

GRANTEE TID COOKBOOK

MAY 28, 2014 EDITION

SMOKEFREE
oregon

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INTRODUCTION

Welcome to the first edition of the Tobacco Industry Denormalization (TID) Cookbook, prepared by the Oregon Health Authority’s Center for Prevention and Health Promotion, Health Promotion and Chronic Disease Prevention Section. This first edition has ideas to

1. expose how Big Tobacco is targeting youth with flavored tobacco (The Candy Jar);
2. engage your community in local activities to find out “what’s for sale in your neighborhood” (The Walk);
3. celebrate new smokefree places in your own community (The Banner); and
4. expose surprising facts about the way Big Tobacco is targeting communities in Oregon in an interactive way (The Quiz).

Think of this truly as a “cookbook,” with ideas for you to create and modify as you wish. Each idea comes with an introduction of what the idea will be useful for, a list of suggested ingredients and then directions for how to carry it out. Several of the ideas have “add-on ingredient” sections that offer templates for news releases you can cater to your own needs or talking points you can sprinkle with your own community’s data. The more you can infuse these activities with your own local stories and data, the more compelling and interesting you will make it for your local decision makers, your community and the news media. Feel free to be creative and customize these ideas to your own situation and needs.

This TID Cookbook is designed to be kept either in an electronic file or go ahead and print it out on single pages, punch holes and make your own 3-ring binder cookbook to keep track of how you use and tailor these ideas as you go. [Look for any copy in this Cookbook in blue—those are places to start customizing with your own information.](#)

We will send you updates as we create them.

Good luck and happy “cooking.”

THE CANDY JAR



This candy jar filled with colorful tobacco products is a visual demonstration of how much flavored tobacco products resemble candy and therefore how directly Big Tobacco is targeting youth.

Use this candy jar as a media teaser to give reporters a chance to experience these products for themselves in a clever, eye-catching/attention-grabbing manner. The element of surprise of initially thinking the jar is filled with candy but instead with tobacco products that look, smell and taste like candy will help to draw other reporter attention in the newsroom. Use colorful tobacco items you can find in your own community to fill up the jar. Ideally, use a mixture of smokeless and combustible tobacco products in a variety of colors, sizes, flavors and scents. You can add e-cigarettes in the jar if you'd like.

For those of you who have completed a retail assessment, you might want to localize this activity with your community's findings.

NOTE: It's important to recognize that it is not appropriate to send anything of real/high value to media; this inexpensive jar would fit most standards of low monetary value.

INGREDIENTS

- Clear candy jars
- Variety of flavored tobacco products
- Ribbon
- Box of notecards
- Media list
- Script for notecard (see add-on ingredients #1)
- Talking points for spokespeople (see add-on ingredient #2)
- Script for following up with media after candy jars are delivered (see add-on ingredient #3)

DIRECTIONS

1. Review this concept with your Public Information Officer (PIO), County Health or Tribal Health Administrator; discuss an approval process and a budget for getting this done.
2. Count the number of appropriate reporters in your community you'd like to send this to (don't include sales reps, ad directors, publisher or editorial board). Do include positions such as:
 - **TV:** news assignment/morning show producer
 - **Radio:** news reporter/program manager/news/talk producer
 - **Print:** health reporter at bigger paper; City editor or lead reporter at smaller papers; perhaps online editor/contributor
3. Work with your PIO or Community or Tribal Health Administrator to create this list if you need help.
4. If your RSN contains other grantees within your media market, be sure to coordinate with them if they are also sending out candy jars.
5. Evaluate/select your messenger – it may not be you or someone in your organization who signs the card that accompanies the candy jar.
 - Other ideas: School principal, parent, PTA chair, Boys & Girls club, church or other youth group leader
6. Buy the number of jars to fit your list – glass or clear plastic. Each jar will cost approximately \$10-15 and can be found many grocery or variety stores.
 - Buy enough flavored tobacco products to fill jars (8-10 products per jar). This will cost approximately \$10-15 depending on the type and quantity of products you purchase. Look for a variety of types, colors and flavors and include e-cigarettes if you'd like.
 - Ideally, go to more than one store in close proximity to a school, e.g. within 1,000 feet; choose one or more schools in your community as you prefer.
7. Buy one box of blank note cards.
8. Overall budget: each candy jar will cost approximately \$25 to create.
9. Handwrite the card messages (*see add-on ingredients*).
10. Hand deliver candy jars to media. Here's your mini-script: "I'm here to deliver this to **XYZ reporter** (you'll rarely get a chance to talk to anyone beyond a receptionist to leave it)."
11. Review talking points for interviews (*see add-on ingredients*).
12. Consult script for following up with media (*see add-on ingredients*).
13. Practice with a colleague or your Liaison.
14. Call the media and arrange interviews.

