



Newsletter 3!
Fall Edition
November 2007

Please enjoy this third edition of reACT's newsletter which features articles and creative writing made by reACT Core Team during their October meeting in Helena.

Quotable Industry Quotes

"The base of our business is the high school student.... It is the 'in' brand to smoke if you want to be one of the group."

1978 Lorillard Memo

"The teenage years are the most important because those are the years which most smokers begin to smoke, the years in which initial brand selections are made, and the period in the life cycle in which conformity to peer-group norm is greatest."

1975 Phillip Morris Report

<http://www.nolimitsnebraska.com/pdfs/resources/2Secret%20Tobacco%20Industry%20Quotes.pdf>



Get it Together, Hold a Regional Meeting

Unsure of how to keep your coalition going after the summit? Here's an idea: hold a meeting! Get together with all those cool people you met at the June summit from your region and bring some friends. Provide some training about reACT, the tobacco industry, and activism. Then take what you've learned and put it to good use. Do some reACTivism!

Think it's too hard to accomplish?!? Take it from Region 2, Teton, Choteau, Glacier, Liberty, Pondera, and Toole counties, it's not. This past October Region 2 held a successful meeting with youth from all around their counties.

At this meeting there were prize giveaways, training, ice breakers, time to socialize, time to meet with local legislators, and lots of brainstorming about reACTivism.

They hope to hold this meeting yearly and continue to increase the number of teens who are involved in their programs.

So take a page out of Region 2's book, hold a regional meeting. It'll increase participation in your local coalitions, spread the word about reACT and tobacco prevention, and is a great opportunity for youth around your area to get together and make a difference.



Camel No. 9 Wants you!

It's the hit of today, it's the wave of the future. It's the next hottest, cancer in a box! But only for women and young teen girls. It's the new killer from RJ Reynolds, and we plan to fight it! But are Camel No. 9's better?

Better? As if! So what if it has a cool new name like, Camel No. 9, Light and Luscious, who cares if it's pink and black and hey, they even smell good! But it's sure to give its smokers a hard time.

Okay, you may have heard of this, but maybe not like this, so here's the 411 on Camel No. 9:

Not only do members get the sleek new packs, but they get special coupons, and a special "Ladies Night!" by RJ Reynolds. At this you get pampered by professionals, you get gift bags of free lipstick, cell phone bling, compact mirror, and Camel No. 9 itself.

But the sad thing is, that the ads aren't on T.V. They're in magazines only women would read, and young teen girls. The name of some are; Vogue, Cosmo, and Glamour, and more. Promoting this stuff for RJ Reynolds might be good money, but it is bad for business when customers start dying off.

To get our point across that targeting women and teen girls in such a way isn't good, our very own RCT members, and others across the US, have sent letters and faxes. And this is how they responded:

"Hey you guys, you bombarded us for three days, we get your point." -Anna Wintour (Editor of Vogue)

Did they listen and remove Camel No. 9 ads from the magazines? No! So it's up to reACT, and others around the US to stand up against this once and for all! Stand up with us to save your female family members and friends.

By: Jerry Wachal (Polson, MT)

Camel No. 9 Ad Campaign by RJ Reynolds



Want more info about the fight against Camel No. 9? Check out www.cancerno9.com for more ideas and information.



What's that you said!?!?

How to make a reACT Cocktail

By: Zak Reimer
(Columbus, MT)

-Add one cup of enthusi-
asm into a cup

-Bring to a boil and jug-
gle in three ripe energy
fruits

-Hold a filter over glass
and empty a bag of dedi-
cation

-Mix crazily while doing
African Nature Dance and
sprinkle on 17 sprinkles
of RCT

Targets of the markets in 20-
07

It's a teens life

We fight right back wit *reACT*

All these lies and confusion

Smoke and diffusion

It costs about 1200 lives a day

Brand it

Expand it

Shove it back down their
throats

Cuz I ain't a target no more

I go hit for hit

When a teen steps in the ring
versus Big Tobacco

That's when this fight be-
comes LEGIT

-NIK WONG (BILLINGS, MT)

YAYA Blah Blah

Take some time to check out the newest national tobacco related blog at <http://tfk.grassroots.com/yayablog/> sponsored by the Campaign for Tobacco Free Kids. For those of you who may not know what YAYA stands for, it is Youth Advocate of the Year Awards. Each year the Campaign for Tobacco-Free Kids honors youth from around the country for their outstanding work in tobacco control. These youth are then referred to as YAYAs by the Campaign. Even if you have not received a YAYA title you can certainly post a blog about what's going on in your community!

