

I-STEP Chapter Resource Guide 2012-2013

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Use: This document is free to use and distribute. It is intended to assist youth and adults in establishing Youth Tobacco Prevention groups. If you have suggestions on information that should be added or removed, please contact Garin Buttermore at garin.buttermore@idph.iowa.gov

Introduction to Youth Tobacco Prevention (I-STEP)

Tobacco is the leading cause of preventable death in the United States. Every year over 400,000 Americans die from tobacco related illnesses (including 4,400 in Iowa). That is more deaths than from alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined.

(www.cdc.gov/mmwr/preview/mmwrhtml/mm5745a3.htm 8/10). Tobacco affects students as well. Each year in Iowa 3,800 people under 18 will become new daily smokers and 231,000 will be exposed to secondhand smoke. (http://www.tobaccofreekids.org/facts_issues/toll_us/iowa 9/2012)

As if that wasn't bad enough, information for youth about smoking, chew tobacco and new forms of nicotine products is increasingly hard to come by. Adults, who have heard the tobacco prevention messages for almost 20 years may mistakenly believe that the problem is solved. Problem is, every year there is a new group of 13 year olds who are entering a world where tobacco use is still perceived (depending on the young person) as acceptable, rebellious, normal, cool, etc...

What's out there?

- Flavored chew tobacco and cigars
- Electronic cigarettes (e-cigs) which aren't covered by Iowa law
- A host of new nicotine products marketed by major cigarette manufacturers
- A lack of youth focused prevention messages

Since 2000 Iowa teens have been standing up to change the culture. In 2011, I-STEP (Iowa Students for Tobacco Education and Prevention) was created. I-STEP can approach the tobacco world in ways that adults can't, don't want to, or don't understand. We figure, if **we** are ones affected by tobacco **we** are the ones who can stop it.

This guide will help you start or continue an I-STEP high school or middle school chapter in your school, community or other organization.

I-STEP Chapters change the tobacco world by

- taking action
- talking to community leaders
- educating friends and neighbors

How to Start a Chapter

An I-STEP Chapter is a group of Youth Tobacco Prevention members. Usually this group is formed in a school but a chapter can be made up of members from a church, a town, a scout troop, a halfway house, or any other place where high school students meet.

Why should you have a chapter? Because it's easier to get things done as a group than by yourself. It's also more fun to hang out with your friends than it is alone.

If you've had a chapter before remember that you need to register your chapter EVERY YEAR!

This year (September 2012 to August 2013) chapters are encouraged to be established by November 1, 2012. That will give you at least 4 months to get a chapter started and 8 months to change the tobacco world.

To start a high school I-STEP Chapter do these things.

- Complete the I-STEP Chapter registration on pg 18.
- You'll need one (1) adult sponsor* and a minimum of three (3) high school age youth members to start your chapter.
(*a sponsor is an adult who can help the chapter and knows what the chapter is doing. It can be a teacher, someone from a community partnership, or someone else. On the registration form please provide the name of an adult who IDPH should contact with important information the chapter may need to know)
(Try to recruit people from different backgrounds to be a part of your chapter. That means kids from different races, sexes, ages, gay/straight, even the kids who smoke and chew. Tobacco use reaches everyone so it's easy to find people who have been affected by tobacco and want to stop it.)
- Members of the chapter need to meet at least once a month.
(Make sure that everyone in the Chapter has a chance to participate. Everyone comes with unique strengths and talents; find a way to use them.)
- The chapter must complete 3 (3) Street Marketing events (activity) during the school year*.
- For each activity you complete a youth member will need to complete a Chapter Activity Report form (on pg 35) and send it to I-STEP HQ.

It may sound like a lot but it's pretty simple and you'll help us change the tobacco world.

To start a Middle School I-STEP Chapter here is what you'll need to do.

- Complete the Middle School I-STEP Chapter registration on pg 19.
- You'll need one (1) adult sponsor and a minimum of three (3) middle school age youth members.
(Try to recruit people from different backgrounds to be a part of your chapter. Tobacco use reaches everyone so it's easy to find people who have been affected by tobacco and want to stop it.)
- Members of the chapter need to meet at least once a month.
(Make sure that everyone in the Chapter has a chance to participate. Everyone comes with unique strengths and talents; find a way to use them.)
- The chapter must complete two (2) Street Marketing events (activity) during the school year*.
(*School year means between July of one year and June of the next)
- For each activity you complete a youth member will need to complete a Chapter Activity Report form (on pg 35) and send it to IDPH.