THE CANDY JAR ADD-ON INGREDIENT #1

NOTECARD AND ENVELOPE

Front of notecard envelope:

Treats for kids

Outside of notecard:

... or not!!!

Inside of notecard:

Look closely at the tempting goodies in this jar. It's not exactly candy, though it might look that way. Do you think they're suitable for children? Apparently someone does because it appears all the packages and flavors of these tobacco products are designed to appeal to children.

It may be surprising that _____ % of the stores that sell tobacco in _____ County sell flavored tobacco products.

I would like to talk to you about the easy availability of these products that sets up our children for future health problems and shortened life spans. XYZ on my staff will be calling you later this week to pursue your interest in an interview. In the meantime, if you have any questions, give me a call, phone #.

Name
Title
Employer

THE CANDY JAR – FLAVORED TOBACCO AND YOUTH ADD-ON INGREDIENT #2

TALKING POINTS FOR SPOKESPEOPLE

Big Tobacco is targeting our youth with flavored tobacco products

- Tobacco companies know that their industry is heavily dependent on addicting kids to tobacco products: they call them “replacement smokers.” (Surgeon General Report 2012, Legacy Tobacco Documents)
- Nearly 90 percent of adult cigarette smokers report that they started smoking before turning 18. (SGR, 2012). The earlier someone starts smoking, the harder it is to quit later. (Legacy)
- In a recent survey of stores in _____ County, nearly all (____ %) of the stores that sell tobacco sell flavored tobacco products in flavors such as kid-friendly strawberry, chocolate, Cap’n Crunch® and Gummi Bear®.

Cigarette sales declining; e-cigarettes, little cigars and cigarillos increasing significantly

- Sometimes called “little cigars,” candy-flavored cigarillos are often sold one-at-a-time for about the same price as a candy bar.
- While use of cigarettes among youth is declining, use of little cigars and e-cigarettes has remained steady or increased.
- In Oregon, about half of eighth grade smokers (44 percent) and 11th grade smokers (48 percent) smoked menthol cigarettes, compared to less than one in ten adult smokers (7 percent) 26 years and older in the U.S. (Oregon Healthy Teens, 2013; The NSDUH Report: Recent Trends in Menthol Cigarette Use)
- In Oregon, twice as many high school students use non-cigarette tobacco products, such as little cigars and e-cigarettes, compared to traditional cigarettes (18 percent of 11th graders use non-cigarette tobacco products; 9 percent smoke cigarettes). (OHT, 2013)
- Also, here in Oregon, high school students have doubled their use of e-cigarettes in the past two years. (OHT, 2013) This follows a national trend as well: CDC data from the National Youth Tobacco Survey showed that e-cigarette use doubled among U.S. middle and high school students during 2011-2012.
- Virtually all (____ %) of the stores in _____ County that sold little cigars and cigarillos sold them in flavors.
- And you might be curious about smokeless tobacco products in _____ County. Right here in our county, nearly all (____ %) of the stores that sold smokeless tobacco, offered flavored smokeless tobacco products.

THE CANDY JAR ADD-ON INGREDIENT #3

SCRIPT FOR FOLLOWING UP WITH MEDIA

“Hi, my name is _____ and I work with **name**, **title**, at **employer**. Last week, we delivered a glass candy jar to you full of what looked like candy but was actually packed with flavored tobacco products. I’m following up with you to see about your interest in interviewing **name** in person. We thought you would be interested in the deceptive appearance, smell and touch of these products that look exactly like candy. Even though tobacco companies are prohibited from advertising to children, these products are truly targeting young people. They even have the flavors of candy—grape, cherry, peach, and so on. **Additionally, all of the products found in your jar were purchased from a local convenience store located within 1,000 feet of a school. In fact, _____ % of the retailers that sell tobacco in _____ County sell flavored products.**

Do you recall receiving this candy jar, and does this interest you as a story? I’m eager to arrange an interview with you and **name.”**

If anyone says “I don’t know where that is/I never saw it/please send us another,” you should confirm their name and address and say you’ll have another one delivered quickly. Then note that on your list and deliver another jar as soon as you can. While you have them on the phone, try to ask if this sounds like something they’d be interested in.

For anyone who is interested right on the spot, ask what day and time would be best for them to do an interview and go ahead and set that up.

Good luck!

THE WALK

HOLD AN EVENT IN YOUR COMMUNITY TO FIND OUT
“WHAT’S FOR SALE IN YOUR NEIGHBORHOOD?”



Big tobacco companies spend \$1 million on marketing and promotion every hour, much of it at retail stores, trying to attract young people to smoke. They may no longer be allowed to advertise cigarettes on T.V. or billboards, but the tobacco industry is in our convenience and grocery stores. Big tobacco companies reach both current and future customers by advertising and promoting their products in stores. About 7 in 10 Oregon teenagers report seeing tobacco advertising in stores and storefronts, and stores close to schools were found to have more exterior tobacco advertising than stores farther away.