This blog is meant to be an outlet for youth advocates across the nation to learn how other youth are **STANDING UP**, **SPEAKING OUT** and **SEIZING CONTROL** in the tobacco control movement. The blog is a great way to meet other youth and see what they're doing around the nation. So blog it up and check back regularly for the latest news!

***reACT!* is Coming to Your House**

To extend *reACT* (*reACT! Against Corporate Tobacco*) and its core messages, *reACT* will soon release a website. This website will contain multitudes of information which will remain open for public access 24/7. It will be a great tool for *reACT* to keep the state of Montana and members statewide informed at all times. The website will house polls and many interactive elements that will keep *reACT* going even when it isn't in the streets participating in activism. This unbound network and access will ensure that *reACT* combats Corporate Tobacco on all fronts keeping everyone up-to-date and educated. A grand day for Montana's fight against Big Tobacco will arrive when a simple movement of your fingertips opens a world where passivism makes way for activism through an exciting and new *reACT* web.

By Ethan Keeler (Butte, MT)

reACT Lingo, for Beginners

TLT will now be known as the.....**reACT Core Team (RCT)**

Community team/local *reACT* groups will now be known as.....**reACT Crews**

ACTIVISM will now be known as.....**reACTivism**

reACT MEMBERS will now be known as.....**reACTors**

Gear will now be known as.....**reACT products and gear (RPG)**



reACT Horoscopes

Aries (Mar 21- Apr 19)

Month: Be BOLD—it's your time to shine. Make the first move, you might just get what your going for.

Love: Your irresistible right now, so smile—you're bound to get that special someone

Aquarius (Jan 20-Feb 18)

Month: It's time for connections—you'll meet someone you'll bond with

Love: Your kindred-spirit attracts someone you've been crushing on

Gemini (May-21-June 20)

Month: Careful of your words—fights might occur. Get healthy—the stars tell you too!

Love: Trend lightly—your temper might scare away that person you've had your eye on.

Libra (Sept 23-Oct 22)

Month: Well miss/mister, if you're a guy/girl your on top of the world but be careful your ego may get you in trouble.

Love: Your popularity is getting you everything and everyone you look at.

Capricorn (Dec 22-Jan 19)

Month: Its all in your head! That cold is imaginary. Get better by forgetting about it and go for a hike.

Love: Stop being a stick in the mud and do something new with your partner.

Virgo (Aug 23-Sept 22)

Month: Your getting your way with that silver tongue of yours.

Love: your sweet talking gets that someone to pay attention to you.

Sagittarius (Nov 22-Dec 21)

Month: Even though Murphy's Law seems to be your shadow right now, lucky Jupiter will step in again soon.

Love: Watch your tongue! Murphy might just let something small slip—that turns into something big.

Scorpio (Oct 23-Nov 21)

Month: Does the moon seem bigger? It should—your confidence is like a freight train right now—move forward with your new sexiness.

Love: Make a leap—your someone will appreciate it.

Pisces (Feb 19-Mar 20)

Month: Get a job! Got one? Get a promotion (or higher pay) its in your favor right now.

Love: Watch out for jealousy—the green eyed monster is over your shoulder

Taurus (Apr 20-May20)

Month: So your broke, so is everyone sometime, get over it!

Love: Have a candlelight dinner, or single, someone's coming for you!

Cancer (June 21-Jul 23)

Month: Trouble comes with speed, go slow and proceed with caution.

Love: Go oh-so-slow Mars has it in for you.

Leo (Jul 24-Aug 22)

Month: Your emotions are playing pinball—don't listen to just one.

Love: Give them the benefit of the doubt. Sir/Lady Paranoid!

