

no limits

ACTIVISM IDEA BOOK

A FIELD GUIDE TO FIGHTING BIG TOBACCO



HEY, YOUTH ACTIVIST!

You know that there are no limits to what Big Tobacco will do to market its deadly and addictive products to teens, and there are No Limits to what teens in Nebraska will do to fight back.

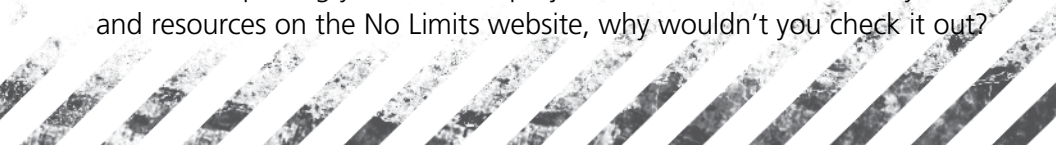
No Limits is Nebraska's first youth-led and youth-driven tobacco prevention movement. It's all about youth empowerment and social change. Through activism, Nebraska teens come together to help minimize the tobacco industry's influence in Nebraska.

Activism is all about using your creativity to think of cool and interesting ways to get your message across. Since activism comes in so many forms, you shouldn't let anything hold you back.

Get your message heard in a unique and powerful way. Take these activism ideas, become inspired, get your message out, and let the world know how you truly feel about Big Tobacco. Once you've found an activism idea that suits you, think about this:

- What's your message? What do you want people to walk away knowing? Make your message memorable, captivating, and maybe a little controversial. You want people interested in what you're saying, not bored with it.
- Where are you going to do it? Location is key, and you want to be in a place where lots of people are going to see your message.
- Call the press! Do you think your activism project is going to be big? Let your local media know that there is something big going on and see if they will cover it.

When you're starting to get your activism project together and you're putting together your message, don't forget to check out the "Create a Fact Sheet" section at **NoLimitsNebraska.com** for some quick facts that can help bring your activism project to life. There are so many facts and resources on the No Limits website, why wouldn't you check it out?



PROJECT 1200

Every day 1,200 people in the United States die from tobacco use and secondhand smoke. Have you ever thought about how many people that actually is? Project 1200 is a memorial that does just that. It creates a visual image that makes 1,200 more than just a number. Project 1200 shows the daily impact Big Tobacco has on our country. Brainstorm with your friends for an unforgettable item (like shoes), and then go about collecting 1,200 of them to represent people who die each day in the United States. Next, you want to obtain permission to display your memorial. Depending upon your memorial's location, ask your local law enforcement, park services, or school officials.

Think about who could make donations to get you to your goal of 1,200 items.

SAY IT WITH A TEE

People love to express themselves through their clothes, so why not share the No Limits message through your clothes too. Get some T-shirts, markers, iron-on transfers, paint, and creativity together and let people make their own one-of-a-kind anti-tobacco T-shirt.



This technique can also be used to display the "Airing Out Big Tobacco's Dirty Laundry" message.

DIRTY LAUNDRY

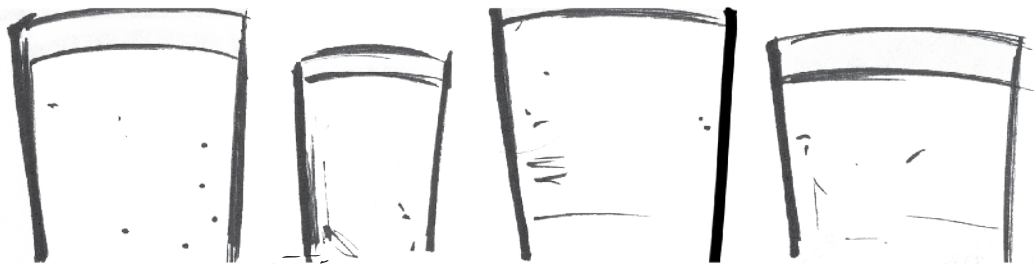
Big Tobacco is trying to hide a lot of secrets, and what better way to let the public know than to "Air Out Big Tobacco's Dirty Laundry"? Construct a clothesline where everyone can see it, and then write facts on clothing items (either donated or purchased from a local thrift store). Display to everyone that tobacco kills 1,200 each day in the United States or that there are over 7,000 chemicals in cigarettes and secondhand smoke.



This technique can also be used to display the "Say It With a Tee" message.

CUP ART

You walk by it every day on the way to school. It surrounds your high school football field and track. It's a billboard waiting to happen. All it needs is a message spelled out in Styrofoam cups, and then that chain-link fence can spread the truth about Big Tobacco to the whole school and the visiting team.