Take a look at the tobacco retailers located near your local schools. **This fun activity will engage community members and opinion leaders in doing just that.** It's an opportunity to get people out walking in their neighborhood to experience the retail establishments that advertise and/or sell tobacco products in close proximity of schools and get some media attention to tell the story of how present big tobacco is in your community.

This is an opportunity to support and add context to the retail assessments many of you are doing. You could use it as a way to launch your local retail numbers in July with this event that encourages the community to get involved by observing and providing qualitative – not quantitative – feedback about the retail environment.

Many activities could be added, such as a picnic at the end or some sort of social event with healthy snacks. Getting local influencers involved could help to publicize the event. This could be a local mayor or celebrities such as members of local pro sports teams (Blazers, Timbers, Thorns, Emeralds, Volcanoes, Hops, etc.)

NOTE: This is not the same as the retail assessment many grantees are doing. This is a chance to tell stories about retail locations selling/advertising tobacco near schools in a community. Use it as a chance to focus on community efforts important to you—your retail assessment numbers, retail licensure, flavor bans and other local efforts regarding the marketing of tobacco products.

INGREDIENTS

- Group(s) of 4 to 5 youth and adults (ideally with a local opinion leader in each group)
- 60-90 minutes
- Cameras, smartphones or tablets
- Map(s) of the area
- Colored pens
- Water
- Template/checklist for walk participants (*see add-on ingredient #1*)
- Media advisory template (*see add-on ingredient #2*)
- Talking points (*see add-on ingredient #3*)

DIRECTIONS

PREPARE FOR THE WALK

1. Review this concept with your Public Information Officer (PIO), Local Health or Tribal Health Administrator.
2. If your RSN contains other grantees within your media market, be sure to coordinate with them if they are also doing a walk.
3. Engage partners. Youth groups of middle school or high school age would be particularly good partners for this activity. Groups such as tribal youth groups, Boy Scouts, Girl Scouts, Campfire Boys and Girls, YMCA, Boys and Girls Clubs, faith-based groups, community centers, parks and recreation department, local American Cancer Society Cancer Action Network (ACS CAN) or an American Heart Association Chapter.
4. Review talking points outlining Big Tobacco targeting retail outlets near schools.
5. Some grantees may have enough community members to walk several routes; once you have recruited partners decide how many “walks” you can do. Based on your people resources, determine whether your community is appropriate for one event or multiple events. This is a scalable project that can be large or small depending on your community. If there are several walks, you may want to choose one week for all of the walks and culminate the week with a press event on Thursday or Friday.
6. Plan a route(s). Pick a school(s) or neighborhood(s) that have a concentration of stores/retail outlets nearby. Finding a park or place where there is a free summer lunch program may be a good place to start. Draw a circle approximately 1,000 feet (a little less than .2 miles) from the school or park boundaries.
7. Make arrangements to have cameras, smartphones or tablets for the walk. Contact your Liaison to check out one or more iPad(s) from OHA. You can use these to take photos, videos or record stories.
8. Print out maps for each walk
9. Pick a date!
10. A few days prior to your event, send out your press release (see attached template).
11. Follow up with press about your event.

NOTE: Before moving forward with this concept, consult with your health department or tribal administrator to ensure you are following all local or tribal laws or protocol for photo release/permission in regards to photo-taking.

THE WALK

Are you in a rural community?

In some towns, this idea may not be as feasible due to a variety of reasons:

- Lack of sidewalks or pedestrian-friendly infrastructure
- No major downtown thoroughfare or gathering space viable to hold a group
- Limited convenience stores/pharmacies that sell tobacco products (we understand that targeting a local business would be harmful or upsetting to a community)
- Issues with anonymity: in rural communities, it would be easy to guess the store or business that was photographed.

Don't worry, we have some ideas for you.

If this is your community or town, try to tie your walk in with a community-driven event where people are already gathering. Consider contacting an organization affiliated with the event to partner and promote this idea with them ahead of time.

- Pow wow
- Fair or festival
- Rodeo, 4-H or agricultural event
- Cultural or historic fair
- Local sporting event at a high school
- School activity

DAY OF THE WALK

1. Have all of your materials ready: talking points, retail assessment summaries and photo release forms.
2. Meet with your group at a predetermined place. If you have multiple groups walking, assign a leader for each.
3. Take a walk! Walk the streets that are approximately 1,000 feet (a little less than .2 miles) from the school.
4. While on the walk, talk with young people and other members of your group about what you see. Where is the advertising placed? How much of it is on the outside window or sidewalk? How far can you go before you see another retailer advertising tobacco?
5. Encourage walk participants to take photos or video of tobacco advertising you see on the outside of stores (try not to capture identifying names/marks of the store itself). Also capture photos or video of walk participants' reactions to what they see.
6. Have an end of walk event. This may be the same day if your group is only doing one event or the end of the week if there are several in your area. Invite local media. Show off your photos. Let the youth talk about what they saw and the abundance of tobacco retailers near the school.
7. Post stories, photos and video to as many Facebook pages as possible—your own organization's page, your partner organizations, Smokefree Oregon, etc. (See page 18 for photo posting instructions.)
8. Post photos/video to Instagram using the hashtag #whatsforsale. (See page 19 for photo posting instructions.)
9. Follow up with press about your event – report on numbers of participants, quotes from young people, photos captured. Use your own social media properties to promote results. Make retail assessment data available for the media.