Having both an I-STEP Chapter in a high school and a middle school is even better. If you have both you should try to set up ways that the Chapters can work together. That may mean that the high school members come to the middle school and talk about the latest Tobacco Prevention news or maybe the middle school members can help with high school's upcoming street marketing event.

Getting Your Chapter Going!

So you have enough people to start a chapter, you've completed the registration form (pg 18 and 19) and want to know what to do next. This part of the guide will help you get your Chapter going and give you a way to plan for the rest of the year. A good way to publicize your I-STEP Chapter is by doing events. We've included suggestions for what to do for each month's meeting but feel free to do your own thing too.

Reporting to I-STEP HQ

Please submit a Chapter Activity Report Form (pg 35) after your team has done an event. The I-STEP HQ address, phone, email and fax can all be found at the bottom of that page. The I-STEP website will also have an electronic version of the form that members can fill out and submit electronically! (coming in October, 2012)

Other than the Chapter Registration form and a Chapter Activity Report for each event you do, you do not need to send anything else to I-STEP HQ. The Code of Conduct and Liability Release forms are for your Chapter's Sponsor. A member of the Chapter should keep the minutes of the Chapter's meetings as well as attendance sheets.

What counts as a Street Marketing Event?

A Street Marketing Event involves your Chapter doing an event in public. Think big, attention grabbing, fun, and spectacular!



Street Marketing is NOT sitting at a health fair booth, talking to 3rd graders about not smoking or having your event focus on not using drugs/ alcohol. (Drugs and alcohol aren't good for you and you shouldn't do them but I-STEP is about tobacco and we need to focus on that.)

(Remember to get permission before you do any activities. I-STEP has a lot of important work to do and getting in trouble because you missed class or didn't tell someone where you were going doesn't help get that important work done.

That means you'll need to

- have members sign the permission forms in this guide and give them to the Chapter Sponsor
- make sure your parents/guardians know you're doing an I-STEP activity
- get permission to do an activity when you're going to be on someone else's property
- get permission from teachers if you're going to miss class because of an activity

Suggested Activities

The activities below are suggestions. Those marked with a (SM) would qualify as one of the three Street Marketing events that your Chapter is required to do each year. Activities without a mark are still important and fun to do but would not count towards the Street Marketing requirements.

Activities to do anytime of the year:

[Friend I-STEP on Facebook](#)
[Enforcement \(litter\)](#)
[Enforcement \(Smokefree Air Act\)](#)
[Start a newsletter](#)
[Let's talk about smoke](#)
[Club Collaboration](#)

[Library watch](#)
[Attend school board meetings](#)
[School Policy checkup](#)
[Letter to the Editor](#)

Activities for each month:

September Meeting:

[Student Survey](#)
[Chapter Orientation](#)
[Plan an 'Event within an Event' \(SM\)](#)
[Tobacco free zone](#)
[National Hispanic Heritage month](#)

October Meeting:

[Halloween Costumes \(SM\)](#)
[Tobacco Horror Stories](#)
[Red Ribbon Week](#)
[Picture This](#)

November Meeting:

[Great American Smokeout](#)
[Child Safety Protection Month](#)
[World Wide Plans \(SM\)](#)
[Volunteer at a tobacco prevention agency](#)

December Meeting

[Community Service Project](#)
[It's all about the Benjamins](#)

January Meeting:

[Thank you/ welcome cards to legislator](#)
[They Said What? \(Killer Quotes\) \(SM\)](#)
[New Year's Revolution](#)

February Meeting:

[Have a Heart \(SM\)](#)
[Black History Month](#)
[Through With Chew Week](#)

March Meeting:

[You didn't get the Memo?](#)
[Kick Butts Day \(SM\)](#)
[Women's History Month](#)

April Meeting:

[Fact or Fiction \(SM\)](#)
[High School to Middle School chapter orientation](#)
[Different but Still Dangerous](#)

May Meeting:

[World No Tobacco Day \(SM\)](#)
[Tobacco Scavenger Hunt](#)
[Student Survey \(to compare\)](#)

Friend I-STEP on Facebook:

If you're not already a friend of I-STEP on Facebook, join us. Ask your friends to join us too.

