



APPEAL

World No Tobacco Day Action Kit



This action kit is designed to help individuals and organizations working with Asian American and Pacific Islander (AAPI) communities to plan and implement events commemorating World No Tobacco Day (WNTD), which is held each year on May 31. The kit is divided into a question and answer section, a planning guide for WNTD, a list of potential project ideas, and information on gathering community resources, working with the media, and evaluating WNTD events.



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Overview

An Introduction to WNTD



World No Tobacco Day (WNTD)

What is World No Tobacco Day?

The World Health Organization (WHO) sponsors WNTD on May 31 each year. First held in 1988, it is the only global event established to call attention to the seriousness of tobacco use on public health worldwide.

Why is WNTD an important event?

Currently, approximately 1.1 billion people around the world use some form of tobacco. Around 3.5 million die every year from tobacco-related illnesses, which translates to about 10,000 deaths per day. One million of these deaths will occur in developing countries. Tobacco is predicted to be the leading cause of death and disability by the year 2020. The global tobacco epidemic will prematurely claim the lives of some 250 million children and adolescents, a third of whom are in developing countries.

Section 1



Which countries participate in WNTD?

All countries are encouraged to participate. WNTD events vary from country to country.

What WNTD activities are happening in the United States?

The Coalition for World No Tobacco Day, a group of non-profit organizations and corporate sponsors, was created to generate awareness of WNTD. APPEAL is a member of The Coalition. For more information on The Coalition, see <http://www.wntd.com> or call (212) 601-8245.

How can my community participate in WNTD?

If you are interested in learning more about how to plan activities in your community, please contact APPEAL. You can also contact The Coalition for World No Tobacco Day:

P.O. Box 3543
New York, NY 10163
Phone: 212-601-8245
Fax: 212-601-8101
Email: wntdnews@porternovelli.com

How should we use this toolkit?

This toolkit is a guide to planning and implementing effective projects for WNTD or any other community event. Use it as a complete package, or refer to specific sections that apply to your needs.

About APPEAL

Asian Pacific Partners for Empowerment and Leadership (APPEAL) is a national health and social justice network of organizations and individuals working towards a tobacco-free Asian American and Pacific Islander (AAPI) community. Our mission is to prevent tobacco use in the AAPI community through five priority areas: network development, capacity building, education, advocacy, and leadership development.

To become a member of the APPEAL network, please call us (510) 272-9536, e-mail us at appeal@aapcho.org, or visit our website at www.appealforcommunities.org.

Where Do We Start?

Planning for WNTD



World No Tobacco Day (WNTD)

The best way to ensure a successful event is to begin planning early! The following section provides information on how you can plan an event recognizing WNTD. Regardless of what you decide to do, here is a step-by-step guide to help plan your event:

- Step 1: Assess your community's needs
- Step 2: Create a planning committee
- Step 3: Create a common vision and purpose
- Step 4: Decide on a project
- Step 5: Develop goals and objectives
- Step 6: Create a list of activities and a timeline
- Step 7: Create a realistic budget

Step 1:

Assess your community's needs

Before beginning to plan an event, first ask yourself what are the most important needs within your community. It is also important to assess how much your community knows about the harmful effects of tobacco use and the negative effects worldwide.

Step 2:

Create a planning committee

Sometimes the most difficult part of community planning is recognizing who else should be involved. Most of us tend to rely on people and organizations we already know. That is a good starting point, but this project can have much more of an impact if it brings together people and groups in new ways. Bringing new groups together is not an easy task. Here are some questions to think about before you begin:

- What are your community's greatest assets?
- Who are your community's leaders (both formal and informal)?
- Where do people gather?

Create a list of key stakeholders in the community. How can you involve the following groups?

- Cultural organizations
- Local businesses
- Nonprofit organizations
- Elementary, middle, and high schools
- Language schools
- Colleges
- Churches and temples
- Local elected officials
- Service clubs (Rotary, Lions, Elks, Kiwanis, etc.)
- Neighborhood associations

(Step 2 continued)

- Mutual assistance organizations
- Hospitals and community health centers
- Media

Try to involve youth if possible. Adults sometimes think it is easier to do things “for” youth. However, you would be missing out on the skills and enthusiasm of young people. This is an excellent opportunity for youth to plan a major community event.