THE WALK ADD-ON INGREDIENT #1

CHECKLIST FOR WALK PARTICIPANTS

You will be going on a walk around your local school or park. Your group leader has created a map and marked it out approximately 1,000 feet in all directions from the edges of the school or park property. You will walk the streets that are within that area of the map. Now comes the fun part! Let's see what we can find.

You are looking for:

- Any retail store selling tobacco products. What is a retail store? It could be a grocery store, convenience store, gas station shop, pharmacy, specialty tobacco shop, etc. It could be any store that sells tobacco products.
- Exterior signs advertising tobacco products. These signs could be on a store window, door or wall and be visible outside. The advertisement could be on a fence, on a sign-board or any number of other places that can be seen outside the shop.

What do you do when you find the items above?

- Make comments on this sheet about observations your group has about the advertising you find and the places nearby that sell tobacco products.

- Take photos of some of the advertisements. Try your best not to also photograph anything that identifies the store where the photos are being taken. Photos of the ads themselves and the building are fine, but try not to get the store name.
- Get video or photo reactions of the group. Share a series of questions or facts from your retail data to capture participants' surprise.
- Post photos or video on Instagram with the hashtag #whatsforsale.
- Promote your results locally with the news media and share on Facebook.

Extra activities for TPEP Coordinators:

- Post your comments, photos and video to Smokefree Oregon's Facebook.
- Send Smokefree Oregon this information:
 - Number of people who participated _____
 - Name of the community _____
 - Name of the park/school _____
 - Comments from the walk you'd like to share (feel free to use another page)

THE WALK ADD-ON INGREDIENT #2

MEDIA ADVISORY TEMPLATE



MEDIA ADVISORY

[INSERT DATE]

Contact:

Adelle Adams / Multnomah County Health Department
(503) 988-3663 Ext. 28891, adelle.adams@multco.us

Multnomah County Health Department Issues 'Call to Action' Walk Against Big Tobacco Targeting Cully Youth

Oregon's first "What's For Sale In Your Neighborhood?" Walk set for [NE Portland on July 15](#)

WHAT:

Big tobacco companies spend \$1 million on marketing and promotion every hour, much of it at retail stores, trying to attract young people to smoke. They may no longer be allowed to advertise cigarettes on T.V. or billboards, but the tobacco industry is in our convenience and grocery stores. Big tobacco companies reach both current and future customers by advertising and promoting their products in stores. About 7 in 10 Oregon teenagers report seeing tobacco advertising in stores and storefronts, and stores close to schools were found to have more exterior tobacco advertising than stores farther away.

In _____ County, nearly _____ % of tobacco retailers had advertisements outside their stores promoting tobacco products.

A local walk to engage with community members and area opinion leaders about how Big Tobacco is targeting youth. Members of the community will walk through the [Cully](#) neighborhood observing retail establishments advertising and/or selling tobacco products in close proximity to area schools.

Walk participants will be asked to post photos/video to Instagram using the hashtag #whatsforsale.

WHEN:

Tuesday, July 15, 2014
Participants should arrive between 9 a.m. and 9:45 a.m.
Walk happens from 10 a.m. to 11:30 a.m.

WHERE:

Cully Neighborhood
Gathering at: Wellington Park, Located on NE 66th Avenue between NE Mason Street and NE Skidmore Street

This is a sample media advisory.

Anything in [blue](#) is for you to customize to your community and to fill in with details about your walk and any retail assessment data you want to share.

WHY:

To educate members of the community about Big Tobacco targeting youth by advertising and promoting tobacco near schools in the neighborhood. The event aims to start the conversation about Big Tobacco's misleading and harmful marketing tactics that could easily influence children and their decision making.

