



reACT! Against Corporate Tobacco



Newsletter 2!
Summit Edition
August 2007

reACT! Against Corporate Tobacco Teen Summit

June 24-27 2007 * Carroll College* Helena, Montana

Please enjoy this second edition of reACT's newsletter which features highlights from the 2007 teen summit. All articles reflect writings created by participants at the summit or highlight summit activities.

Quotable Industry Quotes

"If younger adults turn away from smoking, the industry will decline, just as a population which does not give birth will eventually dwindle."

-RJ Reynolds researcher, 1984

"It is important to know as much as possible about teenage smoking patterns and attitudes. Today's teenager is tomorrow's potential regular, customer, and the overwhelming majority of smokers first begin to smoke while still in their teens.... The smoking patterns of teenagers are particularly important to Philip Morris."

-Phillip Morris Companies Inc. 1981

<http://www.who.int/tobacco/en/atlas7.pdf>



Group photo with all the summit participants from the 2007 reACT teen summit held at Carroll College.

The 2007 reACT! Against Corporate Tobacco teen summit at Carroll College in Helena was a HUGE success. Teens from across the state came to learn that they are targeted as 'replacement smokers' for Big Tobacco companies and were educated about what they can do to fight back.

Teens new to reACT attended the reACT 101, media, corporate tobacco 101, and icebreakers 101 breakout sessions. They learned general facts about corporate tobacco, reACT, how to attract media attention, and how to get their local youth groups involved.

Advanced classes for summit returnees were also offered. These teens were educated about politics and corporate tobacco and public relations/media fundamentals. They were also given the opportunity to provide feedback about reACT and attended a tobacco 202 breakout where they learned more in depth facts about tobacco.

Summit attendees also had the opportunity to put their knowledge into action at an activism event focused around a Helena Brewer's baseball game. The activism event was a BIG hit, (pun intended)! Teens chalked the walks at Carroll College, held a street protest, handed out palm cards, set up a candy shop, and educated the general public about the deceptive tactics of Corporate Tobacco.

The summit wasn't all work though. There was fun to be had by all. There was a corporate tobacco scavenger hunt spanning the entire campus, an intense game of capture the flag on the soccer field, a jeopardy game, and a lot of ice-breakers!

Teens also got the chance to attend a 'Night of Celebration.' The night started out with a Showcase. The Showcase consisted of youth groups from around the state presenting their work from the past year. Pictures, gear giveaways, posters, and a dramatic reading were part of this fabulous event.

Following the Showcase, teens headed to the first ever reACT Academy Awards. Awards were given to various youth groups, teens attending the summit, as well as, the folks who helped put on the summit.

Following the Academy Awards the Night of Celebration continued with a glamorous dance. Of course fun was had by all.

The 2007 summit was fun and educational. It was a wonderful opportunity for youth from across the state to network and learn about tobacco prevention.

reACT! Against Corporate Tobacco Teen Summit 2008

June 17-20 2008 * University of Montana * Missoula, Montana

Mark your calendars for next year's reACT! Against Corporate Tobacco teen summit. This summit will be sure to be jam packed with more new and exciting information and activities. An activism event, reACTive art, a 'Night of Celebration,' meeting other teens from across the state, fun, and games will all be a part of this exciting event! Hope to see you there, and don't forget to tell your friends!

reACTIVE Art:

Show us what ya
got! Teens getting
creative at the
summit.



Spray paint art was a
BIG hit at the summit
this year!



A lot of screen printing
was also done this year. A
unique way to spread your
message!



BADvertising anyone?!?



Teens also took the lead
in creating their very
own performing art skits.

reACT! Against Corporate Tobacco



Wall of Fame: Tobacco Prevention's Inspiration for the month

Think Montana's politicians are the only representatives working towards tobacco prevention? Think again. Other state politicians are also helping get the things we're fighting for passed into law. Ignite is a movement which focuses on getting Big Tobacco out of politics. Ignite empowers the youth of America to hold the tobacco industry accountable at every level by directing public officials to act responsibly. For more information about Ignite or to check out the Inspiration of the Month visit <http://www.ignitegeneration.org/>. You can also check to see who was named 'Big Tobacco's Buddy of the Month.'



