KBG Education

"Friends Don't Let Friends Vape" Friendship Bracelets!

Friends don't let friends vape- share some friendship bracelets with reminders to love your lungs!

Gather together a variety of beads and some cord to create colorful and fun friendship bracelets. Include letter beads to spell out reminders like "<3 your lungs" and "No Vaping". Give your finished bracelets to friends and fellow students at recruitment events, education events, or as a fun surprise.

Materials needed: A variety of beads (include letter beads), cord (stretchy is best!), and scissors.

How to count this Force Activity: Report one Force Activity for every 10 bracelets your KBG Force creates and gives out.

A Page Out of the Playbook

Juul and other makers of e-cigarettes tout their products as something new and different- but their tricks are right out of Big Tobacco's old playbooks. From claims of health benefits to advertising gimmicks, these manufacturers are looking to hook teens. Help your peers to wise up by creating signs and posters for your school or community. Find Juul or e-cig advertisements and a corresponding or similar cigarette advertisement (find an example here: https://finance.yahoo.com/news/juul-advertising-tobacco-lawsuits-115746073.html). Use these to make signs to let everyone know Juul is taking a page out of Big Tobacco's old playbook.

How to count this Force Activity: Report one Force Activity for every group of signs your KBG Force creates and hangs.

Apples to Teachers

Pin red ribbons to apples and give them to teachers during Red Ribbon Week. Include information about the dangers of tobacco use or statistics.

How to count this Force Activity: Report one Force Activity for every batch of apples given to the staff at your school.

Arsenic Lollipops (or Other Candy)

Print tobacco facts on Avery labels. Stick a label to each lollipop or another candy. Then, create and hang a poster that says, "Would you eat an arsenic lollipop? The FDA keeps arsenic out of lollipops, but not cigarettes!" Hand out lollipops or another candy with tobacco facts on them. Dums Dums work well. Materials needed:

- Lollipops or other candy
- Tobacco facts
- Avery Labels
- Poster

How to count this Force Activity: Report one Force Activity for every time a batch of lollipops is given to students.

Banner Run

Prior to the event, KBG Forces take a large roll of craft paper (sized big enough for a large audience to see) and write key ingredients that are found in tobacco products (see partial list below). At the event, the roll of craft paper with the ingredients listed on it is unveiled to the audience. An announcer identifies each of the key ingredients. A suggested script is written below.

Materials Needed:

- 48' x 20' roll of craft paper
- Markers
- 5 - 25 teens
- List of ingredients found in tobacco products

Best place to perform a Force Activity :

- Halftime of basketball and football games
- School events
- Malls

Suggested Script: “Delaware teens started KBG with one goal: to tear down the lies of Big Tobacco. We educate other teens about the dangers of using tobacco products. Demonstrations called "Force Activities" are used to get the attention of the public. Right now several of our Forces are on the basketball court/ football field unrolling a list of ingredients that you may not know are found in tobacco products. There are thousands of toxins and poisons that tobacco companies don't want you to know are in their products.

- ARSENIC is used in pesticides
- LEAD stunts growth and damages the brain
- FORMALDEHYDE is used to preserve dead bodies
- AMMONIA facilitates the absorption of nicotine, keeping you hooked
- BENZOPYRENE is one of the most potent cancer-causing chemicals in the world
- ACETONE is the active ingredient in nail polish remover<
- BENZENE is found in pesticides and gasoline
- TOLUENE is commonly used in paint thinner”

After the banner run, be sure to upload pictures to social media sites to share your message.

How to count this Force Activity: Report one Force Activity for each banner created and used.

Big Tobacco Ad Presentations

As a KBG Force member, younger kids look up to you. This gives your high school KBG Force the chance to teach them how Big Tobacco targets them with advertising.

You’ll need magazine ads for tobacco products, and some props.

Contact a middle school class or a teen youth group. Once you have set up a group and a date, you're ready to start planning your presentation.

1. Show the groups some of Big Tobacco's magazine ads. Explain how the tobacco industry tries to manipulate us and what the real truth is in each ad.

