



PROJECT PREVENT

PREVENTION • EDUCATION • LEADERSHIP



CHAPTER TOOLKIT

An electronic copy of this guide, and many other
resources can be found on our website at
ProjectPreventAR.org

TABLE OF CONTENTS

Project Prevent Youth Coalition	2
Project Prevent Chapters	4
Steps to Starting a Chapter	6
Chapter Guidelines	7
Chapter Activities	8
Statewide Meetings	10
Chapter Meetings	11
Project Prevent Next Generation	12
Youth Led Fact Fed Annual Conference	14
Ready. Set. Record.	15
Drawing for a Difference	16
My Reason to Write	17
Resources	18
Materials	19
Toll of Tobacco in the U.S.	20
Toll of Tobacco in Arkansas	21
Calendar	22
Project Prevent Contact Info	23





Mission

The Project Prevent Youth Coalition will provide youth with action-oriented activities that address social norms about tobacco and nicotine.

Vision

Statewide tobacco policies and initiatives will be enacted as a result of youth being involved with the Project Prevent Youth Coalition.

Core Beliefs

Youth support what they help create. Social norms have the most influence on tobacco and nicotine policies. Youth have the power to affect social norms in their communities.

Management

The Project Prevent Youth Coalition operates under the guidance of the Arkansas Department of Health's Tobacco Prevention & Cessation Program and Arkansas Children's Hospital.



YOUTH LED FACT FED

The Project Prevent Youth Coalition is dedicated to preventing the use of any tobacco products among youth. As stated in our core beliefs, youth support what they help create, and they have the power to affect social norms in their schools and communities. It is the responsibility of Project Prevent to arm youth leaders with accurate information regarding tobacco and nicotine. Youth Led Fact Fed is our motto and our approach to youth tobacco prevention, education and leadership.



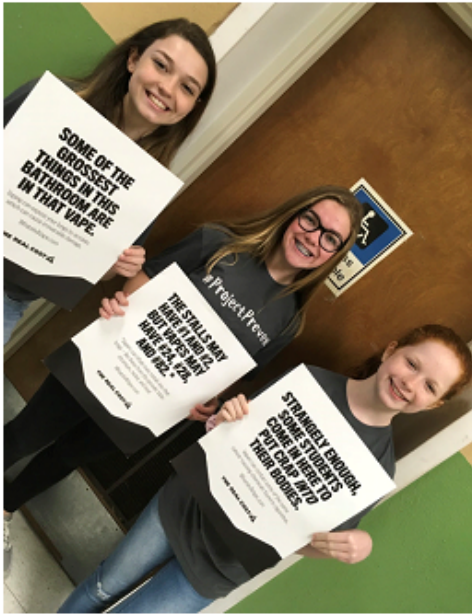
PROJECT PREVENT CHAPTERS

The Project Prevent Youth Coalition started as part of the Arkansas Department of Health's *Stamp Out Smoking* campaign. While the campaign successfully brought about awareness of tobacco and nicotine issues to youth, it did not provide them with an opportunity to take their concerns to the "next level."

In 2016, the Arkansas Department of Health partnered with Arkansas Children's Hospital to coordinate a group of youth whose sole purpose would be to change social norms regarding tobacco and nicotine. The result of those efforts was a network of local tobacco prevention youth groups who could organize themselves as clubs or "Project Prevent Chapters."

Today, Project Prevent Chapters exist in different youth groups such as schools, churches, after-school programs, and many more!





STEPS TO STARTING A PROJECT PREVENT CHAPTER

- 1 Find Champions** – Recruit at least five people to help you get the Project Prevent Chapter up and running.
- 2 Find an Advisor** – The ideal advisor for your Chapter can be a teacher at your school, a parent, or any adult who has a strong conviction about changing the social norms regarding tobacco and nicotine. The Advisor should be willing to support the work of the Chapter as well as encourage their members to participate in statewide activities. Pending funding each year, an advisor can earn up to \$1,000 in stipends for their service.
- 3 Register Your Chapter** – Once you have a Chapter, be sure to register it with the statewide coalition so that your group can receive important notifications regarding statewide events. Go to projectpreventar.org/get-involved.
- 4 Get Approval** – If your Chapter will meet at school, make sure you know your school's requirements for starting a club. This is especially important if you want to receive school funding or resources, such as meeting rooms and permission to hold events on campus. Part of the approval process may involve presenting to the school board. Contact Project Prevent for support, materials or assistance. Be aware that your school may require you to have a club constitution, sponsor, bylaws, and officer positions.
- 5 Hold Your First Chapter Meeting** – Make sure everyone is familiar with the statewide Project Prevent Youth Coalition. Review the mission, vision and core beliefs, and provide a brief overview of projects and activities that the Chapter may want to do.

