



TAKE ⚡ DOWN TOBACCO

TRAINING MENU



WELCOME TO TAKE DOWN TOBACCO (optional)

Get an overview of the Take Down Tobacco training program so you can use what you learn to help create change in your school and community.

Completion Time: 10 min

Start with one or both of the **ENTRY COURSES**:



TAKE DOWN TOBACCO 101

Learn the basics about tobacco, including the dangers of cigarette smoking and other tobacco use, the many types of tobacco products and how they are marketed, and the proven solutions that can win the fight against tobacco.

Completion Time: 35 min



THE RISE OF VAPING

Learn how teens are targeted by the tobacco and vape industry, distinguish the facts and myths about e-cigarettes, hear from current and former e-cigarette users about nicotine addiction, and see what YOU can do to help create the first tobacco- and nicotine-free generation.

Completion Time: 20 min

Continue through one or both of the following **LEARNING PATHS**:

CORE 4 ADVANCED ADVOCACY LEARNING PATH



MESSAGING MATTERS

Learn how to use your own stories and how tobacco has affected you to develop relatable, clear, concise messages that will resonate with your target audiences and activate action in your community.

Completion Time: 45 min



MASTERING THE MEDIA

Discover how media advocacy can help you contribute your voice to the local decision-making process, the types of media tactics you can use to get your message heard, and tips for working with reporters to raise the profile of your cause.

Completion Time: 50 min



INFORMING DECISION-MAKERS

Understand why it is so important for advocates to have their voices heard by the decision-makers in their communities. Learn where and how your voice can be impactful, how best to communicate with decision-makers, and how to share your story strategically.

Completion Time: 45-60 min



ACTIVITIES THAT TAKE DOWN TOBACCO

Identify the key components of impactful advocacy events and activities, how to use your creativity to create a successful, innovative activity, and examples of activities that #TakeDownTobacco.

Completion Time: 40 min

After completing each Core 4 course, you can log the advocacy actions you take to earn points!

BECOME A TRAINER LEARNING PATH



PREPARE TO GUIDE A TRAINING

Get the information and resources necessary to guide Take Down Tobacco 101 AND/OR The Rise of Vaping trainings in your school or community. This course provides instructions for preparing your training logistics, how and when to facilitate activities, and post-training steps.

Completion Time: 10 min



GUIDE YOUR 1ST TAKE DOWN TOBACCO 101 TRAINING

Play the narrated Take Down Tobacco 101 training while guiding activities/and or discussions.

(followed by **GUIDE YOUR 2ND TAKE DOWN TOBACCO 101 TRAINING, etc...**)



GUIDE YOUR 1ST RISE OF VAPING TRAINING

Play the narrated Rise of Vaping training while guiding activities/and or discussions.

(followed by **GUIDE YOUR 2ND RISE OF VAPING TRAINING, etc...**)