

# CAMPAIGN For TOBACCO-FREE Kids

## Youth Advocacy

One of the CAMPAIGN'S most powerful and effective strategies is youth advocacy. Kids are natural activists for causes in which they believe. They care deeply about social issues -- including tobacco addiction -- and they want to be part of the solution rather than simply seen as the problem.

Join one or more of our youth advocacy initiatives and help kids in your area learn the skills they need to become effective agents for change. You can help organize or promote a **Kick Butts Day** event in your home town, nominate a local youth leader for the **Youth Advocates of the Year Awards** or work with one of our many partner groups dedicated to protecting kids from tobacco addiction. Organizations can also join with us to advance their existing programs or develop new ones.

- **Kick Butts Day:** This annual initiative encourages activism and leadership among elementary, middle and high school students. It's the day America's kids stand up to tobacco and America's adults stand up for kids. Every year, youth find new and creative ways to fight youth tobacco use in their communities and states. **Kick Butts Day** rallies and events take place at hundreds of sites in every state, proving that kids are powerful voices in the fight against tobacco. Scholastic, Inc. and other corporate partners assist by promoting the day and distributing materials to thousands of teachers and youth leaders nationwide.
- **Youth Advocates of the Year Awards:** Each year the CAMPAIGN holds a nationwide competition to honor outstanding young tobacco prevention activists and recognizes the winners at a gala in Washington, D.C. Five regional winners, a group winner, and a national winner are chosen. They receive scholarships and program funds to help them continue their anti-tobacco work. Throughout the year, they remain engaged with the CAMPAIGN as local and national spokespersons.
- **Partnerships:** The CAMPAIGN has worked with numerous organizations to develop new and exciting ways to reach young people all across the country. In the spring of 2000, the **Aggressive Skating Association** invited the CAMPAIGN to be a part of their national school tour, as well as their World Championships in Las Vegas, Nevada. Many of the star skaters are committed anti-tobacco activists who eagerly shared their message with the thousands of young people they reached during these events. The CAMPAIGN also launched a partnership with the **Journalism Education Association** last year by creating a High School Journalism Award competition to honor outstanding news coverage of tobacco. The CAMPAIGN also works with many web sites, which appeal to youth in the hopes of sparking their interest in this important issue.

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