Virginia Senator

Brandon Bell

Exposure to secondhand smoke kills 38,000 Americans each year(1) - that's more than twice the annual number of deaths attributed to AIDS in the United States.(2)

Senator Brandon Bell is the chief sponsor of legislation that, if passed would make all public buildings in Virginia smoke-free. That's right: if passed, Virginians would not have to compromise their health when dining out and bartenders would be protected from the deadly nature of secondhand smoke at the workplace. We applaud the leadership of Senator Bell and call on other Virginians legislators to follow in his footsteps and support this critical health legislation (Virginia Senate Bill Number 648).

Not only has Senator Bell taken the initiative in proposing this smoke-free law, but he has made it one of his legislative priorities. Senator Bell, teaming up with the Smokefree Virginia Now Tour, has been traveling throughout the state to gather support for a smokefree Virginia. The tour has already rallied in Richmond, Newport News, Fredericksburg, Arlington, Roanoke, and in Charlottesville. Senator Bell cited a recent report by the Surgeon General in support of a statewide smoke-free law, saying, "It really comes down to the health effects, and there is no safe exposure to secondhand smoke." We encourage Virginia to join the 16 other states who have already passed strong smoke-free laws.

1. The Campaign for Tobacco-Free Kids. "Health Harms From Secondhand Smoke."
<http://tobaccofreekids.org/research/factsheets/pdf/0103.pdf>
2. Center For Disease Control and Prevention. "A Glance at the HIV/AIDS Epidemic."
<http://www.cdc.gov/hiv/resources/factsheets/At-A-Glance.htm>

Youth Empowerment Mini-Grants available soon!

****COMING SEPTEMBER 2007****

Funding will be available for:

**COALITION DEVELOPMENT
TOBACCO DAYS OF ACTION ACTIVISM ACTIVITIES
INNOVATIVE PROJECTS**

FOR MORE INFORMATION CONTACT>>

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Or on the web at:

[HTTP://TOBACCOFREE.MT.GOV/YOUTHMINIGRANTS.SHTML](http://TOBACCOFREE.MT.GOV/YOUTHMINIGRANTS.SHTML)



A reACT (not so) Fairytale: Goldilocks

Once upon a time, while Goldilocks was walking down the street, she was approached by a bald rich man in a nice suit.

"Hello, little girl. Are you interested in trying any of my products," he asked.

"Maybe," Goldilocks replied.

"Well, here I have an old-time favorite: a cigar," he offered.

The little girl takes the cigar and inhales the smoke.

"This is too strong," she exclaims.

After giving the little girl a Virginia Slim, Goldilocks tries the thin cigarette.

"This is too gross," she says.

"Well here is my newest product. Chocolate-flavored smokeless tobacco," the man says.

"Mmmmmm, this is just right," declares Goldilocks.

Just then, three reACT members see Goldilocks.

"WAIT," they yelled, "don't you know the tobacco industries use \$40.1 million a year to advertise in Montana every year? Plus 1,500 of your fellow Montanans die each year! That's 28 a week!"

Goldilocks put down the chew and said to the man, "I'm not going to be your target!"

-The End

-Anonymous

A Teen Perspective: Tobacco Advertising in Europe

I recently traveled to Europe with my family. We were mostly in Germany, but we also traveled in France, Luxembourg and Austria. One of the first things I noticed at the airport is all the tobacco ads. They had mostly Marlboro ads, but then they had Phillip Morris ads and some other European companies. When we went to the grocery store in Koblenz, at every checkout station there were cigarette dispensers with at least 18 different kinds of cigarettes. They even have those at most of the hotels. They had these machines in residential areas. Just imagine walking in a neighborhood and seeing a cigarette machine every few blocks.

