

Indianapolis Public Schools invited to join in and support youth leadership and activism in conjunction with VOICE on Kick Butts Day



What is VOICE?

- **VOICE** is the brand name for Indiana's first YOUTH-LED movement against the tobacco companies' lies & manipulative tactics.
- **VOICE** is not against smokers, but against the BIG TOBACCO INDUSTRY.
- **VOICE EMPOWERS** teens with information to FIGHT BACK and reduce teen tobacco use in Indiana.
- **VOICE** is one of the components of the BAD AMBASSADORS.
- **More information at www.voice.tv**



What is Kick Butts Day?

- **KBD** is the campaign from Tobacco-Free Kids annual celebration of youth advocacy leadership, and activism.
- **KBD** empowers youth to Stand Out – Speak Up – & Seize Control with resources to complete successful events.
- **KBD** supported over 3,000 projects throughout the United States in 2008
- **More information at www.kickbuttsday.org**

How can the Middle Schools and High Schools get involved?

- **Support Level #1** – Enable VOICE to place an 18 x 24 poster in the Hallway by the office or in the lunch room highlighting Kick Butts Day activities throughout the week of March 23rd, 2009 – March 28th, 2009.
- **Support Level #2** – Enable VOICE to set up an educational table during the lunch periods (one school per day) to educate the youth on the dangers of tobacco and how youth are targeted in the movies.
 - We would like to operate an “Ugly Face” contest showing how tobacco use prematurely distorts the face
 - After the youth are educated, a picture would be taken of them making a distorted face, and it would be displayed on the billboard. Students would vote on the top three (3) and their faces would be combined at Skateland on Saturday to pick the best face. Prizes would be given.
- **Support Level #3** – Enable VOICE to submit an announcement through the schools media outlet to highlight two major activism events.
 - (a) Body Bag Display downtown at Circle Center Mall (6 pm – 8 pm) highlighting how many people die daily from Tobacco Use in Indiana, and how youth are targeted in the movies through product placement in PG & PG13 movies. 65% of youth experimented with smoking because they witnessed their hero's smoking in movies.
 - (b) FREE SKATING on Saturday 3/28/09 if they bring a “Torn Out” tobacco advertisement. We will pay for the youth to attend this event where they can sign a pledge wall, choose an overall winner from the UGLY FACE contest, and have a great time skating as an alternative to smoking. Youth Ambassadors will make positive announcements during the event.

FACT:

1200 PEOPLE DIE EVERYDAY in the United States from tobacco and second hand smoke.
In Indiana, High School smokers are above the National Average
In Indiana, more than 10,200 youth become new daily smokers each year

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