- The majority of cigarettes in Oregon are sold in corner stores, where 70 percent of teens shop weekly. – The Point-of-Purchase Advertising Industry Fact Book; 1992
- In a study of retail outlets, stores close to schools were found to have more exterior tobacco advertising than stores farther away. – Surgeon General's Report, 2012
- 88 percent of smokers start smoking before they turn 18 years old. – Surgeon General's Report, 2012
- 96 percent of money spent on cigarette marketing and advertising was done at point of sale where kids are more likely to see it. – Federal Trade Commission Report, 2013

WHO:

[Multnomah County Health Department](#) partners with the local chapter of American Cancer Society's Cancer Action Network to hold the walk. Families, youth and teachers from neighborhood schools, and other community wellness supporters are expected to attend. The following local policy leaders and area influencers will participate in the walk:

- [Loretta Smith – Multnomah County Commissioner, District Two](#)
- [Sam Chase – Portland Metro Councilor, District Five](#)
- [Kathy Fuerstenau – Chair, Cully Association of Neighbors](#)
- [Kristie Lindholm – Principal, Rigler School](#)

MORE:

For more information about joining in on the walk and how tobacco is targeting youth in [Cully](#) and other [Portland](#) neighborhoods, visit [\[INSERT WEBSITE\]](#)

###

THE WALK – WHAT’S FOR SALE IN YOUR NEIGHBORHOOD?

ADD-ON INGREDIENT #3

TALKING POINTS FOR WALK LEADERS & PARTICIPANTS

Big Tobacco is targeting our youth

- Tobacco companies know that their industry is heavily dependent on addicting kids to tobacco products: they call them “replacement smokers.” (Surgeon General Report 2012, Legacy Tobacco Documents)
- Nearly 90 percent of adult cigarette smokers report that they started smoking before turning 18. (SGR, 2012) The earlier someone starts smoking, the harder it is to quit later. (Legacy)
- The Tobacco Industry is spending more on advertising now than they were before they were regulated: Big Tobacco spends \$1 million an hour on marketing and promotion. Most of this tobacco marketing occurs every day in stores where kids are more likely to see it. (Federal Trade Commission Report, 2013)

Big Tobacco concentrates marketing in retail stores near where young people gather

- Big Tobacco may no longer be allowed to advertise cigarettes on TV or billboards, but they promote and advertise tobacco products in our convenience and grocery stores.
- About 7 in 10 Oregon teenagers report seeing tobacco advertising in stores and storefronts. (Oregon Healthy Teens, 2013)
- In a recent survey of stores in _____ County, more than half of stores selling tobacco had advertising on the outside of the store.
- Also, here in our county, three out of four stores had tobacco ads inside.

Most teens (70 percent) shop in convenience stores at least weekly (SGR, 2012)

- Research shows that stores close to schools have more exterior tobacco advertising than stores farther away, and stores where adolescents shop frequently have been found to have more cigarette marketing than other stores in the same community. (SGR, 2102)
- Also, young people who live or go to schools in neighborhoods with the highest density of stores that sell tobacco, have higher smoking rates compared to youth who live or go to schools in neighborhoods with fewer or no tobacco outlets. (SGR, 2102)

Marketing influences adolescent smoking behavior, including selection of brands, initiation of smoking, and overall consumption of cigarettes

- Three-fourths (74 percent) of Oregon’s teenagers who smoke, smoke the brand of their favorite cigarette ad. (OHT, 2013)
- In _____ County, half of our stores that sell tobacco displayed tobacco products or advertising in a way that appealed to our children.

THE BANNER

CELEBRATING ANOTHER SMOKEFREE OREGON PLACE —
LET'S MAKE SOME MORE FRESH AIR.



While most indoor places are now smokefree, second-hand smoke is still an issue for many outdoor Oregon locations. And cigarette butts are the most littered item in Oregon, causing hazards to our children and wildlife. The good news is more and more outdoor places around Oregon are going smokefree, from parks to fairs, colleges and universities to hospital campuses, large worksites to tribal and county properties. We want to help you celebrate the smokefree venues in your own community. These ideas will help you build momentum for other smokefree places—whether as a badge on your website, a banner that serves as a permanent emblem outside, or for inclusion on the new Smokefree Oregon website. All these banner celebrations, both virtual and real, are opportunities for earned media in your community.

INGREDIENTS

- A new smokefree place in your community:
 - Fair or festival
 - Park
 - College and university campus
 - Hospital/health care campus
 - Large worksite
 - Tribal and county property
 - Other outdoor smokefree venue
- A banner for your new smokefree place
- A badge for your website or collateral materials (to be provided)
- A spot on our new Smokefree Oregon website (to be produced)
- Media advisory template for celebrating the posting of your new banner (*see add-on ingredient #1*)

DIRECTIONS

1. As you get close to announcing a new smokefree place in your community, send us the information—the name, location/address, type of venue.
2. Indicate whether you would like a banner, a badge or both.
3. If you order a banner and would like to plan a media event, fill in the press release template.
4. Arrange a news event for the posting of your banner and invite the media and other partners/dignitaries to your event.
 - Consult your Public Information Officer (PIO), County Health or Tribal Health Administrator to discuss who should be invited to speak and to arrange details of the event.
 - Prepare your own talking points. Include a history of how this venue became smokefree—list key decision-making milestones and individuals responsible for these accomplishments. Summarize the important features/details of the new policy. Be sure to include timing, in terms of how/when the changes will be phased in.
 - Select an easily-accessible spot within your venue to hold the event.
 - Be sure to invite the public and any important partners/stakeholders to attend.
 - Send the media advisory at least one week in advance.
 - Call the media to follow up and inquire if they'll be able to attend.
 - Arrange interviews, either at the event or after.

