

# reACT! Against Corporate Tobacco & Youth Advocating Prevention 2015-2016



This is a call to all young people who want to see a change in our world for now and the future.

reACT! and YAP! invite you to be a part of a movement to prevent the underage abuse of nicotine, alcohol and other drugs.

In Montana:

- About half of our youth have tried cigarettes and 10% are smokers
- 13% use other nicotine products
- 18,000 Montana youth will die prematurely from tobacco related diseases
- 20% of our youth have had alcohol before they turned 13
- Nearly 40% of our youth have had alcohol in the past 30 days
- Nearly 1/4 of our youth have engaged in binge drinking (5 or more drinks in a row)
- 21% of our youth have smoked marijuana in the past 30 days
- 16% of our youth have used illegal prescription drugs

These are merely statistics...how it actually reflects on the lives of young people cannot be shown in words or numbers. Be a part of your future...**MAKE SOME NOISE** about preventing this epidemic of substance abuse.

Sponsored by:

Montana Tobacco Use Prevention Program

Tobacco Free Ravalli...Lyndsay Stover at (o) 375-6573 or (c) 716.940.3769, [lstover@rc.mt.gov](mailto:lstover@rc.mt.gov)  
WMAS Prevention....Faylee Favara at 532-9149, [ffavara@wmmhc.org](mailto:ffavara@wmmhc.org)



## What is *reACT*?

***reACT! Against Corporate Tobacco*** is Montana's teen-led movement against the tobacco industry. Funded and staffed by the Montana Tobacco Use Prevention Program, *reACT* joins statewide youth empowerment movements across the country in recognizing the power of young people to effectively take on one of our leading preventable causes of death--tobacco use. In a nutshell, *reACT* is media literacy, peer education, and grassroots advocacy all rolled into one!

## What are the key messages of *reACT*?

- Tobacco companies spend billions of dollars marketing to youth, since they need to replace the over 400,000 customers that die annually. And it works--most tobacco users report starting in their teens.
- Since teens are being targeted, it is the mission of *reACT* to spread the knowledge that it's happening, and encourage teens to take action against it!
- *reACT* is against corporate tobacco- tobacco which is marketed and sold with the intent of addiction and profit. *reACT* understands and respects this distinction from ceremonial or traditional tobacco, which is sacred in the Native American community.
- *reACT* is not against those who use tobacco, but rather, the industry that promotes, addicts, and profits from it. *reACT* aims to denormalize and deglamorize tobacco.

## Why *reACT*?

- Many teens have somewhat of an 'immortality complex'- they don't believe tobacco will harm them, or think that they can quit before addiction or harm occurs. Therefore, traditional health messaging regarding tobacco often doesn't resonate with them.
- Teens, with a little adult guidance, know what types of messaging and activities work best for their peers.
- Teens hate to feel manipulated or taken advantage of! When tobacco prevention is presented within the youth empowerment framework, it often inspires them to action.
- Youth love creative expression/rebellion, and youth empowerment movements such as *reACT* give them a structured, safe and meaningful way to be involved in such efforts.
- A 'branded' movement will increase the continuity of programming activities in tobacco prevention across Montana, and also give involved teens a common bond statewide.

**The five educational components of *reACT* are:**

**Education - Activism - Art - Branding – Media**



reACT! Against Corporate Tobacco:
Youth Advocating Prevention
Youth Empowerment and Tobacco Prevention Program



Dear Parents, Administrators, and Students:

Tobacco Free Ravalli and Western Montana Addiction Services are looking for dedicated high school and middle school students to participate in Montana's peer-led movement against corporate tobacco, alcohol and drugs called reACT! Against Corporate Tobacco and Youth Advocating Prevention.

reACT! meetings will be held at Western Montana Addiction Services
209 N 10th Street Suite C - Hamilton, Mt 59840

If you have any additional questions about the reACT! and YAP program, please contact Lyndsay Stover at lstover@rc.mt.gov or by phone at 375.6573 (office), or 716.940.3769 (cell) or Faylee Favara at 532.9149 / ffavara@wmmhc.org

I, \_\_\_\_\_ understand that I represent the program during all activities and I agree to
(Student Name-Printed)

conduct myself in a manner which best reflects its quality and integrity. I also understand that as a participant in the program, I am not against tobacco users, but seek to expose the lies and deceptive tactics that the corporate industries use to target me and my fellow students.

Student Signature \_\_\_\_\_ Date \_\_\_\_\_

Parent/Guardian Signature \_\_\_\_\_ Date \_\_\_\_\_

Counselor Signature \_\_\_\_\_ Date \_\_\_\_\_

Principal Signature \_\_\_\_\_ Date \_\_\_\_\_

Please sign and date this permission slip and return to your school counselor

Tobacco Free Ravalli, Ravalli County, the Montana Tobacco Use Prevention Program, and Western Montana Addiction Services is not liable for any accidents or injuries that take place while participating in and driving to reACT! & YAP! events.



Lyndsay Stover
Program Director
Tobacco Free Ravalli

Faylee Favara
Regional Prevention Coordinator
Western Montana Addiction Services



## Student Contact & Emergency Contact Information

Student's Name \_\_\_\_\_ Student Phone # \_\_\_\_\_

Student E-mail Address \_\_\_\_\_

Name of School \_\_\_\_\_ Grade \_\_\_\_\_

Parent/Guardian Name(s) \_\_\_\_\_

Address \_\_\_\_\_

Home Phone # \_\_\_\_\_ Parent Cellular Phone # \_\_\_\_\_

Work Phone/Parent \_\_\_\_\_

Emergency Contact \_\_\_\_\_ Emergency Contact Phone # \_\_\_\_\_

Preferred Doctor \_\_\_\_\_

PLEASE CHECK ONE:

YES \_\_\_\_\_ In the event that no one can be reached at home, work or emergency phone numbers, I give permission for a member of the Tobacco Free Ravalli/Western Montana Addiction Services staff to take my son/daughter to the doctor and/or hospital for possible treatment if a medical emergency should arise.