Enforcement (litter):

Ever see someone throw a cigarette butt out their car window? You can call a number to report that person for littering. 888.665.4887 (nolitr). Please provide as much detail about the incident as possible: day, time and location the litter was thrown from the vehicle, vehicle description and license plate number. The plate number is critical to any follow up action. Offenders will receive a [letter](#) from the Iowa State Patrol.

Enforcement (Smokefree air act):

If you see someone smoking where they shouldn't be (a restaurant, in a company vehicle, at school, etc) you can call 888.944.2247 or visit www.iowasmokefreeair.gov/complaint_consent.aspx to submit a complaint. Please provide as much detail about the incident as possible: date, time, and location, vehicle description and license plate number (if it was a vehicle). You can submit a complaint without having to give your name if you want.

Start a newsletter:

This is a great way to get members who rarely show up to meetings to realize all the good stuff they're missing. And if there isn't enough good stuff, then this forces you to realize that there's nothing to write about! This can also serve as a way to keep a history of what's gone on in your chapter.

Let's talk about smoke:

Ask a local survivor of a tobacco related disease to come and speak to your school or chapter. Ask at a local hospital or contact the American Lung Association, American Cancer Society or American Heart Association to see if they can put you in contact with someone who would be willing to speak.

Club Collaboration:

Find out what other clubs there are at school and see if someone from your chapter can go and speak to them about I-STEP. Tobacco use can hurt EVERYONE so even if you don't think talking to the 'chess club' or 'FFA' makes a lot of sense you'd be surprised at how you may be able to work together.

Library watch:

Visit your town's or school's library (or both) and see what magazines they get. Look through the magazines for tobacco ads (cigarettes, spit tobacco, e-cigarettes, etc...). If you find tobacco ads, especially in your school's library, talk to the librarian about removing those ads from the magazines or ask them to subscribe to magazines that don't accept tobacco company ads.

Attend school board meetings:

School board meetings are open to the public and are a great way to talk to make sure your school knows that tobacco prevention is important. If your school board has a youth representative, consider nominating someone from your group to run.

School Policy checkup:

All schools in Iowa need to be smoke free but they aren't required to be tobacco free. The difference is some schools could allow adults to use spit tobacco on school grounds. If your school doesn't have a tobacco free policy consider attending a school board meeting (above) or talking to the principal about making one.

Letter to the Editor:

You can write to the editor of your school's paper or your local community paper. Tell them why Youth Tobacco Prevention is important to you, why you joined your I-STEP Chapter or how you've been affected by tobacco. Be sure to send a copy of your letter to I-STEP HQ!

Student Survey:

I-STEP Chapter members can survey students at their school or in their community to find out their opinions on teen issues. Use what you find out to see what your I-STEP Chapter should focus on throughout the year. You can also use the information from the surveys in a presentation at workshops or during assemblies.

If you would like to see the difference your I-STEP Chapter will make throughout the year, distribute your survey at the beginning and end of the school year. (For validity purposes, make sure you use the same survey both times and distribute to the same students). Compare the results and see how students' views have changed on health issues. A sample survey on tobacco is included on page 25.

Chapter Orientation:

An I-STEP Chapter orientation is extremely important to being a successful group. Be sure to set rules for the Chapter (i.e. behavior during meetings, dedication to Chapter, requirements to participate in activities, statewide event opportunities, etc.) with adult guidance; let the group set these rules.

Before you jump right in, there are a few things you need to complete:

1. State your goal for the year. (This can be the focus of your first meeting.)
2. Identify your target audience for each activity and those individuals who should be involved.
3. Develop a plan of action.
4. Celebrate your accomplishments after each activity.

Plan an ‘Event within an Event’:

Identify the first major event of the school year in your community (football game, festival, etc.) and plan for your I-STEP Chapter to participate on one or multiple levels. Your group can

- Do something spontaneous, such as show up holding signs to help build awareness and bolster recruitment.
- Work with the organization hosting the event to incorporate I-STEP messages at the event.
- Guerrilla marketing (“crashing the party”) may be a good idea, but be sure not to disrupt the original event or get in trouble.

Some guerrilla marketing ideas:

- Create signs that say:
 - “IMAGINE A TOBACCO FREE WORLD” on the front and “IT’S EASY IF YOU TRY” on the back;
 - “I AM A SECONDHAND SMOKER” on the front and a fact on the back (AND SECONDHAND SMOKE CONTAINS CARBON MONOXIDE); or any other message your Chapter feels is important.
- Gather your Chapter in groups of three, and at random points during the event in front of crowds have one of the group members “die.” Announce the fact that 1 out of 3 smokers eventually die from a tobacco-related disease.

