decision maker to take?
- How will you engage them?
- How will you know you were successful?

MOBILIZE

- Who will you mobilize for this activity?
- How many people/organizations will be mobilized?
- What action do you want them to take?
- How will you engage them to take action
- How will you know that they took action?
- How will you know you were successful?

PROMOTE

- How will you let the media and the community know about what you are doing?
- Who will you contact and how will you contact them?
- How will you know you were successful?
- Don't forget to share any media coverage with your elected officials!