

TOBACCO  
FREE RHODE  
ISLAND

# Years in Review

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# 2020-2021 Engagement

## Racial Equity Training

TFRI, with assistance from HRIA and support from the RI DOH were able to host a racial equity training titled *Tobacco and Vaping Industries' Racist Roots: Tobacco is Not an Equal Opportunity Killer*. This two hour training was created and hosted by a handful of the ambassadors and was presented to over 40 youth and young adults across the country. This training included education, discussion, and break-out rooms surrounding topics such as; defining racial terms and levels, the industry's racist targeting from the past to the present, and how to build a movement to create change. Evaluations showed that it was very well perceived and successful.

**The Tobacco and Vaping Industries' Racist Roots**  
Tobacco Isn't an Equal Opportunity Killer  
#TFRI #RIENDGAME #WORLDNOTOBACCODAY

Calling All Youth and Young Adults Ages 12-23

Thurs. June 3, 2021  
3-5 pm EST  
Virtual Workshop

All RI Participants Will Receive A Visa E-Giftcard

**UNDERSTAND**  
the ways in which the history of tobacco mirrors and is influenced by the history of racism in the U.S.

**LEARN**  
how the tobacco industry has used practices for decades that are rooted in racist systems that continue into the present day

**EXPLORE**  
examples of how the tobacco and vaping industries exploit communities of color

**DEFINE**  
and understand racial justice concepts

**DISCUSS**  
with other youth how to make a difference in your state and community

**TURN**  
your energy in this moment into the start of a social justice movement

Register by June 1, 2021

Scan the code, or visit <https://tinyurl.com/3c28tkzy> to register today!

\$50 E-GIFT CARD RAFFLE PRIZES

With Support From: [Logos for American Lung Association, American Heart Association, Cancer Action Network, and Campaign Tobacco Free RI]

Hosted By: TOBACCO FREE RHODE ISLAND

For More Info Contact [Jennifer.Wall@Lung.Org](mailto:Jennifer.Wall@Lung.Org)

## Tobacco-Free Generation Week of Action

When the legislation season opened the American Lung Association and partners sprung straight into action with a virtual week of advocacy. In the end, this event brought 129 people, 5 being Tobacco-Free Ambassadors, from across 36 Rhode Island communities together to take action; 62 people called their legislators and 107 emailed the governor about the need for tobacco control funding and other enabling legislation. In addition to these calls of action, people also created videos and social media posts about flavored tobacco products and other issues harming our state.

**Tobacco-Free Generation VIRTUAL WEEK OF ACTION**  
April 5 - 8, 2021

129 Advocates Took Action

62 Calls to State Legislators

36 Rhode Island Communities Represented

107 Emails to Governor McKee

**Week at a Glance:**

- Virtual Kick-Off Event for Advocates
- Phone Calls to Legislators about Tobacco 21 and Enabling Legislation
- Videos with Personal Stories about Ending the Sale of ALL Flavored Tobacco Products
- Educational Emails to Governor Dan McKee about the Need for Tobacco Control Funding

American Lung Association, American Heart Association, Cancer Action Network, Campaign Tobacco Free RI