Tobacco free zone:

Ask the teachers in your school to display Smoke free/tobacco free stickers in their rooms. Everyone knows schools are smoke free but having the signs help to make no smoking/tobacco use ‘normal’. You can find examples of no smoking/ no tobacco signs on the internet or your chapter can create their own.

National Hispanic Heritage month:

September is National Hispanic Heritage Month. Plan an event in your school/community with a Latino/Latina group about how tobacco affects that community.

Halloween Costumes:

Have Chapter members dress up to display the negative effects tobacco has on the body. Include yellow-stained teeth, yellow fingernails, thinning hair, and skin aging/wrinkles.

Tobacco Horror Stories:

Publish a newsletter or book of horror stories from past tobacco users. Be sure to credit the source or get clearance to use the stories. You may want to interview ex-smokers in your community to get some stories that really hit home!

You can talk to a local chapter of the American Heart Association, American Cancer Society, or American Lung Association for help. You can also talk to your local hospital to see if they can connect you to people with stories you can use.

Red Ribbon Week:

This year the fifth week in October is nationally known as “Red Ribbon Week.” Tobacco, alcohol and other drug awareness activities should be conducted every day throughout this week. See the “Red Ribbon Week Coalition website (www.redribboncoalition.com) to find ideas for activities.

Picture This:

If your cell phone has a camera, then take a picture of you or your friends performing an I-STEP activity. Upload the picture to your Facebook profile.

Great American Smokeout:

Great American Smokeout is sponsored by the American Cancer Society. This national event takes place each year on the third Thursday of November. On this day, millions of Americans will stub out their cigarettes.

This activity should be conducted prior to the Great American Smokeout. Make sure you have permission to display this table in your school or church for a couple of weeks. Also, make sure a youth and adult are present and prepared to answer questions about basic tobacco questions, Quitline Iowa’s phone number and secondhand smoke. Be creative; compile information to create your own fliers and handouts.

Child Safety Protection Month:

Help build awareness for child safety protection in your community. You can hold an event on your own or team up with another local organization that works with little kids. Your event could demonstrate the proper usage of a car seat, safety measures in the home, or other important issues.

This would also be a wonderful opportunity to discuss the effects of secondhand smoke on children, such as ear infections and hearing problems, upper respiratory infections, bronchitis, pneumonia and asthma.

World Wide Plans:

Celebrate Universal Human Rights month in December by investigating what tobacco is doing to people in other countries. Check out www.tobaccofreecenter.org to get fact sheets and information about tobacco’s worldwide plans!

Volunteer at a tobacco prevention agency:

This could be a place like the American Heart Association, American Cancer Society or American Lung Association. It could also be your community hospital or another service agency in your town. Often times these organizations have fund raisers like the Cancer Society’s Relay for Life (www.relayforlife.org/relay/) or the Lung Association’s Stair Climb (www.lungusa.org/get-involved/in-your-community/) and they would love for your chapter to help them.

Community Service Project:

Volunteer in a soup kitchen, a food pantry, etc... You may also want to find unique ways to inform your community about Project S.C.U.M. focusing on the tobacco industry's attempts to target what they termed as "street people" to increase market share in San Francisco. (www.legacy.library.ucsf.edu/tid/mum76d00). Do they do the same thing in your community?

It's all about the Benjamins:

There are many benefits to not using tobacco. One of them is money. Have your Chapter create a poster or video with some common tobacco brands along one edge and the cost of each next to it. Graph this information with different amounts of time. Display the poster/video where people will see it.

	Pack a day	Half pack a day
Marlboro \$5.50	\$165 a month / \$2007 a year	\$82 a month / \$1004 a year
Camel Snus	\$	
Kool Cigarettes	\$	

Thank you/ introduction cards to state legislator:

Having contact with your state representative and senator is very important. They make the laws that can help I-STEP or make it more difficult to prevent youth tobacco use. Find out who your representative and senator is and tell him/her what your Chapter is doing this year and why Youth Tobacco Prevention is important to you.

They Said What?:

Visit www.tobaccodocuments.org and www.legacy.library.ucsf.edu. These are two places to find documents from the tobacco industry. Search the documents for key words like 'youth', 'candy flavors', 'animal testing', 'Iowa', etc...

Review the documents and see if you find any 'killer quotes'. When you do you can use those documents (the tobacco industry's own words) to raise awareness of the tobacco world in your school or community. You can visit www.bethecatalyst.org/andyberndt/posts/319-new-killer-quotes-presentation to learn more!