Decide on regular meeting dates, time and location. Some Chapters elect officers, but that is not a requirement. A sample constitution can be provided upon request if needed. Most importantly, decide how the Chapter will function and who will be responsible for what.

Discuss branding your Chapter and giving it a name. Oftentimes, Chapters use acronyms or use their school mascot in the name of their Chapter.

Here are some examples:

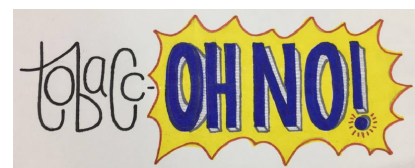
Fordyce High School is Redbugs R.I.S.E. (Reach, Invest, Serve, Encourage)

Cross County High School is TAD (Thunderbirds Against Drugs)

Lisa Academy West is Tobacc-OH NO! (and created a logo)

Make sure everyone has the opportunity to be involved when developing the Chapter's identity.

Remember: *Youth support what they help create!*



PROJECT PREVENT CHAPTER GUIDELINES

All Project Prevent Chapters function under the guidance of the Project Prevent Youth Coalition, which is coordinated by the Arkansas Department of Health and Arkansas Children's Hospital.

Purpose

The Chapter will participate in activities that help change social norms regarding tobacco and nicotine. The Chapter will plan and coordinate a minimum of four tobacco education or prevention projects or activities per year. The projects or activities should focus on Prevention, Education, and/or Leadership.

Membership

The Chapter will consist of currently enrolled students of a school or community group (youth groups, after-school programs, etc.) and will have a minimum of five active members.

Chapter Responsibilities

- Recruit new members and work to maintain current membership
- Be open to input, opinions and new ideas of others
- Recognize fellow Chapter members for achievements
- Act as tobacco-free role models for the younger generation

Individual Member's Responsibilities

- Learn and follow Project Prevent's mission, vision and core beliefs
- Regularly attend Coalition meetings and participate in activities and events
- Represent the statewide Project Prevent Youth Coalition in a positive way through participation in school or community-based service projects or activities



CHAPTER ACTIVITIES

The Project Prevent Chapter Advisor should ensure that all Chapter activities are related to the mission of the Project Prevent Youth Coalition and help coordinate coalition projects. Below is a list of suggested Chapter activities, however, creative ideas are encouraged as well.

Peer to Peer Education – Provide tobacco prevention education for fellow students by way of purchased or provided curriculum, reading aloud from tobacco prevention books or creating bulletin boards or signage for schools or local community spaces.

Information Table or Booth – Provide tobacco education by hosting a booth or information table at various events.

Tobacco Education/Prevention Presentation – Provide tobacco education by presenting current data related to tobacco harms, as well as cessation information. This can be done in local schools, community organizations, etc. Project Prevent will provide a presentation or data to use in creating your own presentation.



CHAPTER ACTIVITIES

Creating and/or Distributing Surveys – Complete and share surveys provided by Project Prevent, or create a custom tobacco survey for your local community or school.

Tobacco Policy Adoption – Meet with local government officials (city council, mayor, etc.) to introduce tobacco policies, such as Comprehensive Smoke-Free Cities or Parks. Chapter members can educate decision makers on problems associated with tobacco use, as well as benefits of such policies.

Tobacco Policy Enforcement – Meet with local government officials, school administration, or school board to discuss better enforcement of existing tobacco policies. Help create and/or assist in enforcement campaigns, such as “Tobacco Free Schools.”

Advocacy Letter Writing – Work together to compose a letter to local or state government to support a tobacco policy, ordinance or law. Project Prevent will help inform Chapters of current policies, ordinances or laws that are being considered.