NO \_\_\_\_\_

PARENT/ GAURDIAN SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

### **Things to know to keep our group at the top of its game and doing great work in our schools and community:**

- All members must attend 7 out of 9 meetings to continue as a member
- All members must participate in reACT! School Activism Events scheduled throughout the year
- Members will inform us at least one day in advance if you cannot attend a meeting
- Attendance will be taken at the beginning of every meeting and shared with school personnel

## Liability Release and Indemnification form

**As part of the above-named program, which is a part of the Montana Tobacco Use Prevention Program (MTUPP), Tobacco Free Ravalli (TFR), and Western Montana Addiction Services' (WMAS) objective to build community partnerships and develop youth-led prevention initiatives, your child has the opportunity to participate in 8 or more possible field trips and educational exercises that will help expand peer-to-peer education techniques, youth empowerment, and build leadership skills.**

**As a condition of my child participating in reACT! / YAP! program I agree as follows:**

1. All travel to and from TFR and WMAS events are the responsibility of participants. I understand and appreciate the risks inherent in travel, and I voluntarily and knowingly assume those risks. I release TFR, Ravalli County, MTUPP, WMAS and its employees, officials, officers, Trustees, Directors and assigns from any liability for any injury or loss that my son or daughter might incur in connection with travel to and from any TFR-related function.
2. For related activities I release TFR, Ravalli County, MTUPP, WMAS and its employees, officials, officers, Trustees, Directors and assigns from any liability for any injury or loss that my son or daughter might incur in connection with participation in TFR-related functions, except to the extent of any injury or loss resulting from the negligence of TFR, Ravalli County, MTUPP and its employees, officials, officers, Trustees, Directors and assigns.
3. My son or daughter will follow the standards established for the conduct of the participants in the trip(s) and/or the instructions of the TFR and WMAS staff members on the trip(s).

**I HAVE CAREFULLY READ THIS AGREEMENT AND UNDERSTAND IT TO BE A CONDITIONAL RELEASE OF CLAIMS AND CAUSES OF ACTION FOR INJURY OR LOSS WHILE PARTICIPATING IN THE DESCRIBED ACTIVITIES OR TRIPS.**

Parent/Guardian Name \_\_\_\_\_

Parent/Guardian Signature \_\_\_\_\_ Date \_\_\_\_\_

Student Signature \_\_\_\_\_ Date \_\_\_\_\_

**Photo Release Form**

Lyndsay Stover  
Faylee Favara  
YAP! Youth Advocating Prevention / reACT! Against Corporate Tobacco  
215 South 4<sup>th</sup> Street, Suite D  
Hamilton, Montana 59840

**Permission to Use Photographs**

Event: All reACT! and YAP! Field Trips and Activities that are associated with the Montana Tobacco Use Prevention Program (MTUPP), Tobacco Free Ravalli (TFR),and Western Montana Addiction Services

Location: Ravalli County

I grant Tobacco Free Ravalli, the right to take photographs of my son or daughter in connection with the above-identified event(s). I authorize Tobacco Free Ravalli its assigns and transferees to copyright, use and publish the same in print and/or electronically.

I agree that Tobacco Free Ravalli and Western Montana Addiction Services may use such photographs of my son or daughter, with or without their name, and for any lawful purpose, including for example such purposes as publicity, illustration, advertising, and Web content.

I have read and understand the above:

Student's name (Printed) \_\_\_\_\_

Student's signature \_\_\_\_\_

Date \_\_\_\_\_

Parent or Guardian Name (Printed) \_\_\_\_\_

Parent or Guardian Signature \_\_\_\_\_

Date \_\_\_\_\_

## reACT!/YAP! CALENDAR OF EVENTS 2015-2016

<b>September 24, 2014</b>	<p>Introductions, Red Ribbon Week ideas(Oct 23-31)  <b>Stevensville Scarecrow Contest / Ideas for Mini-grant</b></p>
<b>October 22, 2014</b>	<p>Red Ribbon Week Project in schools          Corporate tobacco tactics &amp; alcohol industry tactics          Record PSA / Bitterroot Star Ad contest</p>
<b>November 19, 2014</b>	<p>Great American Smoke Out - Plan School Activity/Activism event!          Dangers of Smoking, drug and alcohol use  <b>Record Radio PSA!</b>          Fundraiser?</p>
<b>December 17, 2014</b>	<p><b>Billboard Design Contest</b>  <b>Design TV commercial</b>          Tobacco, Alcohol and drug awareness – Super Bowl campaign</p>
<b>January 21, 2015</b>	<p>Threw with chew planning          Dangers of Smokeless Tobacco products  <b>TV commercial Filming / Record PSA</b></p>
<b>February 18, 2015</b>	<p>Threw with Chew Project – School Activism event  <b>Record PSA</b>  <b>Policy Development</b></p>
<b>March 17, 2015</b>	<p>Team Building activity          Record Radio PSA          Take it to the Streets! Campaign down Main St. in Hamilton</p>
<b>April 21, 2015</b>	<p>Discussion of e-cigarettes and new tobacco products          Plan Make Some Noise Rally, and end of year banquet          2016-2017 reACT recruitment day</p>
<b>May 2015</b>	<p><b>Make Some Noise Rally – Friday, May 6<sup>th</sup>!!!!</b>          Attend a tobacco free rodeo event.</p>
<b>June 2015</b>	<p><b>Banquet!</b></p>