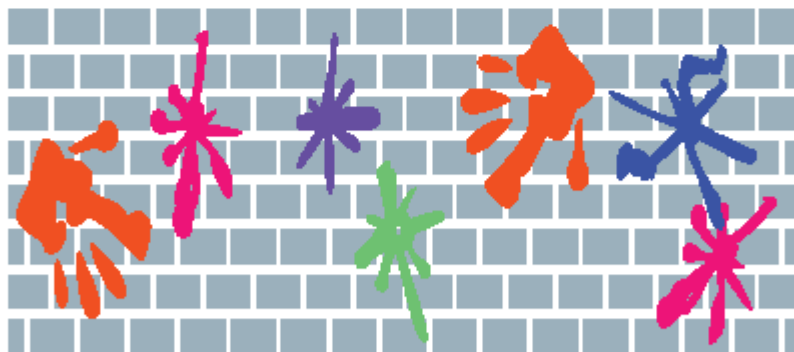


Graffiti Wall

Are you sick of Big Tobacco's lies and manipulation? Get your thoughts out on paper. . . a lot of paper! Create a long paper wall and cover it with anti-tobacco graffiti.

Here's how:

- Contact someone at your school, community center, or local mall and ask if you can cover a wall with poster paper. Try to get a wall that you walk by a lot (chances are a lot of other people do too).
- Write a phrase in big print on the poster such as, "Hello Big Tobacco from the Youth of (insert your town/group here)!"
- Have directions for everyone to write their personal feelings or stories about tobacco on the poster. Can't come up with a personal feeling? How about a fact?
- When you have enough stories, look over the poster to make sure everything is appropriate (no swear words, mean things about other people, etc).
- Get some pictures of people adding their thoughts to the wall, and of the whole wall when it is finished. These could be sent to the local paper to run with a story about your activism against the tobacco industry.
- Take the poster and mail it to your favorite tobacco industry executive (you can get their address from the company websites).



Return to Sender

In 1998, tobacco companies promised not to market to teens, but what teen hasn't seen a cigarette ad in a magazine recently? The tobacco companies are still targeting youth; we all know they still use sneaky tactics to send out their deadly messages portraying smoking as popular, fun, and glamorous. They know that tons of teens flip through their magazines, and that is why they advertise in them.

This is your chance to let those magazines know that you're not buying them and also to ask them to stop taking tobacco ads. Grab tons of guilty magazines, pull out the subscription cards and mail them back with a RETURN TO SENDER message – you won't buy their tobacco advertising.

These magazines typically run tobacco ads, but make sure to check others and gather as many as you can:

Sports Illustrated	Sport	Spin	Vibe
Glamour	Motor Trend	People	Inside Sports
Sporting News	Rolling Stone	Field & Stream	Hot Rod
Entertainment Weekly			

- Start collecting magazines. Get your whole school involved by putting it in the announcements, making flyers or holding a contest for the class that brings the most magazines.
- Be creative! Design your label – or use one shown here.

RETURN TO SENDER
Tobacco ads target kids.
STOP running tobacco ads!
We don't buy it.

kids read your magazine
BIG Tobacco
Targets kids
STOP running tobacco ads!
We don't buy it.

- Tell the media what you're doing and how many magazines you've collected.
- Bring all the stuff you need: magazines, labels, etc. Once everyone arrives, start ripping out subscription cards and place the RETURN TO SENDER labels on them.
- Put them in the mail. Your message will reach the magazines – and they're paying for it!

Ugly Face Contest

Does the thought of tobacco make you sick? It will when you see what it does to your body and what's actually in tobacco products. Let people know how you feel about it by the expression on your face.

Kids love to make funny faces. This contest is sure to produce some terrific faces when kids learn about the dangers of tobacco use.

Before the contest:

An older student or an adult can lead a discussion about the hazards of tobacco use. You might want to quiz everyone on tobacco facts. If you are holding this activity with a class of students, you can have them research tobacco-related statistics as part of an assignment.

You might need:

Smoking-related photographs
Poster board
Camera and film

Your students can visit the interactive animation showing the effects of smoking on different parts of the body available on the CDC 2004 Surgeon General's Report, *The Health Consequences of Smoking on the Human Body*. You can also find photographs of damaged lungs and other body parts at www.tobaccofreekids.org/abc.

Day of the contest:

- Explain how tobacco damages lungs and the rest of the body. Share images with your students and lead a classroom discussion about these health effects. When you share the images, have students show their reactions by making an ugly face.
- Ask the kids who want to participate to come to the front of the room one at a time. Show a photograph of a tobacco-damaged body part. Now have the student make his or her best ugly face and don't forget to take pictures! If you want, you can have the class rate each face.
- You may want to hold a contest in several classes in your school with finalists from each class competing for top honors.
- Invite the local media. If the local media are unable to attend, send a photo of the winning face with a letter explaining the significance of the activity.
- Have fun!

