

PLEDGE/GRAFFITI/MEMORIAL WALL

All three of these walls have the same general organizational requirements but all have slightly different focuses. Consider doing one or creating a wall with different sections and do all three.

Do you have a parent, grandparent, friend or other loved one who smokes or chews tobacco? You can use the Pledge Wall during KBD as an opportunity to help them quit. You can organize a pledge wall at your school or community center for people to pledge to help their loved ones quit or to encourage those who use tobacco to quit.

Are you sick of Big Tobacco's lies and manipulation? Get your thoughts out on paper ... a lot of paper! Create a long paper wall and cover it with anti-tobacco graffiti.

Have you lost a loved one to tobacco-related disease? Use KBD as an opportunity to honor those who have lost their lives because of tobacco use and to send a message to the tobacco industry. Organize a memorial and have participants gather messages in memory of loved ones lost, and tell the tobacco industry to stop targeting kids as "replacement customers."

AGE GROUP: Any age.

NUMBER OF PARTICIPANTS: Any number, but the more the better – at least 10–15 people for the actual event to make a bigger impact.

TIME: 2–3 weeks.

RESOURCES: Long paper roll, poster board or banner paper, markers, paper and photocopier, duct tape, possibly candles and a bell or gong.

COST: \$10–\$60.

Over 400,000 people die each year in the U.S. from this deadly addiction. That's one death every 72 seconds – all day, every day. Worldwide nearly 5 million people die each year – that's one death every 6 seconds! Still need convincing? Smoking kills more people than AIDS, car accidents, illegal drugs, murders, and suicides COMBINED.

Memorialize those who have died and use KBD as your chance to help your loved ones pledge to quit. Studies show that more than 70 percent of smokers want to quit, so there's a good chance your loved one has thought about quitting, or has even tried to quit before. This is your chance to give them some extra help, support and encouragement!



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Day of event:

- Set up materials such as markers or other art supplies, pledge cards, and memorial props such as candles, flowers, and pictures.
- On the Graffiti Wall write a large phrase such as, "Hello, Big Tobacco from the Youth of (insert your town/group here)!"
- Provide instructions on what you want people to do to the wall.
 - For the Pledge Wall instruct them to fill out the pledge cards you provide and attach them to the wall. Consider collecting pledges before the actual event. Encourage everyone at your school or community center to sign the Pledge Wall if they know someone who smokes or chews tobacco and are ready to help him or her quit.
 - For the Graffiti Wall ask everyone to write their personal feelings or stories about tobacco on the poster. Can't come up with a personal feeling? How about a fact?
 - For the Memorial Wall ask that people leave a tribute to a loved one or a message to Big Tobacco.
- During your event have people hand out flyers and other information about resources for those looking to quit. You can also create memorial cards that double as tribute cards and a message to Big Tobacco.
- Ring a bell or a gong every 72 seconds to signify another tobacco-related death.
- This event can also serve as a reminder that Big Tobacco is trying to silence young people who are speaking out against them. Some youth participants have delivered this message by using black tape to shut their mouths as a symbol. It adds to the somber tone of the memorial, attracts a lot of attention and symbolizes what Big Tobacco is doing as it continues to target kids with manipulative marketing. Other participants can talk to people who pass by and have questions.
- At the end of the day present the finished product to your audience and participants.
- Take lots of pictures and pass them on to your local paper to let others know about your efforts.
- If people are interested in sharing their stories about loved ones they have lost to tobacco-related diseases, you can encourage them to go to www.voicesagainststobacco.org to share their stories.

Event Follow-up:

Don't throw away your wall. Instead, carefully take the papers off of the wall, and arrange to present it to your elected officials. If you can't present the actual wall, take a lot of photos and send the photos and a description of your event to them.

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lies and manipulation?**