Step 3:

Create a common vision and purpose

Discuss and visualize the results you want to see. Brainstorm to write a vision statement that determines your group's purpose for participation in WNTD. An example might be, “We envision WNTD as an opportunity for community members to participate in an activity where they will learn more about the global impact of tobacco and its negative effects on our communities. Participation in WNTD will foster a sense of responsibility and pride in advancing the health of our community.”

Step 4:

Decide on a project

See Section 3 for project ideas.

Step 5:

Develop goals and objectives

Think about how you want the event to look and what you want the event to achieve. Consider the size and scope of the project. How many people should you expect to participate? What do you want the community to get out of the experience?

Step 6:

Create a list of activities and a timeline

Discuss what needs to be done and who will be responsible for doing it. Be sure to include evaluation activities in plans and timelines as well (see Section 6). Clearly define who will make what decisions.

Set generous timelines. It always takes longer than you think to plan an activity.

Include logistical considerations, such as whether any equipment is needed or the number of volunteers needed.

Recruiting volunteers: Make people feel important! Think of specific tasks you know they would do well. Tell your potential volunteers why they are needed and how WNTD can benefit from them personally. Make statements like, “I think our project could really use your experience with budgets and raising money. Would you like to be on the fundraising committee for our WNTD activity?” This request is much more likely to yield results than the more general statement, “Do you want to get involved in WNTD?”

Step 7:

Create a realistic budget

Sit down with your planning committee and create a list of all the costs related to your project. Great things can be accomplished with very little money, but make sure you do not underestimate your costs. Do not become discouraged about the costs. Fundraising events are a great way to publicize the project and to gain community support (see Section 4 for more information).

Develop a budget itemizing all of your project expenses. Make sure that your budget includes

everything you might need for your project (e.g., food, paper, postage, film and developing, photocopying, and promotional materials such as T-shirts, hats, buttons, and posters). You may also need to purchase or rent equipment and materials like a sound system.

Things to keep in mind while planning your WNTD activity:

1. Start early and pay attention to planning and strategy

Detailed and timely planning is necessary to build true partnerships and allow meaningful community involvement.

2. Build broad-based community support

WNTD is an opportunity for the entire community to come together for a common cause. Bringing together schools, businesses, neighborhoods, religious and professional groups, clubs, and/or organizations will provide access to an unlimited amount of resources. This event creates a positive common ground that can be the foundation for future relationships and collaborations for your community.

3. Increase your community's capacity to address issues other than tobacco

WNTD is intended to inspire and build upon the current assets of a community. As you plan, consider what relationships, events, and learning activities will increase the community's capacity to address other issues important to your community, long after WNTD is over.

4. Seek out diverse community members to help

Diversity in your community can be defined in many ways. Reach out to those who might not otherwise be asked to participate.

What Should We Do?

Project Ideas for Youth and Adults



World No Tobacco Day (WNTD)

In past years, individuals and communities have recognized WNTD in many ways:

- Educating community members about the dangers of tobacco use.
- Holding “quit and win” contests to encourage groups of people to quit using tobacco together.
- Organizing youth poster contests illustrating the problem of tobacco use in their communities.
- Coordinating letter writing campaigns to state or local elected officials, asking for stronger support of tobacco prevention programs.
- Working with the media to highlight former tobacco users and the strategies that helped them quit.
- Working with community health professionals to promote smoking cessation efforts.
- Publicly recognizing smoke-free restaurants in your community.

Section 3

Examples of World No Tobacco Day Activities

If you're still wondering about what activities you could hold in your community, here are a few examples of what APPEAL network members have done in their respective regions. We hope these examples provide you with some creative ideas.



Federated States of Micronesia

Community members in the Federated States of Micronesia held a youth rally against tobacco for WNTD. More than 200 youth from various church, school, and community organizations attended. Drawing and speech contests were held to address the theme of the event — “Second-hand Smoke, Let’s Clean the Air.” Youth were also in charge of setting up informational booths about the negative health effects of tobacco use. These booths not only had to be informative, but creative as well. Youth had to build the booths using natural materials such as coconut leaves and coconut fibers. The most creative booth won a prize.

