

TAKE DOWN TOBACCO

NATIONAL DAY OF ACTION

National Take Down Tobacco Day of Action is an annual day of action dedicated to raising awareness about the dangers of tobacco use and empowering communities to stand up against the tobacco industry's harmful influence. Organized by the Campaign for Tobacco-Free Kids, this event mobilizes youth, advocates, and organizations nationwide to educate the public, promote policies that reduce tobacco use, and support those looking to quit. With tobacco-related diseases remaining a leading cause of preventable death, this day serves as a crucial reminder of the ongoing fight to protect public health, particularly among young people who are often targeted by tobacco marketing. This year, act against Big Tobacco in your school or community on **April 1st** to celebrate Take Down Tobacco Day.

In this attached resource guide, you'll find ways to enact positive change in your community by:

- **Organizing a Local Event** – A step-by-step guide for hosting awareness events, rallies, or school presentations.
- **Pledge Cards & Templates** – Printable or digital pledge forms for individuals committing to a tobacco-free lifestyle.
- **Sample Social Media Posts & Hashtags** – Ready-to-use social media content to help spread awareness.
- **Talking Points for Advocates** – Key messages for engaging the community or media.
- **Recognize a Tobacco-Free Business** – Information on how local businesses can support a tobacco-free environment.



Organizing A Local Event

1. Vape Waste Collection Challenge

Objective: Raise awareness of vape waste’s environmental impact while promoting tobacco-free communities.

How to Organize:

- **Pick a Location:** Schools, parks, or public areas with noticeable vape litter.
- **Gather Supplies:** Gloves, trash bags, tongs, and containers for collecting vape pods and cigarette butts.
- **Educate Participants:** Share facts on how vape waste harms the environment and wildlife.
- **Track & Display Results:** Weigh/count collected waste and create a visual impact display.
- **Promote Awareness:** Take photos and share using **#TakeDownTobacco** **#VapeWasteChallenge**.
- **Dispose of Waste Properly:** Work with local hazardous waste facilities for safe disposal. For more information on the safe handling of vape waste, visit [here](#).

2. Quit Resource Booth

Objective: Provide support and resources for individuals ready to quit smoking or vaping.

How to Organize:

- **Set Up in a Visible Location:** Schools, community centers, or public events.
- **Resources to Offer:**
 - Cessation programs and quitting resources such as the SD QuitLine (sdquitline.com or 1-866-SD-QUITS).
 - Download the [QuitGuide online](#) to share with participants.
 - Fact sheets on the dangers of smoking/vaping.
 - NRT samples (patches, gum) if available.
- **Interactive Engagement:**
 - A **“Why I Want to Quit” Board** for personal pledges.
 - A **Commitment Jar** where attendees can write their quit goals.
- **Have an Expert on Site:** A healthcare professional or counselor to provide advice.
- **Follow-Up:** Offer QR codes for online quit tools and encourage social media engagement.



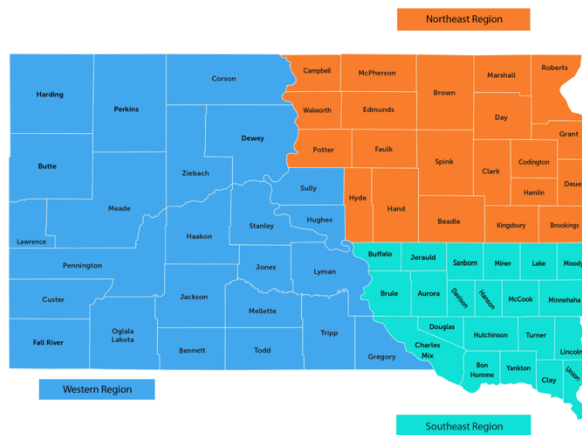
3. Guest Speaker Panel

Objective: Educate the community with real stories and expert insights on tobacco prevention.

How to Organize:

- **Choose Speakers:**
 - **Health expert** (doctor, nurse, public health official).
 - **Youth advocate** leading tobacco-free initiatives.
 - **Policymaker/community leader** supporting tobacco-free laws.
- **Event Format:**
 - **Panel Discussion (30-45 min):** Short presentations with a Q&A session.
 - **Storytelling Event (15-30 min):** Personal testimonies from individuals impacted by tobacco.
 - **Town Hall (45-60 min):** Open discussion allowing audience participation.
- **Promotion & Engagement:**
 - Advertise via social media, flyers, and local press.
 - Use live polls or audience Q&A to make it interactive.
 - End with a **Tobacco-Free Pledge** for attendees.

