



## **TFRI Community Action Toolkit**

For coalitions, schools, task forces, and more!

# **Instructions**

### Who is TFRI?

Tobacco Free RI is a network that brings together the people and organizations working on tobacco control in RI. We facilitate communication and share information, resources and strategies for policy change. TFRI provides advice and technical assistance to its network partners on best and promising policy practices, and convenes meetings and trainings so that network members can collaborate effectively and develop common policy change strategies.

### What's in this toolkit?

*Supplies for table events:*

- Pamphlets
- TFRI rack card
- Rack card holder
- Cessation resources

*Supplies for a cigarette clean up:*

- Vinyl Gloves
- Clickers
- Trash bags

*Other:*

- 10 Smoke-free workplace signs
- 1 Smoke-free schools sign

*And next step ideas for your community!*

# Table events:

Anytime your school, or community, has an event, see if you can set up a table to advertise your group and educate the public around you!

The QR code to the right of this page can be scanned with most smartphone cameras by simply opening the camera and pointing it towards the code. Once the code is detected a link will pop up (usually at the top of your screen), click on this and it will bring you to a Google Drive folder with pictures.



These pictures are table events that Tobacco Free Rhode Island, the Chariho Youth Task Force, the West Warwick Prevention Coalition, and others have attended. Please utilize them to see the different things each table did to make it great! Use these notes to highlight the best things to do at a table event!

**Never be Afraid to go 3D:** Laying out all your information on the table for people to take is great- it gets the job done. However, utilizing the rack card holders can make a huge difference. With the rack card holders, people around your table can start to see what information you have to offer before walking up to it. In addition to the rack card holders, tri-fold posters that can stand up on the table, as well as other sorts of paper holders, are a great way to make the table look better and be more efficient (it saves table space too!)

**Making it attractive:** It sounds obvious, but make sure your table looks good! Buying these suggestions is a start, but for many of us with low budgets, it can still be easy to have a good looking table. Focus on color, fonts, and even your own appearance, it's always nice to look approachable! And when purchasing items, make sure to think about how they'll look at your table, try to find friendly pamphlets and interesting infographics.

**Banners:** Although they can be expensive, banners give a table an extra boost to stick out. It also allows you to give more information about your group or a topic (ex. A banner about TFRI vs a banner about e-cigarettes).

**Interactive:** Making your table interactive is really helpful for anyone coming up to it, especially kids. You could do anything from writing names on a pledge, making or coloring something, or having them answer an easy survey question. Can't think of ideas? The internet will definitely be your friend when it comes to thinking of fun interactive ideas for your event!

**Branded Tablecloth:** It's always a good idea brand your own table cloth! Having a tablecloth with your logo will help you stand out and allow people to know who you are when they first walk up to your table. It's a simple thing you can see from afar so everyone around knows your community group is present.

**Giveaways:** Everybody loves free stuff! Besides pamphlets, investing in stress balls, keychains, pins, pens, chapstick, etc. can be a great way to get people to come over to your table and get your logo on a bunch of items people will take with them. But of course, many of us don't have the funding for items such as these, luckily, the regional prevention coalitions are always a great resource to reach out to and see if they already have promo-items or if they could help fund some!

**Products:** It's super helpful to bring products you might be talking about (ex. e-cigarettes) because if people don't know what you're talking about, you can show them- and they might recognize it. It also brings in a "wow" factor that words might not be able to do. Such as plugging a Juul into a computer; this could really amaze parents. *\*\*If you bring products make sure to keep a close eye on them so they aren't stolen! If you have to leave the table put the products away or under it!*

**Unified Outfits:** Many coalitions and groups have a t-shirt or clothing item of some-sort with a logo, slogan, or graphic that helps define who they are and/or what their purpose it. It's a great idea to wear these clothes at table events so the group is unified.

### Where you could set up a table:

- |                              |               |                         |                    |
|------------------------------|---------------|-------------------------|--------------------|
| - Parent-teacher conferences | - Open house  | - Activity / club fair  | - Farmer markets   |
| - Festivals / carnivals      | - Field day   | - Award ceremonies      | - Sporting events  |
| - Freshman orientations      | - Fundraisers | - Homecoming events     | - Pep rallies      |
|                              | - Parades     | - Festivals / carnivals | - Tree lighting    |
|                              | - Career day  | - Blood drives          | - Concerts / plays |

*Just to name a few!*

Make sure to keep an eye on town/city Facebooks and other social media for post about community events that you could get involved in!