Be careful with letter spacing so that your message is crystal clear.

HUMAN BILLBOARDS

With a few friends, some paint, and a couple of poster boards, you can let your town know about the corruption of the tobacco industry and the dangers of tobacco products. (Or grab some string and tape to make wearable sandwich boards.) Plan your message, secure a permit, create your poster, and then hit the streets with your message. Bring some palm cards with the No Limits message to hand out.



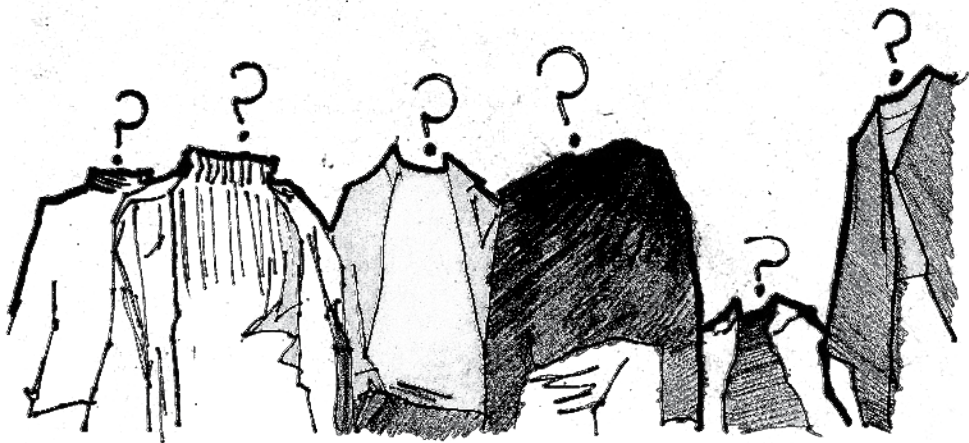
NUMBERS CAMPAIGN

Have you seen an announcement plastered all over the place? The more you see it, the more curious you are. It is time to draw attention to the impact Big Tobacco has on our lives. Get permission to go into your school sometime when it's empty. Then plaster it with a number representing a tobacco statistic—for instance, the 6 Nebraskans who die each day from tobacco-related diseases. Print off flyers with just the number 6 on them and put them all over the school: doors, lockers, walls, bathrooms, and white boards. And then wait. Everyone will be asking, "What is 6?" Don't tell anyone. After a day or two, when you have everyone's attention, hold a school assembly to announce the meaning of the number 6 and talk about Big Tobacco targeting teens.



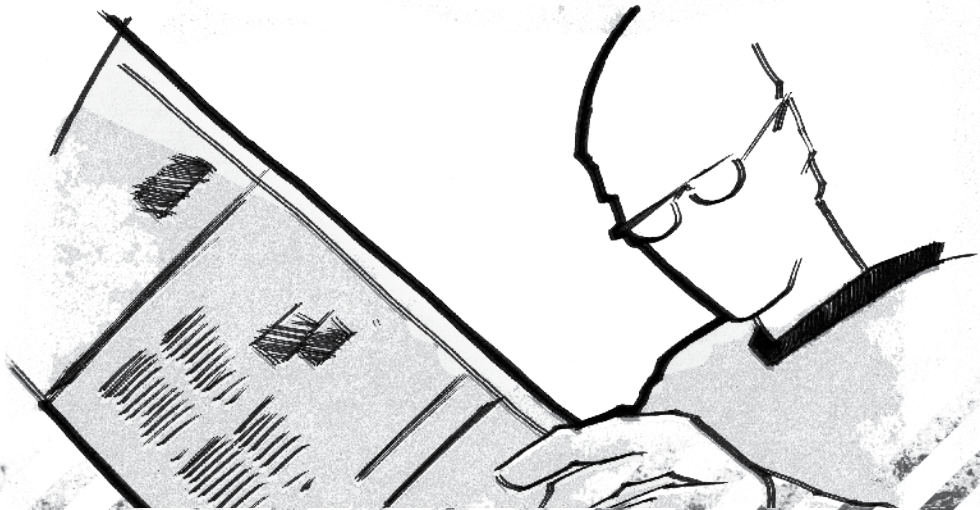
MISSING PERSONS

Every day 1,200 people in the United States disappear because of diseases related to tobacco products. It's time to draw attention to these disappearances. Paint your face white or get a white mask and head for the street. Hand out palm cards that explain Big Tobacco's role in these missing-person cases.



