

**Is It  
Worth  
It?**

You might think you don't have the power to help your friends and peers be nicotine-and tobacco-free, but you do! People your age can be easily influenced by their peers—so what you say matters. That gives you the power to help your friends and peers make the choice to stay away from e-cigs, e-hookahs, cigarettes, and all other forms of nicotine and tobacco. Ultimately, this could save their life. What could be more important?

Here are some tips to help you get started, but first get permission from a parent, guardian, nurse, and/or teacher before distributing any content you develop.

## **1** WHAT SORTS OF MATERIAL(S) DO YOU WANT TO CREATE? **VIDEO/YOUTUBE**

You can reach a mass audience, or you can share a link with people you know—or both. If you and your friends watch videos on YouTube, create a video to inform others about the dangers of nicotine and tobacco. If your school has video announcement capabilities, ask if you can post your video. Ask the administration if you could present your message before athletic events.

**Example:** <https://youtu.be/JWSR5ovPowo>

## **AD/POSTER/FLYER/BANNER**

With permission, you could post this in your school, on your fridge at home, in the meeting place of a youth organization, at your church, etc. Suggest that school organizations like the service club or debate team get involved.

**Example:** [http://171.67.24.121/tobacco\\_web/images/antitobacco/disgusting/gross/large/gross\\_10.jpg](http://171.67.24.121/tobacco_web/images/antitobacco/disgusting/gross/large/gross_10.jpg)

## **PUBLIC SERVICE ANNOUNCEMENT (PSA)**

Traditionally, public service announcements are shared on the radio, TV, or in print—for example, in a magazine or newspaper. Now the Internet and digital formats are also great ways to post a PSA. Audio/video PSAs are usually short (30, 45, or 60 seconds), and they're created specifically to make the public aware of certain issues that could be affecting them negatively—in this case, using nicotine and tobacco products. Partner with a teacher in a health, science, history, or English class to make this a class project. And try to present your message to the school board when athletic and policy updates are being discussed.

**Example:** <https://youtu.be/NbccVk-sKbM>

## **SOCIAL MEDIA**

Use Instagram, Twitter, Snapchat and your other favorite social media outlets; you can share your message with a lot of people quickly and easily.

**Example:** <https://twitter.com/ashorg> and [www.snapchat.com](http://www.snapchat.com)

## **MUSIC**

Do you play an instrument, sing, rap, or have a band? Use your musical skills to make your point.

**Examples:** <https://soundcloud.com/maddecent/truth-its-a-trap>

## 2

**WHO IS YOUR AUDIENCE?** The more you can define your target audience, the more effective your message will be. When you create material(s), keep your audience in mind and aim your message at them.



### MY AUDIENCE:

Age(s):

Gender(s):

Where might they live—somewhere specific, or anywhere?

Have they tried nicotine or tobacco products?

If "yes," which product(s) have they tried?

Are they regular users of nicotine or tobacco products?

If "yes," which product(s) do they use?

## 3

**WHAT'S YOUR PURPOSE?** What do you want your audience to think, feel, do? Here are some possibilities. You may also come up with other ideas.

- Never start using nicotine and tobacco products.
- Stop using nicotine and tobacco products.
- Encourage others to quit using nicotine and tobacco products.
- Persuade younger kids not to use nicotine and tobacco products.
- Learn about the health risks and dangers of using nicotine and tobacco products.

## 4

**WHERE CAN YOU GATHER FACTS?**

Start here:

- <http://www.tobaccofreekids.org/>
- <http://betobaccofree.hhs.gov/>
- [http://www.cdc.gov/tobacco/basic\\_information/youth/](http://www.cdc.gov/tobacco/basic_information/youth/)

**NOW YOU'RE READY TO GET STARTED!** Consider pairing up with one or more friends, classmates, or kids younger than you (maybe a sibling or student at your school) to gather additional information and prepare your message. Then, share it to help stop use of nicotine and tobacco and, ultimately, save lives.

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