



Creative Strategies to Authentically Engage Youth in Tobacco Control During COVID

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Collaborating partners

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Meetings with Young People

- Cover the basics
 - Ask the group how they prefer to meet. If you're meeting virtually, ask what platform they prefer. If they aren't familiar with the platform you need to use due to work reasons, quickly show them how to use it at the beginning of each meeting. Virtual meetings: The Executive Council currently uses Google Meet, however other ideas include: Zoom, GoTo, Webex, Skype, Facebook Messenger, etc.
 - Ask the group how they'd like to communicate. For example, email, text, an app, etc.
- Group texts: For the Executive Council, this is helpful for sending reminders for upcoming meeting details, follow-up items and discussing planning items to keep it youth-led.
- [Remind](#): A two-way communication app for updates, instruction and more.
- [Doodle poll](#): free online resource to schedule meetings. Set up a doodle poll for free then ask chapter members to complete the doodle to determine which dates/times work best to meet.
- [Canva.com](#): website to help create graphics

General Tips

- When holding meetings, have icebreakers and games to lighten the mood.

- Keep meetings quick and to the point.
- Be prepared ahead of time. Send out an agenda prior to the meeting and follow up by sending minutes for those who missed the meeting.
- To keep the youth members' attention, always have an agenda with items for them to make decisions on upcoming initiatives, or work on something for the next street marketing event. Click [here](#) for an agenda template.
- Allow the conversation and decisions to be youth-led. This increases ownership of the program among the youth members and increases the likelihood of youth members staying involved. As the chapter advisor, providing options and ideas is a great way to start the conversation. Then sit back and see where the youth go with it. Youth know best when it comes to youth tobacco control.
- If you're holding a long meeting, allow time for screen breaks or brain breaks.

Street Marketing Events and Social Distancing Ideas

- [My Life My Quit Scavenger Hunt](#)
- [ISTEP @ Home Activities](#) (newsletter created by the ISTEP Executive Council): even though the newsletter has deadlines listed, these are ideas that can be planned by chapters any time of the year
 - Tell us why are you #vapefree
 - Yuck! What's tar?
 - Step up the sidewalk
 - Join. Create. Motivate.
- Take Down Tobacco Training Program
 - Link to website: <https://www.takingdowntobacco.org/>
 - Click "How it Works" for general information
 - Click "Training Menu" to preview the courses
 - The Take Down Tobacco Training Program is a tobacco control and youth advocacy training course from the Campaign for Tobacco Free Kids, supported by the CVS Health Foundation. You make a free account, and have access to a variety of training courses on vaping and tobacco prevention, advocacy skills, and more. To begin, you take one or both entry courses, *Take Down Tobacco 101*, the basics on the tobacco industry, and/or *The Rise of Vaping*, detailing e-cigarettes. From there, you can branch out, choosing to learn about strengthening your youth advocacy or learning how to guide the program so you can host your own training. If you choose to focus on advocacy, you can take *Messaging Matters*, how to share your experiences on how tobacco has affected you, *Mastering the Media*, tips on media advocacy, *Informing Decision Makers*, why, where, and how to interact with decision makers, and *Activities that Take Down Tobacco*, having successful advocacy events. If you choose to learn about

guiding a training, you will take *Prepare to Guide a Training*. This course teaches you about bringing a group together and organizing discussion and activities around the Take Down Training Program.

- All ISTEP Executive Council members are required to take the *Take Down Tobacco 101* and *Rise of Vaping* courses at the beginning of the year. This ensures council members have a general understanding of tobacco control prior to our first meeting.
- Letters to underclassmen about why they are tobacco/nicotine free
- Kahoot competitions
- Create podcasts
- Find hands on projects to keep youth engaged, even if meeting virtually (lung experiment)
 - <https://www.youtube.com/watch?v=6oMFAMqSlq4>
- Texting campaign - send a text to friends and ask others to copy/paste and forward it along
- Instagram, Snapchat or Tik Tok challenge - include a shout out to ISTEP
- Online poster contest
- Online give away: youth like, follow, and share an account or post on social media, and a 'winner' is selected and sent ISTEP promotional materials
- Virtual point of sale hunt: youth take pictures of Point of Sale marketing in their communities and post it on social media to raise awareness of point of sale in Iowa.
- Virtual trivia hosted by the chapter members.
- Social media posts - now is a perfect time to focus on increasing posts and followers
 - Click [here](#) for tips for having a successful social media business account.
 - Be sure to take advantage of the graphics created by the Division: [ISTEP Social Media Graphics](#)
 - Remember, if you or the youth members create graphics, brand it with the department logo and send it to your CHC for approval prior to posting
- Make a list of all the Opportunities available during Virtual Learning.
 - Brainstorm list.
 - Reach out to school administrators to discuss getting My Life My Quit advertising. As peers log on to the computer / tablet.
 - Send out [Tobacco Free / Nicotine Free Crossword Puzzle](#) (Oklahoma), Word Scrabbles, Word Find, etc.
 - Ask the teacher if you can have the first/last 5 minutes of class to promote ISTEP and My Life My Quit. Use one of the icebreakers below to incorporate tobacco education.