For more information on how to schedule guest speakers to come to your community, please contact your regional Tobacco Prevention Coordinator.



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How to Organize a Pledge Card Activity

What is the Pledge Card Activity?

The pledge card activity encourages individuals to publicly commit to living tobacco-free or supporting tobacco prevention efforts. It's a simple yet powerful way to spread awareness and show collective action.

Step 1: Prepare Your Materials

- Print pledge cards or provide a digital version found below or [here](#):



- Set up a table or designated area with a banner reading “Take the Pledge: Tobacco-Free Future,” and provide markers or pens for participants.

Step 2: Promote Participation

- Announce the activity through flyers, school announcements, social media, and word of mouth.
- Ask participants to take a picture with their pledge and post on social media using a campaign hashtag like #TakeDownTobacco or #TobaccoFreeFuture.
- Share facts about the dangers of tobacco and vaping to encourage participation.

Step 3: Display the Pledges

- Create a pledge wall by pinning or taping signed pledge cards onto a visible board at schools, community centers, or public spaces.
- Announce how many people participated and thank them.
- Share your pledges and activities with your local newspaper, radio, or media station if available!



Sample Social Media Posts & Hashtags

The Campaign for Tobacco-Free Kids has designed and promoted these free, ready-to-use social media graphics for your school to use. Access the highlighted graphics and more [here](#). To order free resources from South Dakota Tobacco Control, please refer to our Media Library found [here](#). Your regional Tobacco Prevention Coordinator may assist in larger orders if necessary.

**WE
TAKE ⚡ DOWN
TOBACCO
BECAUSE**

I care about kids' health. Big Tobacco preys on youth. My friend was addicted. Tobacco killed my grandfather. Flavored tobacco products hooks kids. Everyone deserves to breathe clean air. My community deserves better. Tobacco companies lie about their products. Secondhand smoke is deadly. We can save lives. Tobacco hurts the environment. My aunt died of lung cancer. Profits shouldn't come before public health. Big Tobacco fights laws that protect kids from tobacco. I'm tired of seeing lives destroyed. Youth voices matter. I don't want my sibling to get addicted. Smoking is the #1 cause of preventable death. Big Tobacco targeted my community. It's a social justice issue. Smoking is the number one cause of preventable death. I want to help protect future generations. I got addicted. Tobacco kills over 8 million people every year. Youth vaping is a crisis.

I can make a difference.


8 IN 10
KIDS WHO HAVE EVER
USED TOBACCO STARTED
WITH A FLAVORED PRODUCT



PROTECT KIDS. ELIMINATE FLAVORED TOBACCO.

**TAKE ⚡ DOWN
TOBACCO**
NATIONAL DAY OF ACTION

STOP BIG TOBACCO
FROM TRAPPING
A NEW GENERATION
WITH FUN FLAVORS



JOIN THE ACTION ON APRIL 1, 2025!

WE ARE SICK AND TIRED OF BIG TOBACCO USING FUN FLAVORS TO TRAP KIDS INTO ADDICTION.

The tobacco industry targets youth and our communities with kid-friendly flavors, potent nicotine doses, cheap prices and relentless advertising — they're using every trick in the book to fuel their profits. On Take Down Tobacco National Day of Action, youth and advocates across the country are rallying together to demand action.

Thank you for standing with youth over the tobacco industry in the fight for a healthier, more equitable future.

Name: _____
Address: _____
City: _____

**TAKE ⚡ DOWN
TOBACCO**
NATIONAL DAY OF ACTION
TAKEDOWNTOBACCO.ORG



**IT'S TIME TO STOP BIG
TOBACCO FROM HOOKING
ANOTHER GENERATION
WITH FLAVORS!**

Join the movement today!
**TAKE ⚡ DOWN
TOBACCO**
NATIONAL DAY OF ACTION
04.01.25



Talking Points for Advocates

The Impact of Tobacco on Our Community

- Each year, approximately 1,800 children in South Dakota try cigarettes for the first time (South Dakota Department of Health).
- 15.2% of adults in South Dakota smoke, totaling around 106,000 individuals (BRFSS, 2022).
- Smoking is responsible for 1,300 deaths annually in South Dakota (Campaign for Tobacco-Free Kids, 2023).