Louisiana

Peers Against Tobacco have conducted various activities for WNTD. They’ve held smoke-free dances, organized youth events at malls and beaches promoting healthy lifestyles, and held a demonstration at a local court house. Another demonstration depicted the 232 deaths of Louisiana citizens who died each day from tobacco related illnesses. Eighteen middle school and high school students used paper to stuff 232 large garbage bags painted, “Body Bag.” Several trucks were used to dump the “body bags” next to a cigarette billboard ad. This demonstration was very successful and received plenty of media coverage. If you would like more information, visit their website at <http://www.peersagainsttobacco.org>.

New York

The Asian Tobacco Control Coalition of New York held a press conference for WNTD at which youth shared their community education and anti-tobacco promotion activities with other youths at a Jackie Chan media event. This event was hosted by the American Cancer Society. The coalition also held a regional training on WNTD (the First Regional Conference on Tobacco Control for APIs in New York) for over 100 participants. The agenda included: 1) promoting inclusion of tobacco control as part of other health programs, 2) training staff to work on tobacco control issues, and 3) identifying resources for designing tobacco control and advocacy programs for APIs.

Oklahoma

Oklahoma’s Asian American/Pacific Islander Anti-Tobacco Network hosted a poster contest. Contestants produced posters that raised awareness about the dangers of tobacco. There were four age categories for the competition: 5-7 years old, 8-10 years old, 11-13 years old, and 14 years old and up. First, second, and third place winners in each age group received a cash prize of \$50, \$25, or \$10 respectively. In addition, the winners’ artwork was displayed at the Asian Festival in Oklahoma City and published in a calendar.

Gathering Community-Based Resources

Finding Support for Your Activities



World No Tobacco Day (WNTD)

What resources or assets exist to address your community's needs?

Take time to identify resources or assets in your community that can help support your plans. Funders are one type of resource. Others include community groups, local health or cultural programs, businesses, religious groups, schools, leaders, or media.

Fundraising includes both monetary support and in-kind donations, such as food, supplies, or space. One strategy is to form alliances with local businesses in your community. Ask them to support your activities. You may need to first educate business owners about the dangers of tobacco. Some businesses may not be able to contribute funding, but they may be able to offer space or volunteers during the event. Other groups, such as cultural centers or schools, may also be willing to offer in-kind donations.

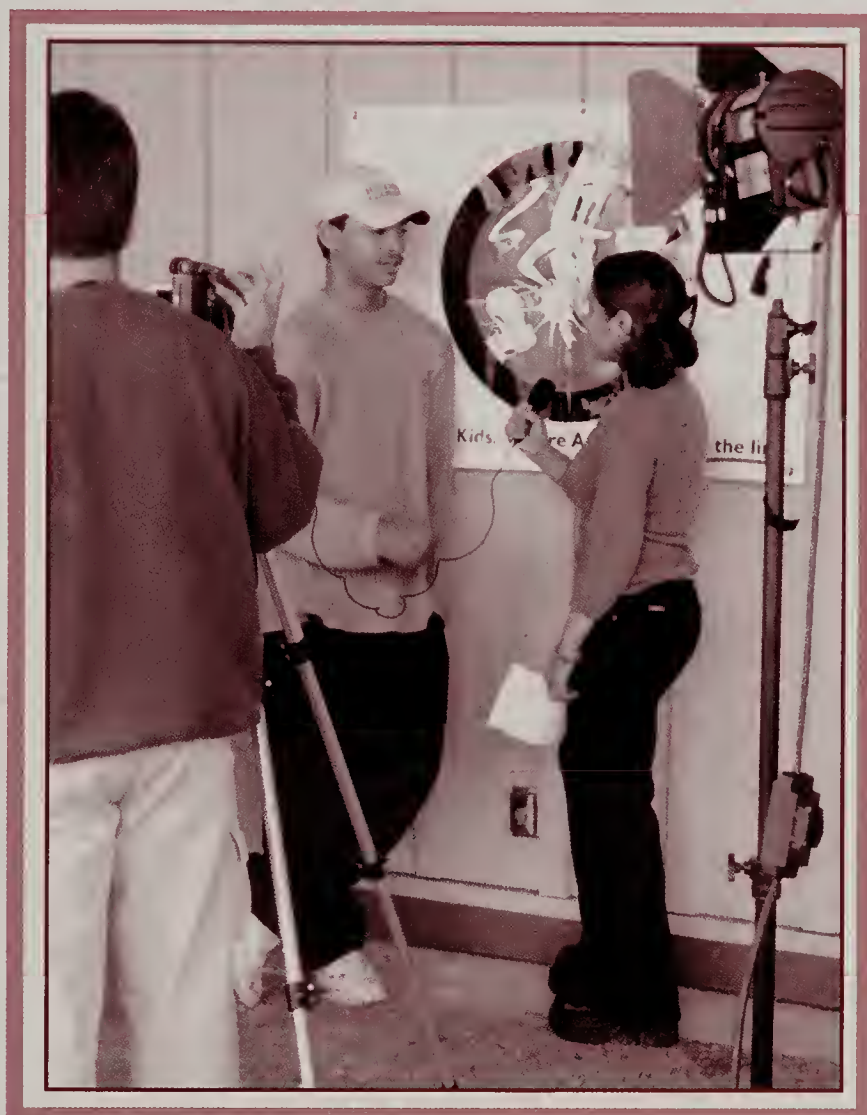
You could also look for local grants or seek donations. The Coalition for World No Tobacco Day offers a Community Grant Funding Program to help support community-based organizations to carry out activities related to WNTD.