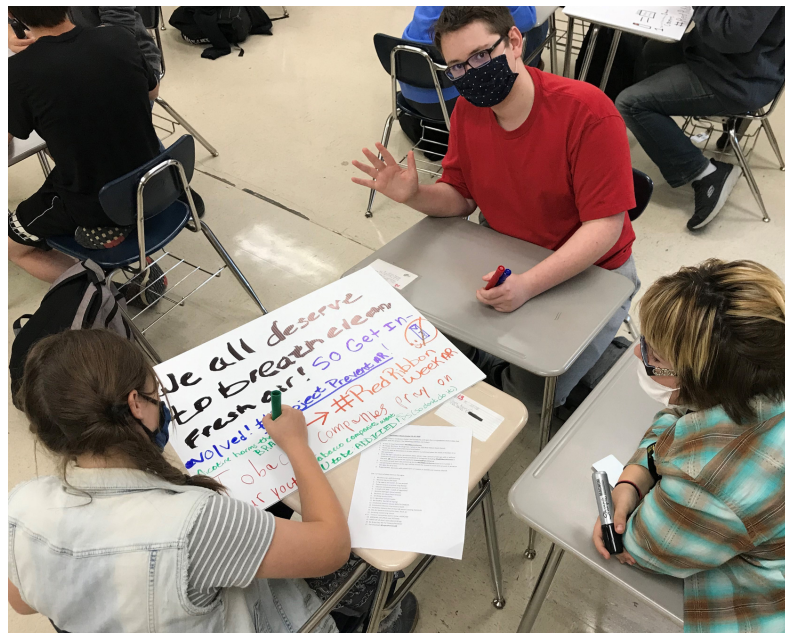
STATEWIDE MEETINGS

The statewide Project Prevent Youth Coalition hosts monthly virtual meetings for all chapter members to attend. These meetings consist of the most up-to-date information in tobacco and nicotine control, and allow chapters to share ideas for projects and activities. Chapters can attend the meetings live by visiting the Project Prevent website and following the link on the event calendar. Chapters can also watch the recordings that are posted on the Project Prevent YouTube channel. Each school year there are 8 meetings for Project Prevent chapters (grades 7-12) and 8 meetings for Next Generation chapters (grades 4-6).



CHAPTER MEETINGS

Project Prevent chapters also host their own meetings in order to plan tobacco prevention and education activities for their schools and communities. These meetings can take place weekly, biweekly or monthly. Chapter members can use this time to assemble packets, make posters or displays, and have in-depth conversations about the effects of smoking, dipping and vaping in their area. Chapter meetings should always be Youth Led!



PROJECT PREVENT NEXT GENERATION



NEXT GENERATION

Project Prevent Next Generation is the statewide tobacco and nicotine prevention coalition for grades 4-6. The Next Gen chapters are an extension of Project Prevent with activities and information geared toward those in elementary school and middle school.



The Next Gen Summit is held in the spring of each school year. Students in grades 4th - 6th come together to learn about nicotine addiction, the harmful effects of tobacco use, and sharpen their leadership skills.



YOUTH LED FACT FED ANNUAL CONFERENCE



The Youth Led Fact Fed Annual Conference is held in the fall of each school year in order to arm students with tools and resources to use throughout the year. Students in grades 7th - 12th come together to learn about nicotine addiction, the harmful effects of tobacco use, and sharpen their leadership skills.



READY. SET. RECORD.

Ready. Set. Record. is a video project for Arkansas students in grades 7th - 12th. It invites youth to change social norms regarding tobacco and nicotine by creating their own anti-tobacco public service message.

Ready. Set. Record. puts youth behind (and in front of) the camera and provides them the opportunity to write, produce, film, and edit their own anti-tobacco videos. Winners are awarded at the Ready. Set. Record. Film Festival each year.