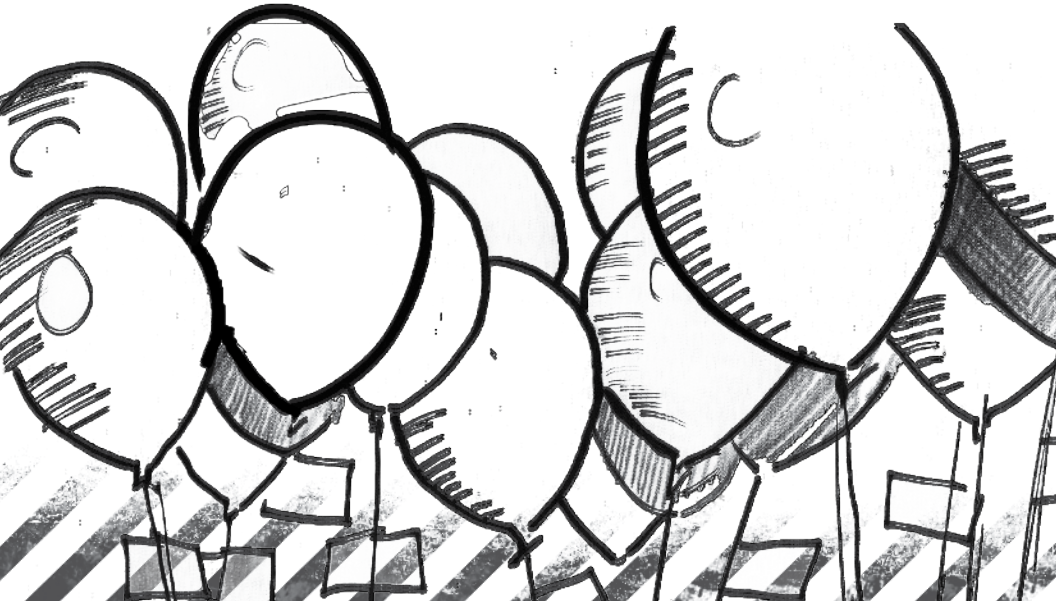
STALL STREET JOURNAL

Put your message where you have a captive audience. That's right—in the bathroom stall. This is the perfect opportunity for you to tell people about the latest events in the tobacco industry. Create a Stall Street Journal with the latest No Limits events, news about the tobacco industry, quotes from tobacco execs, and some games. Then post one in each stall for the public's reading.



SPIRIT BALLOONS

Give away balloons with tobacco facts attached to the string. Pick a fact that relates to an event and incorporate the two. Plan a time to release the balloons during the event (after an announcement, for example). Take it a step further and use school colors to show your spirit while you expose Big Tobacco for what it really is.



SIDEWALK TAGGING

Use sidewalk chalk to create a message that raises awareness about tobacco issues in Nebraska. The idea is to start far away from the entrance and work your way to it, using stronger messages and more shocking facts as you get closer to the entrance. Pose questions, state facts, get people talking!

SIDEWALK

TAGGING

MAGAZINE MAKEOVER

Send magazine publishers a message:

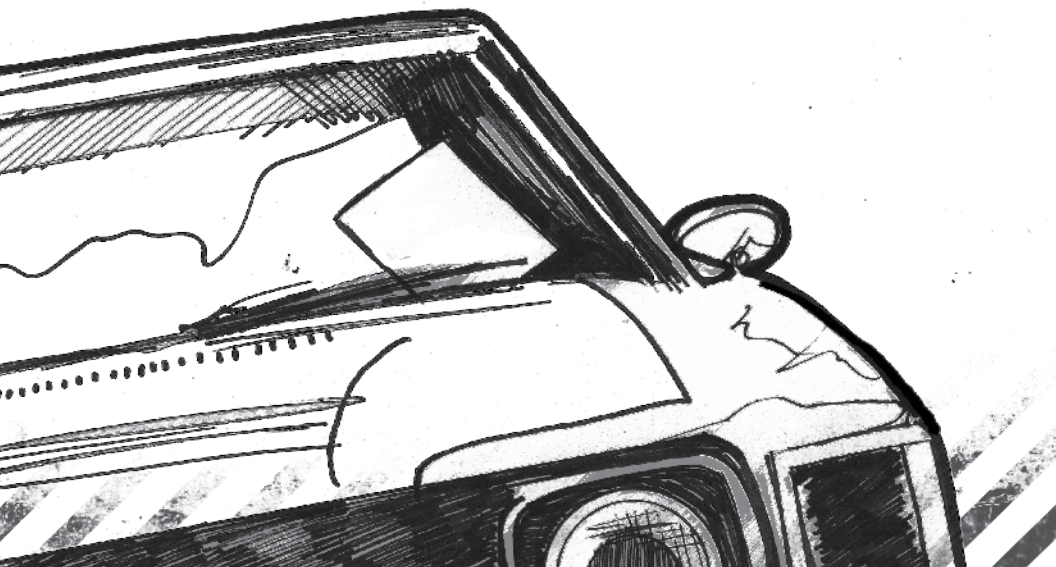
GET RID OF TOBACCO ADVERTISING!