Join with others who are also interested in working to improve the health of the community (see Section 2, Step 2). This is a great way to share, rather than compete, for resources.

Section 4

Media

Developing a Media Plan



Media coverage is a good way to increase community awareness about World No Tobacco Day Events and other events in your community. However, before you contact media representatives from your local television, radio, and community publications you must develop a clear message.

Some of the questions you must ask yourself include: What is my message? Why did I choose this message? Who is going to deliver my message? What do I want people to do with my message?

Step 1:

Identify your goals

Start by establishing what your organization or campaign wants to accomplish. What kind of change do you want to see? Your goals can be political, organizational, or educational.

Example goals

- Increase awareness among AAPI community members about the health hazards of tobacco use
- Prevent AAPI youth from smoking
- Encourage AAPIs who smoke to quit
- Encourage community members to vote for tobacco control legislation

Step 2:

Clearly identify your audience

As you think about the specific communities within your audience, ask yourself: Who has the power to affect change on this issue? Who is likely to take the kind of action that I want to see? Then develop a list of your audience members.

Example audiences

- Community elders
- Local leaders at your church or temple
- Students and teachers at school
- Community leaders
- Labor organizers
- Local mayor and board of supervisors

Step 3:

Frame the debate

When you work on an issue every day it's easy to get caught up in the details and lose sight of the big picture. There are a lot of people who believe that smoking is harmful to one's health and that the tobacco industry is wrong to profit from marketing and selling a deadly product. There are also those who believe that tobacco use is an individual choice and those who use tobacco are solely responsible for the consequences — not the tobacco industry. It's important to take a step back early in your planning process and frame the debate as you want it framed — or risk someone else framing it for you. Ask:

- What's the big picture? Why is this important now?
- Why should my audience care?
- What are the terms of the debate? What's relevant, and what isn't?
- What will the other side say?

Step 4:

Refine your message

As early as you can, refine the take-away message that you want your target audience to remember. It should be short, compelling and to the point — and should be reiterated in all your materials and by every spokesperson. Check the message you've developed to make sure it answers all these questions:

- What's the problem?
- What do you want?
- Who do you need to see action from, and what do you want them to do?

(Ask yourself: What would I want the headline to say if I read about this in the newspaper tomorrow?)

Example Message:

An estimated 15,000 to 20,000 AAPIs will die each year from tobacco-related illnesses. Tobacco companies are aggressively marketing their products to API communities both in the U.S. and overseas. If you want to invest in the future of our communities, sign a pledge not to attend events sponsored by the tobacco industry.

Try to include a concrete action for your audience, e.g. “Sign a pledge not to attend events sponsored by the tobacco industry. Send APPEAL a copy of your pledge and we will highlight your organization in our semi-annual newsletter.”

Step 5:

Identify the messenger

The person who carries your message is as important as what your message is. As you’re planning your activities, ask yourself which organizations and individuals you should ask to join you.

Qualities of a good spokesperson

- Credibility
- Expertise on the issue (e.g. a physician, attorney, public official, or community leader)
- Real-life experience (a person with a compelling story that exemplifies the issue, e.g. an ex-smoker who has quit)

Developing Relationships With the Media

Now that you’ve developed a clear message for your World No Tobacco Day event or activity, read the section below to learn more about developing relationships with the media.