# Cigarette Butt Clean Ups:

Cigarettes are the number one most littered item in the world! If your community has parks, beaches, or even sidewalks that are littered with butts, get your group together for a few hours to pick them up!



Cigarette butt clean ups are typically done in the spring around Kick Butts Day or World No Tobacco Day. However, they can be done in the summer and fall, but with RI winters, there is a slim chance of getting outside between November and March, so make sure you think about whether you'd like to do some clean ups later in the (school) year or right at the beginning!

Please use the tools we have given you for your first cigarette butt clean up! However, if you run out and want to make these clean ups an annual or even more frequent occurrence in your community, Save the Bay will donate similar supplies (gloves, trash bags) so you can continue to do so purchase free!

One thing some communities have done is cleaned up a certain area without a "smoke-free" sign and kept count of how many butts they found. Then, they talked to their town council about putting up a sign and took count again after it was put up. The numbers showed a decline in cigarette butts just by putting up that sign!

Hanna Bill, a senior at Chariho High School, and an ambassador for the Chariho Youth Task Force has been doing cigarette butt clean ups for years and shared her experience with us.

*"I started participating in cigarette butt clean ups when I noticed how littered my community was with them. I clean up public areas around my community such as parking lots, playgrounds, parks and beaches. I have even cleaned up areas where no smoking ordinances have been established. It's insane to see the amount of [cigarettes] littered in these areas! I participate in these clean ups to better the environment around me, help keep animals safe, and collect data to compare to past years."*

Not only is Hanna cleaning the environment, but she and her team are using the data they collect to better the area of the next year. They have seen the number of cigarettes drops dramatically in areas they've put signage up in, the data says it all!

# How to Implement a Smoke-Free School Policy:

Getting support from your school can be one of the most difficult, yet one of the most crucial steps of creating a smoke-free/tobacco-free environment!

Luckily, the first step has already been completed by a handful of TFRI's partners over the course of the last year. Between school resource officers, students, public health workers, and more, the creation of TFRI's smoke-free school model policy was born and eager to be placed into schools!



The 2019-2020 school year will be the first year it is available for schools to adopt! Mt. Hope High School in Bristol has already taken action as to wanting to implement it for the beginning of the school year. A huge part of Mt. Hope taking action so quickly was due to the senior STAAND (Students Taking Action Against Negative Decisions) President, Sean Palumbo.

*"The first step I took in implementing this new model policy was meeting with administration to introduce them to the idea. I asked the administration, along with the staff, if they thought it was something we needed in our school. They agreed that we had a vaping problem and needed to address it. From there, we figured out how to tweak the model to fit our community best, which was minimal edits. Right now, I'm waiting to present it to the school committee to see if they can write it into our policy for the upcoming year. Personally, I wanted to implement this policy because what we have now is extremely weak; it's not helping students stop vaping, it's just telling them it's wrong. Our policy does not provide much help for them, but with the new policy, there's education, and I think that's what they deserve, they need to know the truth about what these awful products can do, and they need help."*

# Smoke-Free School Law:

Did you know starting January 1, 2017 Rhode Island General Law mandated that e-cigarettes be added into the smoke-free schools law? This means that schools are a 100% smoke-free environment - this law applies to everyone, everywhere, at all times.

Signage for this law was given out to every public, private, charter, elementary, middle, and high school in the state last summer. Each of those schools received three signs, as well as a package full of information. If you know a school anywhere in your community that doesn't have these signs, or just need/wants more of them, please reach out to [daniel.fitzgerald@lung.org](mailto:daniel.fitzgerald@lung.org) and we'd be happy to send some more to you or directly to the school! They will also now be available in Spanish if you'd like that version as well!

To Protect Everyone's Health

## **This is a Tobacco-Free School Campus**



Use of All Tobacco Products,  
Including E-Cigarettes, is  
Prohibited.

Everywhere. Everyone. At All Times.

Want help quitting?