Do this by using their subscription cards and a label with your group's message. Mail the cards with your message on the magazine's dime!



WINDOW PALMS

It's time to canvass the parking lot! Using No Limits materials to develop your message, create palm cards, flyers, or ribbons to place behind car windshield wipers. Select an event where you could really reach your audience and do it then.



WHAT'S IN A CIGARETTE?

Ammonia, arsenic, acetone, and benzene . . . these are just a few of the more than 7,000 chemicals found in cigarettes and secondhand smoke. You read that right: more than 7,000 chemicals! And more than 69 of them are known carcinogens, or cancer-causing agents! Unlike most other products, ingredients are not included on the package. It is time to let people know exactly what's in cigarettes and secondhand smoke! Cigarettes and secondhand smoke have the same chemicals found in common household products. Create a display explaining the different chemicals using examples such as toilet bowl cleaner (contains ammonia) or rat poison (has arsenic.) For a complete list, please contact No Limits.



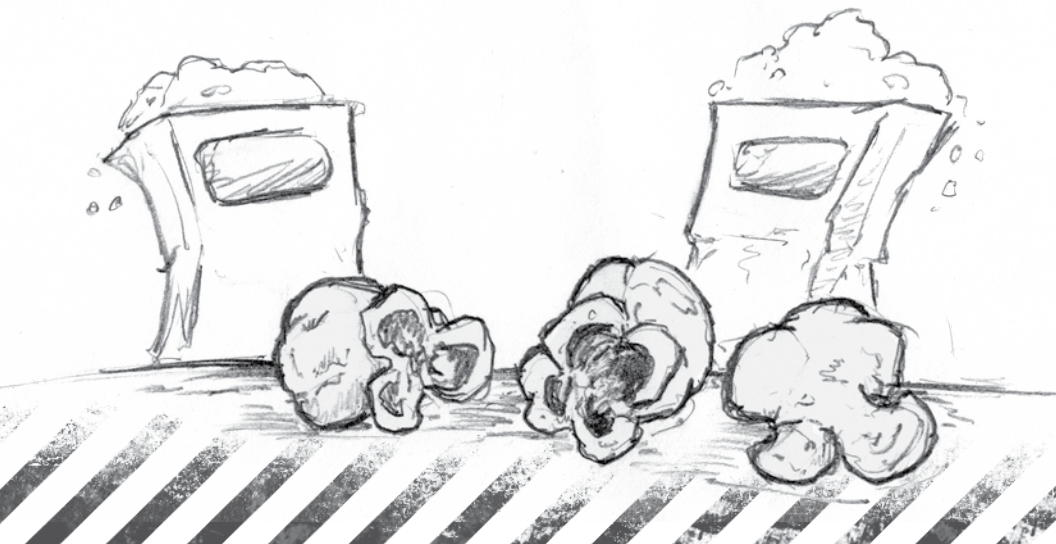
CELEBRITY GRAVEYARD

Hollywood has had a major role in glamorizing tobacco products, but that promotion came at a cost. The Marlboro Man, another Marlboro Man, John Candy, Babe Ruth, Marilyn Monroe . . . the list goes on and on. Create a graveyard for all the stars who died from tobacco-related diseases. You can take it a step further and create a graveyard of the future that shows some stars who are using tobacco products today.



POPCORN BAGS

At your local football games, softball tournaments, swimming meets, even your town festival, take a look around at what people are holding. See a lot of blank popcorn bags? Now is your chance to put that space to good use. Create No Limits labels with facts or messages about Big Tobacco, print them out, and stick them to the bags. It's sure to get the crowd talking.



ACTIVISM RESOURCE DISC

Still need more inspiration?
Well, this CD is packed full of it!

You'll find pictures and examples of some activism projects, plus the No Limits logo to help you get started. You'll also find an electronic version of this book. The images on this CD are in PDF format and in order to view them on your computer, you will need Adobe Reader, which you can download for free at:

<http://www.adobe.com/products/acrobat/>

What are you waiting for?
Pop this CD in your computer and check it out!

NoLimitsNebraska.com