New Year's Revolution:

Start a mini-revolution by sending this text message to all of your friends: "My New Year's resolution is to be Tobacco FREE! Forward this message to your friends!!!"

Have a Heart:

During a school basketball game, have your Chapter set up an informational table. Cut out heart shapes and write a tobacco fact on each shape. This will let your group get the word out about the many harmful effects that tobacco has on the body to a vast number of people and the effects and benefits of quitting.

Black History Month:

Your group can highlight the history of the tobacco industry's focus on African-Americans, youth and other minorities. You can include information such as:

- “Black-owned and black-oriented magazines receive proportionately more revenues from cigarette advertising than do other consumer magazines.
- In addition, stronger, mentholated brands are more commonly advertised in black-oriented than in white-oriented magazines.
- Billboards advertising tobacco products are placed in African-American communities four to five times more often than in white communities.”

(Source: www.americanheart.org/presenter.jhtml?identifier=11226)

Through With Chew Week:

I-STEP often does a lot of activities around smoking and secondhand smoke but spit tobacco is not a safe alternative to smoking. Through with Chew week is a weeklong event that focuses on spit tobacco. You can participate in the whole week, just one day or somewhere in-between.

Visit www.throughwithchew.com/cms_uploaded/pdfs/TWCWbroFINALweb.pdf to learn more.

You didn't get the Memo?:

The following quotes were taken from tobacco company memos. Write or type these sentences on separate strips of paper large enough for anyone to read and leave them in conspicuous places. Snap pictures of people reading the quotes and send them to garin.buttermore@idph.iowa.gov.

- “Of course it's addictive. That's why you smoke the stuff.” – Big Tobacco
- “We have been asked by our client to come up with a package design... a design that's attractive to kids.” – Big Tobacco
- “We are naturally more interested to learn how you plan to target the emerging young adult female smokers rather than the older female smokers.” – Big Tobacco
- “It's important to know as much about teenage smoking patterns and attitudes. Today's teenager is tomorrow's potential regular customer.” – Big Tobacco
- “If you are really and truly not going to sell to children, you are going to be out of business in 30 years.” – Big Tobacco

Kick Butts Day:

This is the day America's teens stand up to tobacco's place in society. Every year, young people fight youth tobacco use in their communities. Kick Butts Day rallies and events take place in every state, and in several nations, showing that kids are powerful voices in the fight against tobacco. See www.tobaccofreekids.org for details about activities or contests. You can also register your Kick Butts Day activity at www.kickbuttsday.org in order to receive free materials.

Women's History Month:

March is Woman's History Month and it's perfect time to highlight the special relationship tobacco use has with women/girls. From Virginia Slims to Camel No.9, tobacco is marketed to women and girls in very specific ways. We Disapprove!

Fact or Fiction:

A game to play at a Street Marketing event. Come up with a list of tobacco facts and tobacco fictions. (A premade list is on [page 29](#) of this guide or you can come up with your own.) Players can work solo or in teams. Read off a fact/fiction and have each person guess if they think it's true or not. Set a time limit. Whichever person/team gets to 10 first wins. Be sure to include background information to the facts and be able to correct the fictions.

Fact: Secondhand smoke contains over 4000 chemicals. (Those chemicals can stay in the air for hours after a person is finished smoking)

Fiction: 23,000 people die every year in the United States from smoking. (Actually more than 400,000 people die from tobacco use every year in the US.)

High School to Middle School Chapter orientation:

High School Chapter officers can use this opportunity to prepare and make a presentation to eighth grade members. Your presentation can include what they can look forward to in the 9th-12th grade I-STEP (program, activities, statewide policy event, etc.) Have a mixer to recruit all eighth graders. This gives the upcoming freshmen the opportunity to talk to current high school members about the activities and purpose of I-STEP.

Different but Still Dangerous:

A lot of students are getting the message that using cigarettes is dumb/not cool/ bad for you/ etc., but some don't know that little cigars (cigarillos) aren't any better. This activity involves your chapter asking students at your school about cigarettes and little cigars to see if they know the real dangers. Present your findings to groups like the school board, local newspaper and student council. If the survey shows your school thinks little cigars are safer you can plan future activities to help explain the truth. A further explanation and resources for this activity are on [page 32](#).