The first step to building your relationship with local reporters will involve developing a media list. A well-maintained list with information about each reporter

is better than a large list.

Computer databases are efficient tools for keeping media lists up to date. However, this list can also be kept in a file or a notebook. Your list should include the following information for each contact:

1. Name
2. Affiliation (publication, station, freelancer, etc.)
3. Title (editor, reporter, producer, host)
4. Mailing address
5. Specialty or beat (What news does this contact cover, e.g. health, politics, etc.?)
6. Phone number, fax number, and e-mail address
7. Deadlines (When do your contacts need the information by?)
8. Type of media (magazine, newspaper, newsletter, radio station, etc.)
9. How often does the publication or program run (daily, weekly, monthly, etc.)

Now that you’ve identified the media representative with whom you would like to speak with, you can convey your information to a reporter by an interview and a written news release. Below are some tips when preparing for an interview and news release.

Helpful Tips for Interviews and News Releases

Preparing for the Interview

1. Familiarize yourself on recent news stories about your community and tobacco.
2. Be prepared for questions. Use your own knowledge of your project or community to capture the reporter’s interest.
3. Have answers ready for questions. If possible include quotes or phrases that present your answers in an interesting way.



Getting Through a Reporter's Interview

1. Be brief. Chances are that only 20-60 seconds of your interview with TV or radio reporters will be used. Get to the point quickly and with punch.
 2. Put your main point or conclusion first, followed by supporting points or arguments if necessary.
 3. Prepare several "sound bites" — short snappy answers in 30-second "nuggets." You can also prepare "talking points," brief statements that summarize your message (see sample Talking Points insert).
 4. Speak clearly and firmly, but be natural. Don't sound rehearsed or as if you are reading, even if it's a prepared statement.
 5. Tell the truth. If you don't know the answer to a question, just say, "I don't know, but I'll find out for you. How soon do you need an answer?" Offer to find out the answer as soon as possible. Then get back to the interviewer with the information.
2. It should read as a short story, and be written as you would want to see it appear in the newspaper.
 3. A press release should never be longer than one page.
 4. The more professional looking your release is, the better chance it has of making it into the newspaper. A release should always be typed on letterhead.

Remember the following points on format:

- a) Always include whether a release is "FOR IMMEDIATE RELEASE:" followed by the date you plan to send it, or "FOR RELEASE ON:" followed by the date.
- b) Always include a contact and phone number (the phone number you want made available to the public).
- c) Type the headline in bold face type, in a large font, and center it. The headline should summarize the story and catch the reader's interest.
- d) Double-space the body of the release and use wide margins.

(see sample News Release Outline insert)

Tips on Writing a News Release

1. A press release is a one page document that communicates your message.

After WNTD

Reflection and Evaluation



World No Tobacco Day (WNTD)

When all is said and done, was your event a success? In order to answer this question, it is important to set clear goals and objectives during the planning process, and plan for some way to measure whether you've achieved them.

Be sure you evaluate both the process (what you did) and outcome (what happened) of your event.

There are different ways you can evaluate your activity/event. For example, if you are conducting an educational presentation, you can have your audience complete an evaluation form after your presentation (see sample Evaluation Form insert). While evaluation forms are an important tool, there are other ways you can determine whether or not your event was a success.

If you conducted activities such as a youth rally, demonstration, or art/essay contest you can document the process and outcomes of the event. How many people attended? Who attended your event? Who assisted you in coordinating your event? What were some of the challenges in coordinating such an event?

If you sent a press release to the media, did it get published? If so, in what papers? Have community members read the article?

Finally, what new skills and knowledge have you gained?

Conclusion

WNTD means more than just remembering the negative effects of tobacco — it is a global celebration of health and well-being. When you participate in WNTD events it benefits not just your local community, but everyone working toward tobacco-free communities. Please join us in celebrating World No Tobacco Day. Your participation makes a difference!

Section 6

Have questions? Call, write, or e-mail us at:
APPEAL 439 - 23rd Street, Oakland, CA 94612
Phone: (510) 272-9536, fax: (510) 272-0817, e-mail: appeal@aapcho.org
Also check APPEAL's web page at www.appealforcommunities.org



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