



Choose a theme:

“Don’t be tricked” Halloween time presentation, poster contest, or Tobacco Research projects. Alternatively, time it to coincide with a parent-teacher night at your school.

Research places to hold the event

Find out the date for Parent’s Night at the school and get authorization to hold your event there.

Decide what message you need to send to the community

Choose some spokespersons and a presentation to make. You may want to have panel discussion with several members talking about different tobacco issues or have a pediatrician talk about effects of secondhand smoke on kids. Perhaps you want it to be only teens taking on the issue. It’s your call.

Advertise it

Call the media and let them know when it’s happening. Send out mailings or send home information with students. Posters can spread the word in town.

Invite important people from the community.

You may want to choose this time to recognize merchants who don’t sell to kids or a doctor’s office that removed all magazines with tobacco ads from the waiting area. You could also give “dis-awards” to actors who smoke in movies or magazines that have a ton of tobacco ads. Let people know how much is out there.

Have limited but important material available for people to take home

Include signs like “This is a non-smoking home” or stickers for car windows. The Health Department can help to supply these by calling (802)651-1612.

Get people to sign in and follow-up with a thank you

Send an invitation to get involved or by serving on the advisory committee.