# 2020-2021 Engagement Cont.

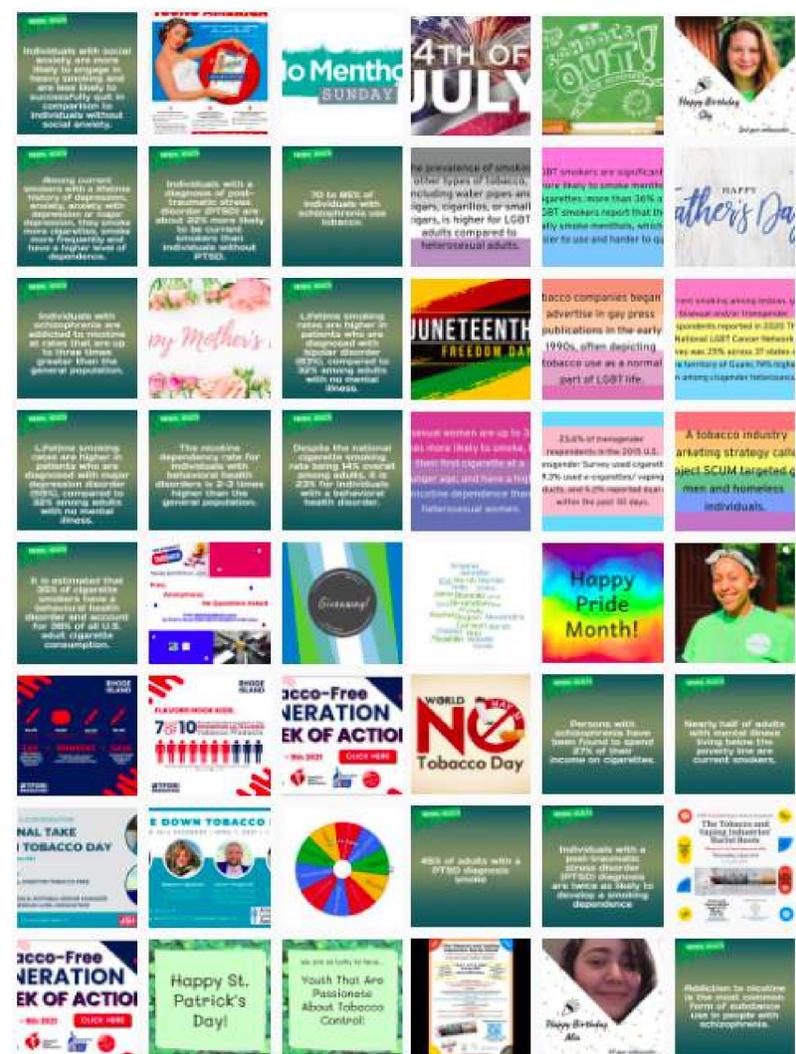
## Monthly Presentations

Ambassadors were tasked to create and present a slideshow on one of seven topics they were able to choose from. Most were paired up and all were assigned a month for their presentation, where they shared it with the rest of the ambassador group. These presentations are linked to our e-newsletters, as well as in a shareable Google Drive. Topics included: *Utilizing Social Media for Tobacco Awareness, Young Voices Impacting Change, Nicotine Addiction and Mental Health, Quit Resources in Rhode Island, Tobacco & Social Justice, The Economics of Tobacco: State prevention funding Vs. What Big Tobacco Spends on Marketing in RI, Tobacco and the Environment, The Lungs of Our Pets: The Impact of Second and Third Hand Smoke, Big Tobacco Targets- Women, the LGBTQ Community & Low Income Americans, and Advocacy: Public Speaking Doesn't Have to be Scary.*



## Social Media Posts

Due to COVID-19 and the inability to host in person events, TFRI had to get creative with the ways we should spread our message. Thanks to the ambassadors, our online presence has never been greater. Each month, ambassadors brainstormed campaigns, fun videos, TikToks, and more to post on our Facebook and Instagram accounts. Followers, likes, and comments have increased tremendously since last each and continue to rise.



# 2019-2020 Engagement



## Tobacco-Free Ambassador Retreat Kick-Off

On August 20-22, nineteen students from across Rhode Island joined forces at the Canonicus Camp and Conference center to experience, for the first time ever, a retreat to become the first generation of Tobacco-Free Ambassadors. We learned new information and advocacy skills, engaged in a needs assessment, participated in team building and communication activities, warmed up each day with energizers, and planned events for the year to come!



## Paws in the Park Educational Outreach Event

Tobacco-Free Ambassadors recommended hosting an event revolving around animals. In October, we partnered with the Rhode Island Society for the Prevention of Cruelty to Animals (RISPCA) and attended their Paws in the Park fundraiser. Here, we provided education to dog owners about the harmful effects of second-hand smoke.



## TFRI Sponsored Providence Bruins Game

With the help of some extra funding, TFRI was able to sponsor a Providence Bruins hockey game and gather our ambassadors to join in the fun! Before the game started, we educated fans on the harmful effects of tobacco and nicotine and that quitting is an attainable goal. We provided quit resources, including a localized youth e-cigarette texting program. Throughout the game, our logo was displayed several times on the big screen, along with prize give-a-ways every period!



