

The Tobacco-Free Generation Community Innovation Toolkit

Category	Name	Strategies	Link
Tobacco-, Nicotine-, and Vape-Free Environments	Tobacco-Free Stadiums and Fields	Work with youth to encourage sports stadiums/Parks and Rec. Departments to adopt a 100% tobacco-, nicotine-, and e-cigarette-free policy for stadiums and fields. Encourage the display of signage.	Link
	Tobacco-Free Homes & Cars	Educate families on the risks of secondhand and thirdhand smoke. Promote pledges for tobacco-free homes and cars for smokers and nonsmokers. Involve youth in the planning efforts.	Link
	Tobacco-Free Workplaces	Work with youth to obtain commitment from organizations who employ youth (18 and under) that they will maintain a 100% tobacco and nicotine-free workplace, with signage.	
	Tobacco-Free Parks	Work with youth to secure commitment from community parks to be 100% tobacco and nicotine product free. Encourage the display of signage. Consider partnering with Share the Air to help make outdoor spaces tobacco and vapor free.	Link
	Early Childhood Education	Work with early childhood educators and child daycare providers to educate parents on the link between tobacco use and asthma and the hazards of secondhand and thirdhand smoke. Create a Smoke-Free Home Pledge for parents to sign and display.	
	Tobacco-Free Houses of Worship	Work with youth to encourage houses of worship (e.g., churches, mosques, temples, etc.) to adopt a 100% tobacco-, nicotine-, and e-cigarette-free policy on the grounds, with signage.	
	No Menthol Sunday Campaign	Enact a No Menthol Sunday campaign, a national observance day led by The Center for Black Health & Equity is an important opportunity to engage faith leaders and their communities in a discussion about how to improve health outcomes for African Americans. Tobacco is still the number one killer of African Americans, and people of faith can play a major role in changing this. This campaign can encourage congregations and communities to support one another in escaping tobacco addiction and can highlight the role of menthol and flavors in particular.	Link
Merchant Education	Merchant Education (T21)	Work with youth to educate tobacco/vape merchants about the tobacco 21 law and the importance of compliance by educating their employees on ID checks for all. Have retailers commit to posting T21 signage.	Link
	Merchant Education (Placement)	Work with youth to encourage merchants to move tobacco products behind the counter.	
	Merchant Education (CSB)	Partner with local Community Services Board to involve youth with their merchant education initiative.	

Category	Name	Strategies	Link
Cessation	This is Quitting	Promote This is Quitting. The first-of-its-kind program to help young people quit vaping. This is Quitting has helped more than 200,000 youth and young adults on their journey to quit vaping. This is Quitting is a text message program developed by Truth Initiative to help teens and young adults (ages 13 to 24) quit nicotine vaping. The program consists of daily text messages from peers who have attempted to, or successfully, quit using e-cigarettes or vaping devices. The program is designed to build skills and confidence, reinforce social norms and support for quitting, and illustrate both the positive and challenging aspects of quitting. Each day, program participants receive automated, tailored messages based on their enrollment or quit date. They can choose to set or reset that date via text message. Participants who are not ready to quit receive at least four weeks of messages. Participants with a set quit date receive messages for up to 45 days prior to their quit date and up to two months after.	Link
	Promote Smart Phone Based Cessation	Develop a plan to promote a smart phone-based cessation program for youth (e.g., National Cancer Institute, Smoke free Teen, Truth Initiative This is Quitting). Promote the Virginia Quitline (1-800-QUIT-NOW) to educate the public that it serves youth. The Virginia Quitline is available for ages 13 and up.	Link
	Youth Vaping Prevention and Resources to Quit	Promote Youth Vaping Prevention and Resources to Quit. To educate America’s students about the health dangers of e-cigarette use and reverse the pervasive youth vaping epidemic, Truth Initiative and Kaiser Permanente in collaboration with the American Heart Association, have launched a national youth vaping prevention curriculum called Vaping: Know the truth. This free digital learning experience is being developed as part of Truth Initiative’s nationally recognized truth campaign. In addition to encouraging students to live vape-free lives, this self-led interactive-curriculum offers resources to help young people who are currently using e-cigarettes to quit through truth’s first-of-its-kind text message youth quit vaping program.	Link
	My Life My Quit	Promote the My Life, My Quit program, a free and confidential service for teens who want help quitting all forms of tobacco including vaping. Quit coaches are trained as tobacco treatment specialists through our CTTP-accredited program, with additional training on adolescent cognitive and psychosocial development from a psychologist and professor at Stanford University who specializes in adolescent tobacco prevention.	Link