The Environmental Consequences of Tobacco and Vaping

- Cigarette butts are the most littered item globally, leaching toxic chemicals into soil and water (Truth Initiative, 2023).
- Disposable vapes and e-cigarettes contribute to electronic waste, harming local ecosystems (WHO, 2022).
- Disposable vapes and e-cigarettes are not easily decomposable, sitting in landfills for centuries (EPA, 2022).

The Role of Community in Preventing Youth Tobacco Use

- 4.6% of high school students in South Dakota smoke cigarettes, while 14.7% use e-cigarettes (YTS, 2022).
- Preventing tobacco use among youth is crucial, as early initiation leads to long-term addiction (CDC, 2022).

Providing Support for Those Ready to Quit

- Smoking-related health issues contribute to significant medical expenses and lost productivity in South Dakota (CDC, 2023).
- Access to cessation programs and quit resources can help individuals successfully quit (South Dakota QuitLine).
- The South Dakota QuitLine provides free cessation programs and quit resources to any South Dakotan 13 years or older (South Dakota QuitLine).

Advocating for a Tobacco-Free Future

- Tobacco-free policies help reduce smoking rates and improve public health (American Lung Association, 2023).
- 41,000 people die annually from secondhand smoke-related illnesses (CDC, 2023).
- Community involvement in tobacco prevention efforts fosters a healthier environment (U.S. Surgeon General, 2022).



Recognize a Tobacco-Free Business

Is a business in your community committed to being tobacco-free or promoting public health efforts? National Take Down Tobacco Day is the perfect opportunity to recognize and share their positive work with your entire community. Recognize community partners and share the recognition with your local media! Here are a few ways you can do so:

1. Social Media Spotlight

For your social media spotlight, focus on creating engaging posts that celebrate the business's commitment to being tobacco-free and promoting public health.

- **Post Ideas:**
 - **Image/Graphic:** A photo of the business with a sign or banner celebrating their tobacco-free status, or a picture of their staff holding a certificate of recognition.
 - **Caption Example:** "We're proud to recognize [Business Name] for their commitment to promoting a tobacco-free community! By prioritizing the health of their employees and customers, they are making a positive impact on public health. Let's all follow their example in celebrating a tobacco-free future!
#TakeDownTobacco #PublicHealthHeroes #TobaccoFreeCommunity"
 - **Hashtags:** #TakeDownTobacco #TobaccoFree #HealthFirst #PublicHealth #CommunityChampions

2. Press Release

A press release should provide all the important details about the business and its role in promoting tobacco-free efforts. Here's an outline and example to get started:

- **Press Release Example: FOR IMMEDIATE RELEASE**

[Business Name] Recognized for Commitment to Public Health and Tobacco-Free Efforts

[City, State] – [Date] – In celebration of National Take Down Tobacco Day, [Your Organization Name] is proud to recognize [Business Name] for its dedication to fostering a tobacco-free environment and supporting public health efforts. By maintaining a tobacco-free policy and promoting wellness, [Business Name] is setting a positive example for the community.

"We are thrilled to celebrate [Business Name] for its leadership in supporting public health," said [Your Name], Tobacco Prevention Coordinator at [Your Organization].

"Their commitment not only benefits their employees but also encourages customers to prioritize their health. It is businesses like these that help our community thrive."



[Business Name] has been a long-time partner in efforts to reduce tobacco use, offering resources to employees, educating customers on tobacco prevention, and making a significant contribution to the overall health of the community.

For more information, visit [Business Website] or contact [Your Contact Information].

Contact Information: [Your Organization Name]
[Your Contact Name]
[Phone Number]
[Email Address]
[Website URL]

3. Award or Certificate of Recognition

You can create a certificate or award to present to the business. A formal award presentation would help bring attention to their efforts.

- **Certificate Title:** *"Certificate of Excellence in Public Health and Tobacco Prevention"*
- **Text Example:**
This certificate is awarded to [Business Name] in recognition of your outstanding commitment to promoting a tobacco-free environment and supporting public health initiatives. Your efforts contribute to a healthier, tobacco-free community. Thank you for your leadership and dedication to the well-being of your employees and customers.

Presented by
[Your Organization Name]
[Date]

Is someone in your community going above and beyond for their tobacco prevention efforts? Share it with us today! Please submit photos and recognitions to your regional Tobacco Prevention Coordinators.

For more resources for National Take Down Tobacco Day, please visit QuitTobaccoSD.com or <https://www.takedowntobacco.org>.

For further information, comments, or questions please contact Hilary Larsen (hilary.larsen@state.sd.us).