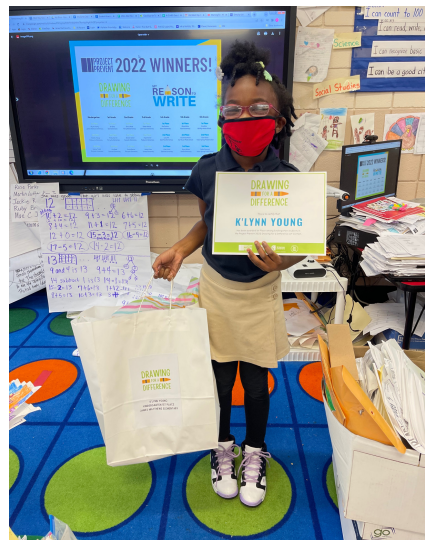
ANNUAL PROJECT FOR GRADES K-3

DRAWING FOR A DIFFERENCE

Drawing for a Difference allows Arkansas students in grades K-3rd to create artwork that helps others reach the truth about smoking, dipping and vaping. Drawing for a Difference opens in January and closes in April each year, and prizes are awarded for each grade in May.



Visit our website for a full list of winners and prizes from the latest Drawing for a Difference art contest.



ANNUAL PROJECT FOR GRADES 4-6

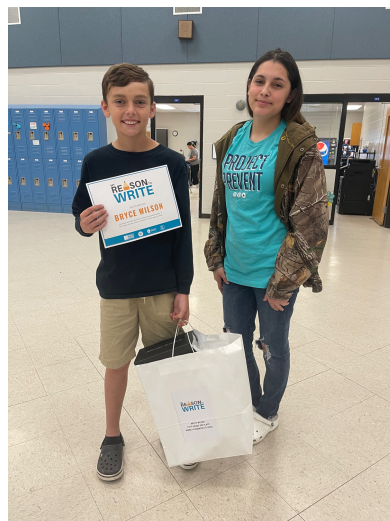
My Reason to Write allows Arkansas students in grades 4th-6th to write an essay that helps others reach the truth about smoking, dipping and vaping.



Submissions for My Reason to Write will be accepted between January and April each year, and prizes are awarded for each grade in May.



Visit our website for a full list of winners and prizes from the latest My Reason to Write essay contest.



RESOURCES

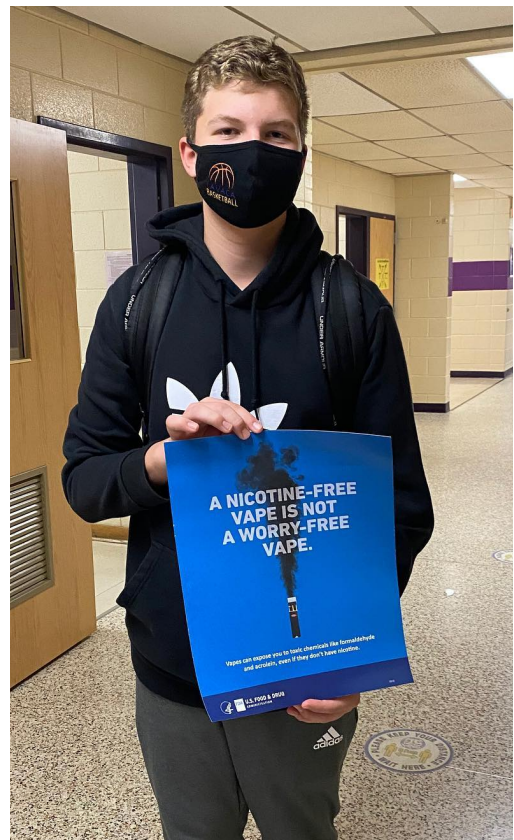
Suggested websites to purchase tobacco prevention items:

Health Ed Co. <https://www.healthedco.com/>
SpinSmart Tobacco Wheel, Mr. Gross Mouth, Mr. Gross Mouth Carrying Case, A Year's Worth of Tar Model, Clever Catch Tobacco Ball, Tobacco Body Count Display, Death of a Lung Easel Display, Crushing the Habit Mini Pocket Guide

Nim Co. <https://nimcoinc.com/>
Too Smart To Start Banner, Vaping...A Toxic Mix Banner, Tobacco Q & A Pop-Up Game

Journey Works <https://www.journeyworks.com/>
Prevention Brochures and Handouts

Amazon <https://www.amazon.com/>
Smoking Prevention Bingo for Teens, "No Thanks But I'd Love to Dance" Book, "Smoking Stinks" Book, "No Smoking, No Drinking, No Drugs" Book



MATERIALS

The following is a partial list of non-profit and government sources for tobacco prevention information and materials.