By Bambi Erving
(Plains, MT)

Important reACT Dates 2008

Through With Chew
Week

February 17-23 2008

Kick Butts Day

April 2, 2008

MTUPP Statewide
Meeting

May 7-8, 2008

Bozeman, MT

World No Tobacco
Day

May 31, 2008

2008 reACT Teen
Summit

June 17-20, 2008

University of Montana

Missoula, MT

reACT! Against Corporate Tobacco

Montana Tobacco Use Prevention Program
PO Box 202951
Helena, MT 59620

Phone (406) 444-7896
Fax: (406) 444-7465
Email: mtreact@mt.gov
On the web at: www.tobaccofree.mt.gov

For pictures check out reACT's Flickr site at:

<http://www.flickr.com/photos/mtreact>



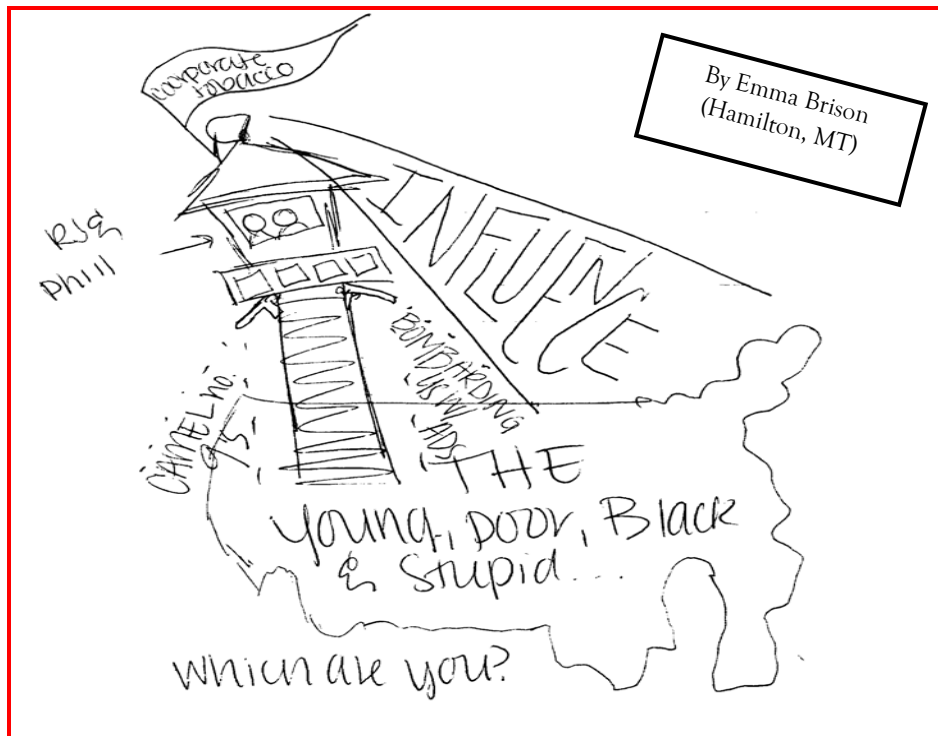
DID YOU KNOW???

In 1991 RJ Reynolds focus group described Joe Camel as "...a good role model."

What's up with that?

reACTivism Idea for November

Ever walk around a park or another public place and see a lot of cigarette butts or packs? If you have, organize a clean up of the area. Get a bunch of your friends together and pick up all the debris you see. Keep track of how much you collect and let the media, your legislators, educators, and peers know about what you discover. Let everyone know that, not only is smoking bad for your health, but its also bad for the environment. Take a stand! *reACT!*



The RCT Speaks Out!

By Rachel Jay (Columbus, MT)

I absolutely love everything that *reACT* stands for. They are working for a great cause, and I'm very proud to say that I'm a part of it. I joined this organization to turn my life around and help other teens not to make the same mistakes that I had. I wanted to help make a difference and I feel that being a part of the RCT was one of the best decisions I've ever made.

By Olivia Holter (Helena, MT)

During the weekend of October 12-14 the RCT met in Helena for the first of three meetings. The RCT spent their time preparing for the year to come and let me tell you it's going to be an awesome year!

The RCT this year is a group of awesome leaders from all over Montana and let me tell you this from firsthand experience—they rock! I believe that the RCT will be able to lead *reACT!* through an amazing 2007-08 season.

By Sydney Reichhardt (Butte, MT)

reACT! 2007-2008 got off to a running start this past weekend, when the RCT met for the first of our three meetings. We are currently working on educating ourselves on the lies of the corporate tobacco companies along with public speaking and activism. We are hoping that by the time the summit rolls around, we will be able to answer any questions the teens at the summit have for us. We are also working on getting a better, more accessible website up for everyone's convenience. It should be great! Well, I can't wait to see everyone at the summit and make sure to stay active in your local communities until then!