2. Divide the class into groups of 3-5 students each. Give each group a different magazine ad. Explain that each group will have a minute, later in the class, to do a skit based on what they do with the ads.
3. Have each group pick out what they think is the main message Big Tobacco is trying to send.
4. Next, have them brainstorm what the real message about tobacco and Big Tobacco's tricks should be.
5. Have each group perform a skit based on their work. It doesn't have to be award-winning, it just needs to explain to the group what messages Big Tobacco is trying to send and what the truth about tobacco really is.
6. Wrap up the class by asking the students what they learned and what they think about Big Tobacco.

Be sure to ask permission before performing the presentation.

How to count this KBG Force Activity: Report one KBG Force Activity for every presentation your KBG Force completes.

Bulletin Board

Decorate a bulletin board at your school or community center with a tobacco education message. If any students' pictures are posted, be sure to follow your county policy for posting a student's picture. And as always, you must get the principal's or community center manager's permission to post anything on the bulletin board.

How to count this KBG Force Activity: Report one KBG Force Activity for each week each bulletin board is displayed.

Butt-It List

Using posters and markers write down all the things you would do with the time and money saved from not smoking. Pass out the markers and encourage classmates and peers to add their ideas and spread the word that smoking is a waste. Display the posters in a well-traveled area.

How to count this KBG Force Activity: Report one KBG Force Activity for each group of posters completed and displayed.

Candy? Look Again

Find pictures of tobacco product labels that look like candy (e-cigarette liquid especially looks like candy products). Use these pictures to create displays or signs that say, "Candy? Look again!". Add in some facts about nicotine and how Big Tobacco tries to hook kids with flavored products. Hang the signs or displays around your school or community.

How to count this KBG Force Activity: Count one KBG Force Activity for each group of signs your KBG Force creates and displays.

Cheer to Clear the Air

Student body has a pep rally. Cheerleaders create a KBG cheer about not smoking and keeping your body healthy. The KBG Force members chant the cheers and the student body replies.

How to count this KBG Force Activity: Report one KBG Force Activity for each pep rally or assembly when the cheer is done.

Cigarette Matching Game

This KBG Force Activity is easy, fun and enlightening. Your audience is simply given a match game to complete. On one side of the paper is a list including some of the dangerous chemicals found in cigarettes.

On the right side of the paper are familiar items that contain one of the chemicals. Participants have to match the chemical with the item. You can help guide the participants by using your answer sheet. Encourage discussion with the following:

- Tell your audience that cigarettes are loaded with more than 4,000 chemicals, many of which cause cancer, heart disease and other life-threatening health problems
- Remind the participants that tobacco is the only legal product, that when used as intended, will cause death
- Using a cigarette ad "warning label," ask the participants if the warning mentions any of the 4,000 chemicals in tobacco smoke
- Discuss other tobacco-related facts and statistics

Use the following chemicals to create your own match game. Remember to mix up the items on the right-hand side of your page.

- Acetone - used in nail polish remover
- Ammonia - used in toilet cleaners
- Arsenic - used in rat poisons
- Butane - used in lighter fluid
- Cadmium - used in batteries
- Carbon monoxide - car exhaust fumes
- DDT - a banned insecticide
- Formaldehyde - embalming fluid
- Hydrogen cyanide - used in gas chambers
- Napthalene - used in mothballs
- Nicotine - used in insecticides and very addictive
- Propylene glycol - used as antifreeze
- Tar - used to make roads
- Turpentine - used in paint thinners

Pass these match games out in classrooms, at sporting events or other community events. Don't forget to get permission!

How to record this KBG Force Activity: Report one KBG Force Activity for each match game played or distributed.

Crime Scene/Dead Man

Have your members lie down on the floor or lean against a wall. Trace the body outline with the masking tape. Then, write tobacco facts on the tape with your markers. Make sure you have permission before performing this KBG Force Activity.

How to count this KBG Force Activity: Report one KBG Force Activity for every day a body outline with tobacco facts is created.

Door Décor

Create your own decorative door display that communicates your thoughts about tobacco, from your personal experiences to the importance of groups like KBG.

- Be sure to include KBG and KBGWV.com in BIG letters on your display
- Hang your creation on doors around your school or community to let people know that tobacco has no place inside

Make sure to snap some fun pictures and videos. You can show your creations online and encourage friends to make their own!

How to count this KBG Force Activity: Report one KBG Force Activity for every door that your KBG Force decorates.