THE BANNER ADD-ON INGREDIENT #1

MEDIA ADVISORY TEMPLATE



This is a sample media advisory.

Anything in **blue** is for you to customize to your community and to fill in with details about your community celebration and new smokefree space.

MEDIA ADVISORY

[INSERT DATE]

Contact:

Jane Stevenson / Jackson County Health & Human Services Department
(541) 774-8021, stevensj@jacksoncounty.org

Jackson County Health & Human Services Department Celebrates Medford Parks Going Smokefree

- WHAT:** Celebration of the recent decision by the [Medford City Council](#) to ban smoking in [Medford](#) parks and other facilities. [Medford](#) joins 55 other cities and counties that have enacted smokefree policies for their parks in Oregon. A new banner proclaiming [Medford](#) parks as the latest smokefree Oregon place will be hoisted at the celebration. Local dignitaries and [Rogue Valley Boys & Girls Club](#) members will join in the event.
- The new ordinance bans lighted tobacco products, lighted tobacco paraphernalia, as well as any other lighted weed or plant. Lighted pipes, hookahs, cigars and cigarettes are all banned. Also, electronic cigarettes and similar devices would be prohibited.
- WHEN:** [Tuesday, June 17, 2014, 10 a.m. to 11 a.m.](#)
- WHERE:** [Alba Park, Medford, at the corner of West Main Street and South Ivy Street](#)
- WHY:** While most indoor places are now smokefree, second-hand smoke is still an issue for many outdoor Oregon locations. And cigarette butts are the most littered item in Oregon, causing hazards to our children and wildlife. The good news is more and more outdoor places around Oregon are going smokefree, from parks to county fairs, colleges and universities to hospital campuses, and large worksites to county properties.
- WHO:** [Gary Wheeler – Medford Mayor](#)
[Eli Matthews – Medford City Councilor](#)
[Brian Sjothun – Director, Medford Parks and Recreation](#)
[Mark Orndoff – Director, Jackson County Health & Human Services Department](#)
[Rogue Valley Boys & Girls Club members](#)

###

THE QUIZ



“Did you know _____?” Bring surprising facts about how Big Tobacco is targeting your community in an interactive way.

Smoking and the use of other tobacco products cause a number of health problems for Oregonians, including cancer, heart disease and stroke. While Oregonians are aware of the negative health effects attributed to smoking, many people don’t know the true extent of the way Big Tobacco is targeting us. This effort will concentrate on places to reach both smokers and non-smokers in your community at the same time.

TPEP grantees could work with a local festival or highly attended summer event to set up tents, tables, booths or a large projection screen with messages and facts about surprising facts from your own community and nation-wide about how Big Tobacco is targeting us. In both rural and city settings, it would be eye-opening and intriguing to present surprising facts or ask questions of the crowd. Invite the media to experience the reactions of people and share local retail assessment data with them.

Use this event as a chance to support and add context to the retail assessments many of you are doing.

SAMPLE QUIZ QUESTIONS

1. Did you know Big Tobacco companies spend \$1 million on marketing and promotion every hour, much of it at retail stores?
2. What percentage of adult cigarette smokers say they started smoking before the age of 18?
a. 30% b. 50% c. 70% d. 90%
3. What flavor is found in tobacco products?
a. Strawberry b. Chocolate c. Cap'n Crunch®
d. Gummi Bear® e. All of the above
4. True or False: E-cigarette use among Oregon high school students more than doubled in the last two years.
5. True or False: In _____ County, nearly _____% of stores selling tobacco had advertisements outside their shop promoting tobacco products.
6. In _____ County, what percentage of stores selling tobacco offer flavored products?
a. Nearly 100% b. Nearly 90% c. Nearly 80% d. Nearly 70%

INGREDIENTS

- A significant community gathering or celebration that draws a crowd of people:
 - Fair or festival
 - Summer concert
 - Pow wow
 - Rodeo, agricultural or 4-H event
 - Cultural or historic fair
 - Local sporting event at a professional stadium, university or high school
 - Other outdoor smokefree venue or event
- A large mobile screen and projector or volunteers with an iPad at a table, tent or booth
- A designated area at the community gathering to set up the screen
- A list of facts and questions to display on the projection screen
- A PowerPoint or video presentation of the collected questions and facts
- Smokefree Oregon collateral and information materials to hand out
- A list of individuals working the booth or presentation at the event and their time slots