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Youth Communication and Education	School-Wide Messaging	Work with youth to conduct a school-based media campaign utilizing free sharable media from CDC. Plan local activities (examples include daily announcements, flyers, health fairs, special events) as part of national campaigns. Ensure that tobacco use prevention and/or cessation is addressed.	Link
	Alternative to Suspension	Create a school-based alternative to suspension plan that uses restorative rather than punitive practices for students caught with nicotine products. Specific activities can include conducting assessment of suspension rates, developing a toolkit of resources, training school administration, staff and resource officers on the benefits of alternative to suspension models, and implementing a new model in a school system.	
	COVID-19 Education	Educate youth on how being a current or former cigarette smoker or vaper may increase risk of severe illness from COVID-19.	Link
	Social Media Campaign	Work with youth to design and conduct a social media campaign (Facebook, Instagram, TikTok, Snapchat, Twitter) to target and engage an audience with pro-health messages. Create a pro-health filter for Snapchat. CDC's TIPS website has free resources.	Link
	CDC Youth Engagement Model	Utilize CDC's User Guide for Youth Engagement for Tobacco Prevention and Control to create a youth driven initiative to shift norms around tobacco in their communities. A key component of youth engagement is ongoing, frequent and meaningful opportunities for youth to contribute to tobacco control efforts.	Link
	Red Ribbon Week	Work with youth to design and host a Red Ribbon Week event that is meaningful to them.	Link
	Take Down Tobacco - Day of Action	Host event/advocacy activities on the Campaign for Tobacco Free Kids Take Down Tobacco Day (Previously: Kick Butts Day).	Link
	T21 Community Education	Work with youth to educate community about the tobacco 21 law through community and youth education sessions or at public meetings. Use digital and traditional media advertisements.	Link
	Youth-Designed PSAs	Hold a competition to see who can create the best PSA: tobacco/vape/nicotine prevention video that includes at least 1 up to date statistic. Post to social media.	
	5K Event	Host a Tobacco-Free 5K event to raise awareness about the dangers of tobacco products. Encourage peers and community members to pledge to live their lives tobacco-free. The 5K can be hosted remotely if needed. Students can upload their progress online.	

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Youth Communication and Education	Student Letters to Editor	Direct students in a research project to develop articles discussing harmful effects and costs of tobacco use, as well as the deceptive practices of tobacco and e-cigarette advertisers. Submit articles as Letters to the Editor to the school or local newspapers.	
	Community Forum	Conduct a community forum or make suggestions to PTA groups for pro-health guest speakers for their meetings and parent nights. Invite speakers to discuss the latest statistics on tobacco use prevalence and highlight the new tobacco and e-cigarette products on the market. Guest speakers might include the local health department, American Cancer Society, American Lung Association, universities, or other health organizations.	
	Health Fair	Work with youth to organize a school or community-based health fair to promote healthy behaviors.	
	Tobacco Litter Clean Up Event	Host a tobacco litter clean up event. Cigarettes are the #1 most littered item on earth. A tobacco litter pick-up event will help clean up the community and educate community members about the negative impact tobacco litter has on the environment. Announce how many cigarette butts/litter were picked up via a press release and social media, and how this relates to the health and safety of the community and environment.	Link
	smokeSCREEN	Promote smokeSCREEN, a free web-based videogame for 10 to 16-year olds focused on prevention of tobacco use by addressing decision making challenges faced by youth. developed by the play2PREVENT Lab at Yale University and evaluated with funding from the National Institutes of Health (NIH), Food and Drug Administration, and CVS Health Foundation. This videogame intervention is aimed at changing risk perceptions, beliefs, and knowledge about e-cigarettes to reduce early adolescent smoking and nicotine vaping. In the videogame, players help their character navigate situations in which tobacco use, including e-cigarettes or nicotine vaping, may be present.	Link
	Tobacco-Free Movie Night	Host a movie night for your community that shows films which do not feature tobacco, nicotine, or vaping, and pair it with information about the dangers of tobacco and nicotine use. Check out the link to see an up to date listing of movies that do not feature smoking.	Link