National Resources:

- www.cdc.gov/tobacco
- www.fda.gov/tobacco-products
- therealcost.betobaccofree.hhs.gov
- smokefree.gov/free-resources
- www.thetruth.com/about-truth
- www.lungusa.org
- ecigarettes.surgeongeneral.gov/default.htm
- www.aafp.org/patient-care/public-health/tobacco-nicotine/tar-wars.html
- oralhealthamerica.org/programs/nstep/
- www.bacchusnetworkstore.org/collections/tobacco

State Resources:

- www.cdc.gov/tobacco/stateandcommunity/tobacco_control_programs/ntcp/index.htm

You can also visit the resources tab on our website, ProjectPreventAR.org, for a comprehensive list of materials, resources, quitting resources, prevention ads and more.



THE TOLL OF TOBACCO IN THE U.S.

High school students who are current smokers (2020)	4.6%
High school males who are current cigar smokers (2020)	5.4%
High school students who are current e-cigarette users (2020)	19.6%
High school students who are current tobacco users (2020)	23.6%
Kids (under 18) who try smoking for the first time each day	1,600+
Kids (under 18) who become new regular smokers each day	235+
Kids (3-11) exposed to secondhand smoke	37.9%
Adults in the U.S. who smoke (2019)	14.0%

480,000 DEATHS 

ANNUAL HEALTH CARE COSTS
\$226.7 BILLION 

People who die each year from their own cigarette smoking or exposure to secondhand smoke.	more than 480,000
Kids under 18 alive today who will ultimately die from smoking (unless smoking rates decline)	5.6 million
People in the U.S. who currently suffer from smoking-caused illness	16 million

Smoking kills more people than alcohol, AIDS, car accidents, illegal drugs, murders, and suicides combined. Of all the kids who become new regular, daily smokers each year, almost a third will ultimately die from it. In addition, smokers lose a decade of life because of their smoking.

THE TOLL OF TOBACCO IN ARKANSAS

High school students who are current smokers (2020)	9.7%
High school males who are current cigar smokers (2020)	11.0%
High school students who are current e-cigarette users (2020)	24.3%
Kids (under 18) who become new regular smokers each day	1,000
Adults in Arkansas who smoke (2019)	20.2%
Proportion for cancer deaths in Arkansas due to smoking	33.5%
Adults who die each year from their own smoking	5,800
Kids under 18 alive today who will ultimately die from smoking (unless smoking rates decline)	69,000
Annual health care costs in Arkansas directly caused by smoking	\$1.21 billion
Residents' state & federal tax burden from smoking-caused government expenditures	\$1,051 per household
Estimated amount the tobacco industry spends in Arkansas for marketing their products each year	\$102.6 million

Published research studies have found that kids are twice as sensitive to tobacco advertising as adults and are more likely to be influenced to smoke by cigarette marketing than by peer pressure. One-third of underage experimentation with smoking is attributable to tobacco company advertising. More detailed fact sheets on tobacco's toll are available by emailing factsheets@tobaccofreekids.org. Last updated May. 18, 2021



PROJECT MEETINGS PREVENT & EVENTS

STATEWIDE MEETINGS

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SEPT 7	FEB 1
OCT 5	MARCH 1
NOV 2	APRIL 5
DEC 7	MAY 3

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**ALL MEETINGS ARE VIRTUAL FROM 12:00-12:30
WITH RECORDINGS POSTED ON YOUTUBE.**

**BOTH PROJECT PREVENT AND NEXT
GENERATION WILL SHARE THE SAME MEETING.**

**FOR FULL CALENDAR, MEETING LINKS AND
MORE INFO, VISIT THE NEWS AND EVENTS
PAGE AT PROJECTPREVENTAR.ORG**



NOV 9
YOUTH LED FACT FED
ANNUAL CONFERENCE

READY. SET. RECORD.
OPENS 9/6 CLOSSES 1/13

**GRADES
7-12**

MY REASON TO WRITE
OPENS 1/2 CLOSSES 4/7

**GRADES
4-6**



**MARCH
TBD**
NEXT GEN SUMMIT

DRAWING FOR A DIFFERENCE
OPENS 1/2 CLOSSES 4/7

**GRADES
K-3**

WWW.PROJECTPREVENTAR.ORG

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NOTES

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NOTES

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