

## VFHY Alternative Tobacco Prevention Activities

Categories	Name	Practice	Link
<b>Cessation</b>	Promote Smart Phone Based Cessation	Develop a plan to promote a smart phone-based cessation program for youth (i.e., National Cancer Institute, Smoke free Teen, Truth Initiative This is Quitting).	<a href="#">Link</a> <a href="#">Link</a>
	Enough Snuff	Self-help, pocket guide to help smokeless tobacco users quit (ETR)	<a href="#">Link</a>
	Promote Virginia Quitline	Promote the Virginia Quitline to educate the public that it serves youth. Promote the state’s Quit Line (1-800-QUIT-NOW) (available for ages 13 and up) through organization’s websites, materials, and social media.	<a href="#">Link</a>
	School Nurse Toolkit	Work with school nurses to develop a toolkit with cessation resources.	<a href="#">Link</a>
	Alternative to Suspension	Create an alternative to suspension plan for your school system that uses restorative rather than punitive practices for students caught with nicotine products. Specific activities can include conducting assessment of suspension rates, developing a toolkit of resources, training school administration, staff and resource officers on the benefits of alternative to suspension models, and implementing a new model in your school system (example – INDEPTH program by the American Lung Association).	<a href="#">Link</a>
<b>Merchant Education</b>	Merchant Education (T21)	Educate tobacco/vape merchants about the tobacco 21 law and the importance of compliance by educating their employees on ID checks for all. Have retailers commit to posting T21 signage.	
	Merchant Education (Placement)	Encourage merchants to move tobacco products behind the counter.	
	Merchant Education (CSB)	Partner with local community services board to involve youth with their merchant education initiative.	
<b>Tobacco/E-Cigarette Free Environments</b>	Tobacco-Free Stadiums and Fields	Work with sports stadiums/Parks and Rec. departments to adopt a 100% tobacco, nicotine, and e-cigarette free policy for stadiums and fields. Encourage the displaying of signage.	<a href="#">Link</a>
	Tobacco Free Homes & Cars	Educate families on the risks of secondhand and thirdhand smoke. Promote pledges for smoke free homes and cars for smokers and nonsmokers.	<a href="#">Link</a>
	Tobacco-Free Workplaces	Obtain commitment from organizations who employ youth (18 and under) that they will maintain a 100% tobacco and nicotine-free workplace, with signage.	
	Tobacco-Free Parks	Secure commitment from community parks to be 100% tobacco and nicotine product free. Encourage the displaying of signage.	

<b>Tobacco/E-Cigarette Free Environments</b>	Daycare Education	Work with daycare providers to educate parents on the link between tobacco use and asthma and the hazards of secondhand and thirdhand smoke. Create a Smoke Free Home Pledge for parents to sign and display.	-
	Tobacco-Free Houses of Worship	Work with houses of worship (e.g., churches, mosques, temples, etc.) to adopt a 100% tobacco, nicotine, and e-cigarette free policy on the grounds, with signage.	
<b>Health Communications and Education</b>	School-Wide Messaging	Conduct a school-based media campaign during morning announcements utilizing free sharable media from CDC	<a href="#">Link</a>
	Stanford Tobacco Prevention Toolkit	Included educational modules for tobacco and nicotine education for middle and high school students. Units include individual lessons with PowerPoint presentations, videos, activities and quizzes on tobacco, e-cigarettes, hookah, smokeless tobacco and nicotine addiction. A remote learning curriculum and Learn-It-Yourself assignments also available.	<a href="#">Link</a>
	COVID-19 Education	Educate community on how being a current or former cigarette smoker may increase your risk of severe illness from COVID-19.	<a href="#">Link</a>
	Social Media Campaign	Conduct social media campaign (Facebook, Instagram, Snapchat, Twitter) to target and engage your audience with pro-health messages. Create a pro-health filter for Snapchat. CDC's TIPS website has free resources to use with your campaign.	<a href="#">Link</a>
	CDC Youth Engagement Model	Utilize CDC's User Guide for Youth Engagement for Tobacco Prevention and Control to create a youth driven initiative to shift norms around tobacco in their communities. A key component of youth engagement is ongoing, frequent and meaningful opportunities for youth to contribute to tobacco control efforts.	<a href="#">Link</a>
	Red Ribbon Week	Host a Red Ribbon Week event	<a href="#">Link</a>
	Take Down Tobacco - Day of Action	Host event/advocacy activities on the Campaign for Tobacco Free Kids Take Down Tobacco Day (Previously: Kick Butts Day). This year the event took place March 18, 2020.	<a href="#">Link</a>
	T21 Community Education	Educate community about the tobacco 21 law through community and youth education sessions or at public meetings.	
	T21 Media Campaign	Educate community about the tobacco 21 law through digital and traditional media advertisements.	
	Youth-Designed PSAs	Hold a competition to see who can create the best PSA: tobacco/vape/nicotine prevention video that includes at least 1 up to date statistic. Post to social media.	
	Remote 5K Event	Hosting a Tobacco-Free 5K event is a great way to raise awareness about the dangers of tobacco products. Encourage peers and community members to pledge to live their lives tobacco-free. The 5K can be hosted remotely. Students can upload their progress online.	

<b>Health Communications and Education</b>	School-Wide Campaign	Plan local activities (examples daily announcements, flyers, health fairs, special events) as part of national campaigns. Ensure that tobacco use prevention and/or cessation is addressed.	
	Door-Decorating	Conduct tobacco prevention door-decorating contest at a school/youth-serving site.	
	Letter to Editor	Publish letter to the editor in newspaper (online or print) describing the increase in youth vaping in Virginia.	
	Student Letters to Editor	Direct students in a research project to develop articles discussing harmful effects and costs of tobacco use, as well as the deceptive practices of tobacco and e-cigarette advertisers. Submit articles as Letters to the Editor to the school or local newspapers.	
	Community Forum	Conduct a community forum or make suggestions to PTA groups for pro-health guest speakers for their meetings and parent nights. Invite speakers to discuss the latest statistics on tobacco use prevalence and highlight the new tobacco and e-cigarette products on the market. Guest speakers might include the local health department, American Cancer Society, American Lung Association, universities, or other health organizations.	
	Health Fair	Organize a school or community-based health fair to promote healthy behaviors.	
	Tobacco Litter Clean Up Event	Cigarettes are the #1 most littered item on earth? Hosting a tobacco litter pick-up event will help clean up the community and educate community members about the negative impact tobacco litter has on the environment.	
	Health Smart VA (VDOE)	Visit Health Smart VA (Virginia Department of Education) for curriculum and instructional resources for tobacco/vaping/nicotine use prevention.	<a href="#">Link</a>
	VFHY Other Tobacco Products Module	Implement the 45-minute OTP module (PowerPoint format) with youth grades 6 <sup>th</sup> and up. Module is available in English and Spanish.	<a href="#">Link</a>
	Scholastic – Real Cost of Vaping curriculum	Interactive, free downloadable lessons for 6-12 graders.	<a href="#">Link</a>
	smokeSCREEN	Free web-based videogame for 10 to 16-year olds focused on prevention of tobacco use by addressing decision making challenges faced by youth.	<a href="#">Link</a>
	Catch My Breath	Free, web-based youth e-cigarette, JUUL, and vape prevention program for grades 5-12. Also see “Vaping & COVID-19 Updates” area for addendum: “Vaping, Lung Health and Infectious Disease.”	<a href="#">Link</a>