**1-800-QUIT-NOW (1-800-784-8669)**

QuitNowRI.com



Pursuant to R.I. General Law Chapter 23-20.9-5. To report a violation, call the Rhode Island Department of Health at 401-222-5960.

# Smoke-Free Workplaces Law:

Did you know starting July 1, 2018 Rhode Island General Law mandated that e-cigarettes be added into the smoke-free workplaces law? This means that workplaces such as grocery stores, inside colleges, and restaurants are smoke-free, including e-cigarettes. This law create exemptions for stores, other than mall kiosks, that primarily sell electronic nicotine delivery systems, and for electronic smoking establishments.

This signage is making it way out for the first time right here in this community action tool kit! We have issued each community 10 SIGNS, but please reach out if you'd like more! Spanish versions are not yet available but are in the process! We will notify anyone interested in those as soon as they're ready!

**IT IS ILLEGAL TO SMOKE  
OR VAPE IN THIS  
ESTABLISHMENT**



Use of combustible tobacco products and other similar products, such as electronic cigarettes, are prohibited by R.I. Gen. §§ 23-20.10-2(19) and -7.

To report a violation call 401-222-5960.

# How to Educate:

A big part of the education you're doing is in the community with your table events, however, it's also very important to take the time for presentations and/or longer discussions.

There are so many resources out there for your group to use, or site from! Here is a list of some resources you could use for all members of your community!

## **Stanford Education Toolkit**

- The Stanford Education Toolkit has been around for quite some time, however, it was recently made free to the public with the help of CVS Health! Their complete free training courses include:
  - "Tobacco: The Basics"
  - "E-Cigs/Vapes & Pod-Based"
  - "Hookah"
  - "Smokeless"
  - "Nicotine Addiction"
  - "Positive Youth Development"

## **SmokeSCREEN: A Smoking Prevention Video Game**

- A collaboration between the play2PREVENT Lab, Yale and USC Tobacco Center of Regulatory Science (TCORS), and 1st Playable Productions (with the support of CVS Health) created SmokeSCREEN to collect in-game and standardized data on adolescent's attitudes, perceptions, and knowledge about e-cigarettes and other tobacco products. The game addresses the range of challenges young teens (best for ages 10-16) face. It also has a dedicated focus on youth decision-making about tobacco smoking (of any sort) and includes strategies for both smoking prevention and cessation.

## **CATCH My Breath**

- CATCH stands for a Coordinated Approach To Child Health. CATCH collaborated with researchers at Michael & Susan Dell Center for Healthy Living at The University of Texas Health Science Center at Houston (UTHealth) School of Public Health to create CATCH My Breath™, a youth e-cigarette and JUUL prevention program specific to grades 5-12. This program was made free by CVS Health.



### The Vape Talk

- The American Lung Association launched “The Vape Talk” for parents to address vaping with their children. They have a lot of information for parents on the website, as well as a downloadable “conversation guide.”

### Tobacco Free Rhode Island

- As great as it is for students in their communities to speak to an audience, sometimes they’re not available or it just doesn’t work out. Luckily, if you’re still in need of a presentation for school staff, parents, students, or whoever, TFRI offers that service for free! Please reach out to us in advance so we can schedule a date and time with you!

### Creating your own

- Some of the resources listed above might not suit your community, or may not target the subject your group really wants to- if that’s the case, make your own! You could start from scratch, or you could use all the resources listed above, to create a presentation best suited for your community. Be sure to site any sources you use, even if the information is adapted from the original. Always feel free to reach out to TFRI for help on creating presentations best suited for you!



# Thank You!

Thank you for continuing to make a difference! Whether you're educating the public, cleaning up cigarette butts, or changing policies, you're making a positive impact on your community! This work makes the lives of those in our communities healthier and happier. Thank you for continuing to bring Rhode Island one step closer to the first tobacco free generation!

And a special thank you to our partners!

Want to become a TFRI partner? Scan the QR code below to learn more!



*Students want to get involved? Reach out to our Youth Engagement Specialist!*

Zoe Moreau | [zoe.moreau@lung.org](mailto:zoe.moreau@lung.org)

*Any other inquiries please reach out to our Network Coordinator!*

Daniel Fitzgerald, MPH, ICPS | [daniel.fitzgerald@lung.org](mailto:daniel.fitzgerald@lung.org)

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