Virtual Icebreakers

- <https://drawpile.net/> - doodle and chat
 - Drawpile is a free drawing program that allows multiple people to sketch on the same image simultaneously.
 - Ask the group a question, have them draw their answer then share with the group
- Name that song - humming
- 1-2-3-4-5
 - A simple game of having everyone hold up a number between one and five. Everyone in the group on the count of three will hold up a number between one and five. If you do not match anyone, you are still along. If you match someone, you have to play rock paper scissors with that person to decide who is the Captain of the team. The ultimate goal is to be the captain of everyone. If the game goes fast, you can play as many rounds as you would like.
- Reverse Charades
 - Have everyone in the call go to the chat box except for one person. Tell that one person to stay off the chat box. As a group, decide on a movement that everyone in the group can do, and the one person not in the chat, has to guess it. Then everyone starts to do that movement, and the person has a 60 second times to guess what it is. If they guess right, they get to choose the next person that will guess. Here are some ideas for movements - the more specific the better.
 - A T-Rex dabbing while hopping on one leg
 - A baby crying
 - A gymnast landing a routine
 - A cat sitting in a litter box
- What am I Holding?
 - Tell everyone in your group to go and grab one item out of their household - the more peculiar the better. Tell them not to show their item on camera. Take turns and have each student turn their video off then start to explain their item. You can let this be a free guessing game and take as long as it needs, or you can add a timer on your phone. Points are optional. The winner can be the person that answered the most correctly.
- Say what?
 - Turn off your video. Look up at a picture of a random animal that can be real or mythological. Students then have to ask you yes or no questions to figure out what animal it is. First person to guess right, get a point. First person to get 3 points is the winner. Each time they guess right, you can screen share the animal with them. Try and make them funny pictures.
- Who Dis?

- Have all of your students send you a fact about them that no one else knows, and that they are comfortable sharing with the group. The leader reads the facts to everyone one at a time. Everyone in the group will guess who that person is. They can guess in the chat box. The person that gets the most right is the winner.
- **Raise your Hand Trivia**
 - Ask a series of tobacco trivia questions that students can answer using the raise hand feature of the app. You can find that when you click on participants. You can choose the person that raised their hand first, or if there is a tie make them guess a number between 1-10. If you answer the question right, you get a point. If you answer it wrong, you don't get to raise your hand for the next question. These questions can range from easy to hard. The person with the most points wins.
- **Family**
 - Have everyone in your group individually send you the name of someone famous that everyone else would know. Once you have the names, copy them into a note or something else so you also don't remember who sent you what. You will read these names twice. The first time very slowly and the second time quickly. Once the names are read twice, they will not be read again. Create an order in which people will ask, but each person will ask one other person if they are a certain celebrity. If they aren't, they say no and the round moves on. If they are the person, they say yes, and they are now a part of the asker's family. These two can now work together to decide who is who. The goal of the game is to be the head of the family and gather as many people as you can into your family. Make sure to remember those names!
- **Deaf Jam**
 - You will dance to a different song. Before you start dancing, in the chat give a list of three possible songs that you are dancing to. When you are dancing you can play the song, but make sure your mic is muted. Let the students guess, when someone guesses correctly you unmute your mic and let them hear the music. Here are some ideas for songs:
 - Can't Stop this Feeling - Justin Timberlake
 - Jump Around - House of Pain
 - Heart Will Go On - Celine Dion
 - Hello - Adele
 - Hey Ya! - Outkast
 - Old Town Road - Lil' Nas X
 - Don't Stop Believing - Journey
 - Bye Bye Bye - N'Sync
 - Sweet Caroline - Neil Diamond

- Where am I?
 - Save 10 different landscape photos of well-known places around then go into your meeting platform and add them into your virtual backgrounds. All you have to do is switch the landscapes back and forth and let the students guess where you are. First one to respond via the chat gets a point!
 - Not all virtual meeting platforms are capable of this so double check prior to your meeting. Zoom works best for this.
- One-word Stories
 - Go around the call and make sure everyone's mic is on. As the host, you will not be playing but recording. Create an order in which you will tell your story. One by one call on those students and they will only say one word. As they are telling the story, record it in the chat and send it as soon as they are done so they can see the story they told together. You can do one really long one, or several small stories.
- The 25
 - As a group, tell everyone to turn their mics on. You will count to 25 together, but only one at a time. If two people speak at the same time, you have to start over. If you want to make this even harder, have everyone do it with their video off.
 - If 25 is too easy, see how high you can get and/or speed it up.
- Mirror
 - Go through the chat and individually tell each person someone that they should start mirroring. Then tell everyone to pin that person to their screen. On the count of five, everyone will start doing very simple movements (the dab, whip, clapping, nodding, etc.) Students will do this for 5-10 seconds, then they will start to copy the person that they are supposed to be mirroring. See how long it takes your group to start all moving the exact same. Did it happen quick or did it happen at all? Afterwards have everyone say who they were mirroring.
- Rock Paper Scissors
 - You are the leader and each student plays against you. Each person gets three lives. If your play beats theirs, they lose a life. Everyone keeps track of their own life in the chat box. Play until the last person is standing.
- Which is worse?
 - Dishes or laundry
 - Be a bug or be an elephant
 - Spiders or snakes
 - Be bald or be super hairy
 - Rap music or country music
 - Live without netflix or without spotify
 - Being hot or being cold