DIRECTIONS

1. Review this concept with your Local Health or Tribal Health Administrator, or Public Information Officer (PIO) if you have one.
2. Select an event in your community that garners heavy foot traffic (e.g., sports game or rodeo).
3. Work with event organizers to secure a location/booth at the event to set up.
4. Prepare a number of “Did you know?” questions and facts about the way Big Tobacco targets our communities. Add in numbers and information about your own community, using your retail assessment data if you have it.
5. Create a PowerPoint-like presentation or video with the questions and facts to be shown at the community event.
6. Rent a projector and presentation screen from a local equipment rental company (this typically costs between \$250 and \$350/day depending on your area), or use a laptop, iPad, etc.
7. Make arrangements to have cameras, iPhones or iPads for the next event to capture people’s reactions. Contact your Liaison to check out one or more iPad(s) from OHA.
8. Coordinate a schedule of people who will operate the booth and interact with individuals attending the event.
9. Invite the media to attend this local community event and share local retail assessment data as well as “Did you know?” facts. Turn the questions/facts in The Quiz plus material from your retail assessment into a fact sheet for media.

NOTE: Before moving forward with this concept, consult with your local health department or tribal administrator to ensure you are following all local or tribal laws or protocol for photo release/permission in regards to photo-taking.

DAY OF THE EVENT

1. Organize your booth or presentation space ahead of the event.
2. Do a “run-through” to make sure the presentation and all AV equipment are working properly.
3. Interact with crowd members and answer health-related questions about Big Tobacco.
4. Hand out Smokefree Oregon collateral and informational materials.
5. Assist media with interviews or questions they may have. If media doesn’t attend, send them an “after the event wrap-up summary” of what you did and include photos.
6. Post photos on your own social media properties or Smokefree Oregon’s Facebook page.

APPENDIX

POSTING PHOTOS AND VIDEOS TO FACEBOOK

1. While logged into your County or Tribe's Facebook page, locate the "Home" page.
2. From the Home page, click on "Add Photos/Video" and select an image or video from your library (e.g., tobacco candy jars).
3. Add a caption to the photo where it says "Say something about this photo..."
4. By using the "@" symbol in your caption, you can ensure the message is seen by a specific person or organization. You can tag one or multiple organizations or people in a single message.
 - Example: "Multnomah County's @ItStartsHere campaign is helping put a stop to Big Tobacco's advertising efforts that target our youth by selling colorful, candy-like products at convenience stores near schools."
5. By using the "#" in your caption, users can connect with specific photo themes or trending topics/campaigns, such as flavored tobacco or Smokefree Oregon's neighborhood walks. This is known as hash tagging.
 - Example: "Big Tobacco is targeting our kids by selling #flavoredtobacco near Portland public schools. #bubblegum #tobacco"
6. Once you've written your caption and uploaded your photo, click "Post."

POSTING PHOTOS AND VIDEOS TO INSTAGRAM

1. If you haven't already done so, download the Instagram app by visiting the app center on your mobile device.
2. On your mobile device, using Instagram, select the camera icon.
3. Take a new photo or record a video. If the photo or video already exists on your phone, select from your image or video library.
4. Edit your photos or videos by adding customized filters, effects, borders, etc.
5. Add a caption about your photo.
6. By using the "@" symbol in your caption, you can ensure the message is seen by a specific person or organization.
 - Example: "Thanks to @SmokefreeOregon for helping organize this important campaign to see how Big Tobacco is targeting youth in the Fernwood neighborhood."
7. By using the "#" in your caption, Instagram users can connect with specific photo themes or campaigns, such as tobacco products or Smokefree Oregon's neighborhood walks. This is known as hash tagging.
 - Example: "Walking through the Fernwood neighborhood in Portland and three stores are selling tobacco products. Do you know #Whatsforsale in your neighborhood?"
8. Select "Share" at the bottom of your screen.
9. Note: make sure Share to "FOLLOWERS" is selected.
10. To simultaneously share your Instagram photo or video on your Facebook feed, select the option at the bottom.



Media Release/Consent Form

(Adults only)

Date: _____

Name (please print): _____

By signing below, I agree the Oregon Health Authority (OHA) may use:

- photos, videos and sound recordings of me
- other: _____

As part of (name of project): _____

Location: _____ Date of project: _____

I understand that OHA may use the materials indicated above for its publications, Web sites, broadcasts or other uses needed for the project. OHA may give out only the information needed for this project. This form does not allow OHA to give out other information about me or my family for any other purpose. I understand that OHA's use of the materials indicated above may identify me as a client of OHA.

Restrictions: ☐ I am placing no restrictions on the use of the materials.
☐ These materials may be used only for the project listed above. OHA must ask me to use them for other purposes.
☐ Other restrictions: _____

Time limits: ☐ There is no time limit on when OHA may use the material.
☐ OHA may not use these materials after _____

I understand that I will not be paid for this material.