E-cigarette matching game

Test your e-cigarette chemical knowledge with this game! To perform this KBG Force Activity, first download the e-cigarette matching game worksheet and answer key from the resources section of your KBGWV.com account. Print out a worksheet for each person in your group.

With a small group or a class, talk about how the dangerous chemicals and substances in e-cigarettes are also found in different household products. See if the participants can match the e-cigarette chemical with the household product where it can also be found.

After participants have completed the worksheets, talk about the answers and the dangers associated with inhaling each of the chemicals:
-cadmium is a toxic heavy metal that is found in batteries. Inhaling cadmium can lead to breathing problems and lung disease. Cadmium is also linked to lung, kidney, prostate, and pancreatic cancers.
-diethylene glycol is a toxic chemical that is found in antifreeze. It is linked to lung disease.
-benzene is a volatile organic compound (a gas emitted into the air from a product or a process) that is also found in car exhaust. Benzene exposure can cause leukemia and bone marrow failure.
-acrolein is a chemical found in weed killer that can also cause lung and heart disease.
-propylene glycol is a primary ingredient in e-cigarettes that is toxic to cells

How to count this KBG Force Activity: Count one KBG Force Activity for each group that plays the game with your KBG Force.

Fashion Magazine

Give a presentation using magazines. You'll need magazines that contain tobacco ads.

Begin the presentation by discussing how advertising tries to create a need in consumers:

- Advertisers want you to think that the only way to express yourself in a "cool" way is to purchase their brand of whatever product is featured
- They want us to want to be like them and buy their products

You can show magazine ads and then show a modified version with students' faces on them.

Then, say the fashion industry is not the only culprit. Big Tobacco REALLY wants our attention. Teens are their future, so they target us hard and heavy.

- Start showing tobacco ads
- Discuss how much money Big Tobacco spends just on advertising in Delaware
- Provide quotes from Big Tobacco about how they target youth
- Discuss how Big Tobacco doesn't care what happens to us, they just want our money – for life!
- They don't care that their product eventually takes our lives

How to count this KBG Force Activity: Report one KBG Force Activity for every presentation given.

General Tobacco Education Activity

Use this KBG Force Activity to register any tobacco education activity, including displays and demonstrations.

How to count: Count one KBG Force Activity for each display or demonstration that is presented.

Handouts and Giveaways

Giving away free stuff always works!

This KBG Force Activity encompasses anything & everything you give away to spread the message. Pamphlets, brochures, candy, KBG gear—anything you distribute with the KBG logo or message on it!

Keep spreading the word!

How to count this KBG Force Activity: Report one KBG Force Activity for every day that your KBG Force does giveaways or handouts.

Hanging Stuff

Posters, signs, magnets, etc.

Hanging posters, signs, banners, magnets, etc. with the tobacco prevention message on them is considered a KBG Force Activity.

When hanging something up at the school, always request permission from the principal.

When hanging things in the community, go through the appropriate channel to make sure everything you hang up is legal and has appropriate permission.

Be sure to follow the code of conduct when choosing materials to hang up.

How to count this KBG Force Activity: Report one KBG Force Activity for each batch of signs your KBG Force hangs up. One batch must have at least ten signs or posters.

Holiday Decorations

Decorate your school or a public area with holiday decorations that include anti-tobacco slogans or tobacco facts. For example: -"Celebrate your freedom from tobacco this 4th of July." -"Staying tobacco-free isn't luck". -"Thankful to be tobacco-free". -Christmas tree with tobacco facts -Headstones with facts about tobacco-related deaths at Halloween. -"Tobacco can be scary." with pictures of tobacco-related illnesses for Halloween.

How to count this KBG Force Activity: Count one KBG Force Activity for each holiday for which your KBG Force decorates.

Create Your Own KBG Education Activity

Here is your chance to use what you know about the dangers of vaping to create your own event focused on vaping cessation or education. The event must include the following:

- At least one talking point from ALA one or more of the following ALA resources
    - American Lung Association's Comprehensive Approach to Ending the Youth Vaping Epidemic Model
    - E-cigarettes, Vapes and JUULs - What Teens Should Know | American Lung Association

- E-cigarettes, Vapes and JUULs - What Schools Should Know | American Lung Association
- Why Kids Start Smoking | American Lung Association

How to count this KBG Force Activity: Report one KBG Force Activity once the activity has taken place along with pictures of the activity or event with a short description.