- Split your pants or pee your pants
- Stubbing your toe or biting your tongue
- Sneezing or hiccups
- Show up late or get stood up
- Food stuck in your teeth or something stuck in your eye
- Step on a snake or walk into a wasp nest
- Send a screenshot to the wrong person or get caught 'liking' someone's picture from 2 years ago
- This or That?
 - Ask the group what they prefer - this or that? Have them use the chat box to all type in their answers, or let everyone say it while unmuted.
 - Dog or cat
 - Netflix or YouTube
 - Text or facetime
 - Cardio or weights
 - Ice cream cone or snow cone
 - Music or podcast
 - Cake or pie
 - Swimming or sunbathing
 - New clothes or new phone
 - Work hard or play hard
 - What's worse: laundry or dishes
 - Hamburger or taco
 - Toilet paper: over or under
 - Pancake or waffle
 - TV or book
 - Summer or Winter
 - Ocean or mountains
 - Soup or sandwich
 - City or nature
 - Plane or car
 - Adventure or relax
 - Morning or night
 - Chocolate or vanilla
 - Socks or slippers
 - Vibrant colors or muted colors
 - Selfie or pictures of others
 - Stripes or polka dots
 - Spaghetti or pizza

- Home Scavenger Hunt
 - The leader has the list of items students need to collect throughout their home. Name each item one at a time and give everyone 30 seconds to go grab it. Each item is worth a different amount of points. Each person keeps track of their own total in the chat box.
 - coffee mug - 5
 - Blanket - 5
 - ISTEP t-shirt -25
 - hydro flask -10
 - ISTEP popsocket -15
 - a pet - 20
 - a sibling -10
 - toilet paper -10
 - Scrunchie - 5
 - a face mask - 10
 - Hand sanitizer - 10
- Guess that movie Quote!
 - Members share their favorite movie quote.
 - "I am serious. And don't call me Shirley." Airplane
 - "Toto, I've got a feeling we're not in Kansas anymore." OR "I'll get you, my pretty, and your little dog, too!" - The Wizard of Oz
 - "May the Force be with you." - Star Wars
 - "E.T. phone home." - E.T. The Extra-Terrestrial
 - "Bond. James Bond." - Dr. No
 - "Show me the money!" - Jerry Maguire
 - "I'll be back." - *The Terminator*
 - "If you build it, he will come." - Field of Dreams
 - "Just keep swimming" - Finding Nemo
 - "Chewie! We're home!" Star Wars: Episode VII
 - "The hardest choices require the strongest wills." Avengers: Infinity War
 - "Grug: The only way to survive is if the pack stays together." The Croods
- Story Spine
 - Everyone comes up with a story together, one sentence at a time. Start by pre-assigning the order in which people will speak (typing out everyone's names in order in the chat works well), and post the text of the bullet points below on the screen. Then, have everyone go around and build the story, with these phrases starting each subsequent sentence:
 - Once upon a time...

- Every day...
 - Until one day...
 - And because of that...
 - And because of that...
 - And because of that...
 - Until finally...
 - And ever since that day...
- ISTEP Member most likely to:
 - Create a work of art out of crayons?
 - Become a politician?
 - Get the most peers to stop using nicotine?
 - Forget their wallet/purse at a store?
 - Leave their snack in the microwave?
 - Star in an ISTEP tik tok video?
 - Make a new friend at the coffee shop?
 - Train for a marathon?
 - Get the ISTEP meeting back on track - follow the agenda?
 - Visit all the continents?
 - Live in a Big City?
 - Have a million followers on social media?
 - Lead a new ISTEP street marketing activity?
- Silent Karaoke
 - As the leader, you will start singing a song while on mute. Everyone then has to guess what you are singing in the chat window. The first person to answer will get a point. Play to 5. The singer can rotate to everyone in the group, or just stay with one person. Whoever is singing, must be on mute. Below are some songs you can start out with, but you can do any song you want. Make sure to pull up lyrics so you know them.
 - Old Town Road - Lil' Nas X
 - Don't Stop Believing - Journey
 - Bye Bye Bye - N'Sync
 - Sweet Caroline - Neil Diamond
- Gift-Giving
 - Start by "handing" one person an invisible/imaginary gift. Be as expressive as possible with your *body language* to indicate something about the size / weight / potential contents of the gift. As you hand it over, the only thing you're allowed to say is "Here, [person's name], I got you a gift."

- The person to whom you handed it has to receive the gift and name it, responding to the body language. (“Wow, thanks for this... bicycle! It’s such a pretty hot pink color!”)
- And then they give a gift to the next person, and so on, until everyone has gone.

Resources for Youth Engagement with State MCH Programs

- [Best Practices for Youth Engagement: A Resource for TitleV Maternal and Child Health Programs](#) (online module)
- AMCHP [Youth Engagement Resources](#)
- Landing Page: [Engaging Youth for Today and Tomorrow](#) (AMCHP)