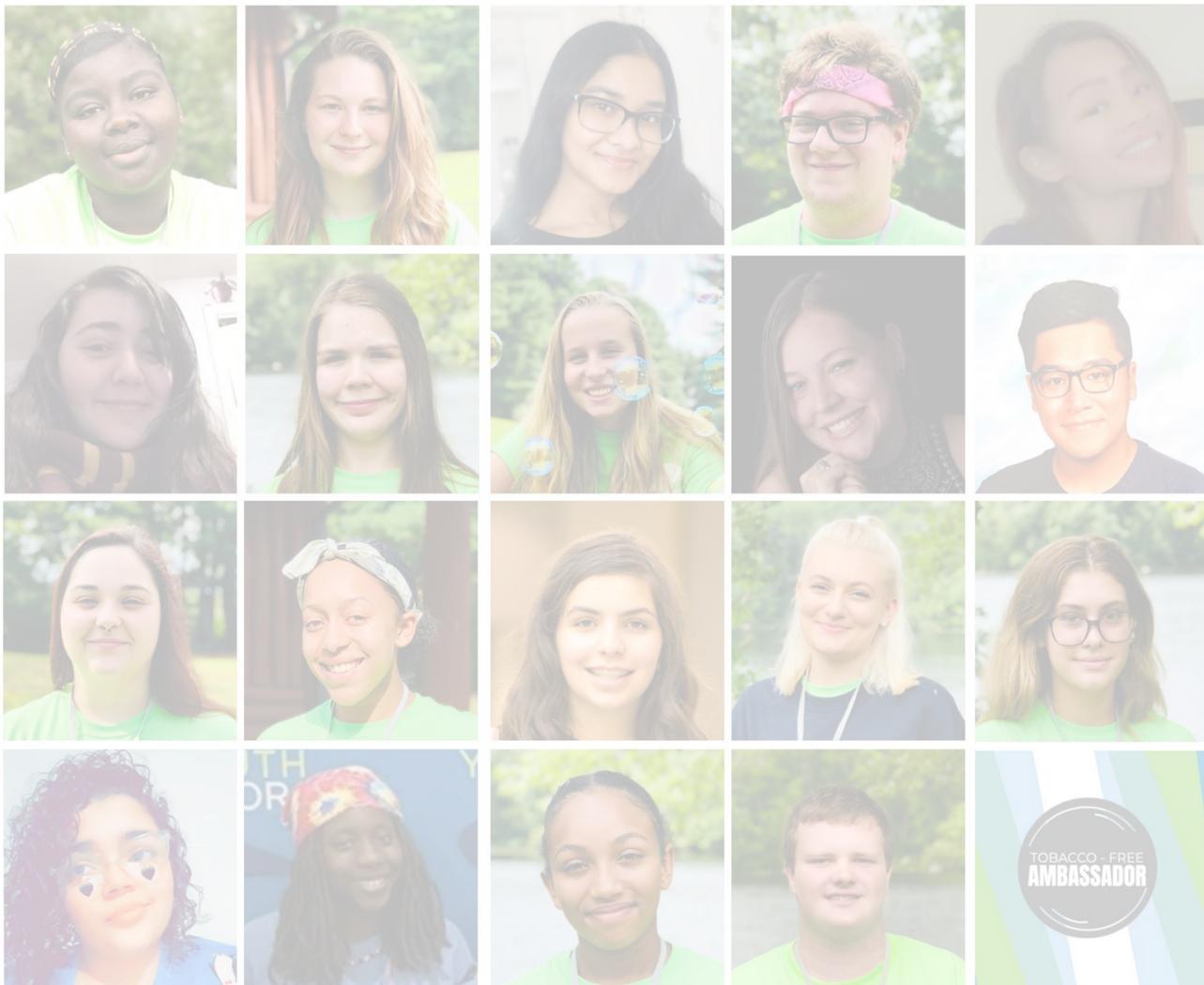
## Youth Advocacy Training

Before our 2020 legislative season opened, we attended a tobacco-free youth advocacy training at Dave & Busters. We networked with other tobacco-free youth advocates, partners, and legislators, as well as created elevator speeches and learned about our state legislative system... all while playing a few games and eating great food!

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 American Lung Association®

# Tobacco-Free Ambassador Program



Tobacco Free Rhode Island  
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*For more information about the  
Tobacco-Free Ambassadors Program, please  
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