Signature: _____ Date: _____

Witness signature: _____ Date: _____

Place where the original of this release will be kept: _____

Please return a copy or FAX to:

OHA Office of Communications, 500 Summer St NE, E-15, Salem OR 97301
FAX 503-947-5461



Formulario de consentimiento/Permiso para difundir a los medios (Adultos solamente)

Fecha: _____

Nombre (letra de imprenta): _____

Al firmar abajo, estoy de acuerdo en permitir que la Autoridad de Salud de Oregón (*Oregon Health Authority* u OHA) use:

- fotos, videos y grabaciones de audio de mi persona
- otro: _____

Como parte de (nombre del proyecto): _____

Lugar: _____ Fecha del proyecto: _____

Entiendo que OHA puede usar los materiales que se indican arriba para sus publicaciones, sitios de internet, transmisiones por radio y televisión u otros usos necesarios para el proyecto. OHA sólo puede divulgar la información necesaria para este proyecto. Este formulario no autoriza a OHA a compartir otra información sobre mí o mi familia para ningún otro propósito. Comprendo que el uso por parte de OHA de los materiales indicados arriba podría identificarme a mí como cliente de OHA.

Restricciones: ☐ No pongo restricciones en cuanto al uso de los materiales.
☐ Estos materiales sólo pueden utilizarse para el proyecto mencionado arriba. OHA debe preguntarme si desea usarlos para otros fines.
☐ Otras restricciones: _____

Plazos: ☐ No hay tiempo límite hasta cuándo OHA puede usar el material.
☐ OHA no puede usar estos materiales después del _____

Entiendo que no recibiré ningún pago por este material.

Firma: _____ Fecha: _____

Firma del testigo: _____ Fecha: _____

Lugar donde se guardará el original de este permiso: _____

Por favor háganos llegar una copia o envíe por FAX a:

OHA Office of Communications, 500 Summer St NE, E-15, Salem OR 97301
FAX 503-947-5461



Media Release/Consent Form

(For minors)

Date: _____

Age of minor: _____

Name of signer (please print): _____

Name of minor (please print): _____

I am the parent or legal guardian of the minor listed above and am 21 years old or over. I agree the Oregon Health Authority (OHA) may use:

- photos, videos and sound recordings of me
- other: _____

As part of (name of project): _____

Location: _____ Date of project: _____

I understand that OHA may use the materials indicated above for its publications, Web sites, broadcasts or other uses needed for the project. OHA may give out only the information needed for this project. They may not give out other information about the minor for any other purpose. I understand that OHA's use of the materials indicated above may identify the minor as an OHA client.

Restrictions: ☐ I am placing no restrictions on the use of the materials.
☐ These materials may be used only for the project listed above. OHA must ask me to use them for other purposes.
☐ Other restrictions: _____

Time limits: ☐ There is no time limit on when OHA may use the material.
☐ OHA may not use these materials after _____

I understand that neither I nor the minor will be paid for this material.

Signature: _____ Date: _____

Witness signature: _____ Date: _____

Place where the original of this release will be kept: _____

Please return a copy or FAX to:

OHA Office of Communications, 500 Summer St NE, E-15, Salem OR 97301

FAX 503-947-5461



Formulario de consentimiento/Permiso para difundir a los medios (Para menores)

Fecha: _____

Edad del menor: _____

Nombre de quien firma (letra de imprenta): _____

Nombre del menor (letra de imprenta): _____

Soy el padre, madre o tutor legal del menor nombrado arriba y tengo 21 años o más. Estoy de acuerdo en permitir que la Autoridad de Salud de Oregón (*Oregon Health Authority* u OHA) use:

- fotos, videos y grabaciones de audio de mi persona
- otro: _____

Como parte de (nombre del proyecto): _____

Lugar: _____ Fecha del proyecto: _____

Entiendo que OHA puede usar los materiales que se indican arriba para sus publicaciones, sitios de internet, transmisiones por radio y televisión u otros usos necesarios para el proyecto. OHA sólo puede divulgar la información necesaria para este proyecto. No puede compartir otra información sobre el menor para ningún otro propósito. Comprendo que el uso por parte de OHA de los materiales indicados arriba podría identificar al menor como cliente de OHA.

Restricciones: ☐ No pongo restricciones en cuanto al uso de los materiales.
☐ Estos materiales sólo pueden utilizarse para el proyecto mencionado arriba. OHA debe preguntarme si desea usarlos para otros fines.
☐ Otras restricciones: _____

Plazos: ☐ No hay tiempo límite hasta cuándo OHA puede usar el material.
☐ OHA no puede usar estos materiales después del _____

Entiendo que ni yo ni el menor recibiremos ningún pago por este material.

Firma: _____ Fecha: _____

Firma del testigo: _____ Fecha: _____

Lugar donde se guardará el original de este permiso: _____

Por favor háganos llegar una copia o envíe por FAX a:

OHA Office of Communications, 500 Summer St NE, E-15, Salem OR 97301
FAX 503-947-5461