It is said in Germany that the best way to meet someone or start a conversation is to ask someone for a smoke or a light. This is very true. When my brother and I went out to a club, nearly everyone in there was smoking. Most people will gather around a fountain and smoke while hanging out. This is very different from America's standard but then again, there is so much cultural difference between us.

In the end, you're not that surprised and you learn to respect their culture and just deal with it. It was an eye



opening experience and who knows, maybe in time things will change. Here is a picture of what I've been explaining in this article.

-Stephanie Harbuck, TLT

WALL OF FAME:

Teens taking
action at the
2007 teen
summit-
SUPER COOL!



Teens manning the 'Candy Shop' during the activism event at the Helena Brewer's baseball game.



'Chalking the Walks' at Carroll College before the Activism event.



Giving a 'Dramatic Reading' during the Showcase

reACT! Against Corporate Tobacco

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For more pictures check out reACT's
Flickr site at:

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



DID YOU KNOW!!!

Big Tobacco once compared
the addictiveness of cigarettes
to M&M's.

What's up with that?

Activism Idea for August

Start a letter writing campaign
with your youth coalition. Write
letters to mayors, governors, sena-
tors, tobacco companies, the
school board, or anyone else you
can think of. Educate them about
how the Tobacco Industry targets
you! You have a voice, let it be
heard! If you need help starting
this campaign contact your com-
munity contractor, work with
your adult advisor, or contact our
office at the information provided
above. Speak your mind!

reACT Poetry:

By Bambi E.

Johnny was only 10 years old
When his dad confirmed his biggest fears
Johnny's dad had lung cancer
And his mom came in with tears

Johnny's dad went in for surgery the next week
Johnny's mom went quiet and meek
Johnny felt powerless
And for a cure he went to seek

A few years passed when Jonny found this group called reACT
And that's when Johnny began to fight back
Big Tobacco didn't stand a chance
When Johnny fought back with guts and tact

Johnny's dad went through Chemotherapy for years
Johnny made fighting Big Tobacco his career
Now Jonny runs a big Anti-Tobacco program
For his father he loved so dear

New staff at reACT!

Erin Kintop, Youth Empowerment Coordinator

Hi there! Hope you're all having a fabulous summer and getting ready for school to begin. I just wanted to take this opportunity to say that it's a pleasure to be reACT's new Youth Empowerment Coordinator. I was involved in reACT last year as MTUPP's AmeriCorps *VISTA and am pleased that I was able to stay and be involved with the movement. I am originally from Stevens Point, Wisconsin but am in love with the great state of Montana. I'm an only child and enjoy listening to music, playing Guitar Hero, hanging out with friends, and going to concerts. I hope to work with you all in the future. If you should need anything, feel free to contact me. Phone 406.444.7896 or Email ekintop@mt.gov

AJ Cloud, AmeriCorps *VISTA, Youth Empowerment Mini-Grant Coordinator

Hey everyone! For starters my name is Andi Jo Cloud, most people call me A.J. and I hail from Black River Falls, Wisconsin which is located in the west central region of Wisconsin. I graduated from High School in 2002 and went on to college at the University of Wisconsin-La Crosse. I graduated from UW-La Crosse with a double major in Communication Studies and Political Science. I am the eldest of eight, and I have 2 nieces and 2 nephews. In my spare time I like trying out new pizza eateries, writing political columns, coordinating West Wing marathons, and antiques. In the near future, I hope to invest in a guitar and take lessons. Other than that I am really excited to be here and to meet as many Montanans as humanly possible. Lastly, I would just like to say throughout my VISTA year there will be an open-cubicle policy, so please if there are any questions, ideas, or situations in which you would like to spitball with someone, please contact me! E-mail: acloud@mt.gov or Phone 406.444.6911