World No Tobacco Day:

Observed annually on May 31, World No-Tobacco Day is the only global event established to call worldwide attention to the impact of tobacco use on public health and reduce individual tobacco-dependence. For more information about how your team can get involved, check out www.wntd.com.

Tobacco Scavenger Hunt:

This is a great team-building activity and can get competitive. Decide whether you want the scavenger hunt to be confined to one location or held at multiple sites in your community. Divide your chapter into small groups. If possible, try to group students with others they don't know that well. This should help improve communication among the Chapter members and improve teamwork. Choose the items you want the students to find (i.e. toilet bowl cleaner—ingredient in cigarettes, sand or any type of metal symbolizing ingredients in spit tobacco; a coffee stirrer—breathing through it with your nose closed feels like you have emphysema; etc.)

Have each group make a video or take pictures of the items or activities that are required. Set a time limit. The winning team gets a small prize! When everyone returns, be sure to go over all the items, the statistics and what they symbolize. Be as creative as you like and have fun!

Registration Forms

I-STEP Chapter Registration (high school)

(Please complete and return to: Garin Buttermore, 321 E 12th St, Des Moines, IA 50319 / fax 515.281.6475)

Organization
(School) Name _____

Address _____ County _____

City _____ State IA Zip _____

Proposed Chapter Name _____

Sponsor (teacher) Name _____

Phone number _____ email _____

Student Contact Name _____

Phone number _____ email _____

Community Partnership Contact
(if your county has one) _____

(Contact garin.buttermore@idph.iowa.gov if you need assistance)

Name of Chapter's youth members (3 youth members minimum, use separate sheet if more room is needed.

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____

I-STEP Chapter Registration (middle school)

(Please complete and return to: GarinButtermore, 321 E 12th St, Des Moines, IA 50319 / fax 515.281.6475)

Organization
(School) Name _____

Address _____ County _____

City _____ State IA Zip _____

Proposed Chapter Name _____

Sponsor (teacher) Name _____

Phone number _____ email _____

Student contact Name _____

Phone number _____ email _____

Community Partnership Contact
(if your county has one) _____

(Contact garin.buttermore@idph.iowa.gov if you need assistance)

Name of Chapter's youth members (3 youth members minimum, use separate sheet if more room is needed.

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____

Resources and Handouts

Consent for Youth Participation

Student's Name: _____

I hereby request and consent that my child or ward _____ be permitted to participate in his/her I-STEP (YTP) Chapter activities for the 2012-2013 school year.

I understand and agree to the following:

- The purpose of I-STEP is to educate students about the tobacco industry, tobacco prevention, the I-STEP campaign, and other tobacco-related issues. My child or ward may be exposed to graphic images involving the consequences of tobacco use as a part of these activities.
- My child or ward may be transported by employees of his/her school, the Iowa Department of Public Health or other officials, employees, agents, or volunteers. I may also make arrangements for my child or ward to ride with one of their school friends to these activities.
- In consideration of my child or ward being allowed to participate in the I-STEP Chapter Activities, I hereby release from liability and agree to indemnify and hold harmless my child's school, the State of Iowa, the Iowa Department of Public Health, and their officers, employees, and agents from any claim or cause of action arising out of and related to any injury, loss, damages or other liabilities that may occur as a result of my child or ward's participation in his/her I-STEP Chapter activities.
- I authorize any official, employee, agent, or volunteer to consent to emergency medical treatment as necessary for the health and safety of my child or ward. I further agree that no official, employee, agent, or volunteer will be held responsible for injuries or damages arising from the provision of any such emergency medical treatment. I do hereby agree to indemnify and hold harmless my child's school, the Iowa Department of Public Health, other sponsoring agencies, and the Department and other sponsoring agencies' officials, employees, agents, and volunteers from any and all liability, damage, loss, claims, or demands whatsoever, including attorney's fees, which arise out of or are in any way connected with the provision of such emergency medical services.
- I grant permission for my child or ward to appear in person or in voice, video, or photographic presentation for radio, television, electronic or print media reports and/or media campaign(s) resulting from participation in his/her I-STEP Chapter activities.
- I allow him/her to complete confidential or anonymous surveys and participate in interviews for evaluation purposes.

Participant Signature: _____ Date: _____

Parent/Guardian Signature: _____ Date: _____

Parent/Guardian Name (Printed) _____

Youth Code of Conduct

Student's Name: _____

- **No drugs, alcohol, tobacco or weapons!**

(The possession and/or the use of weapons, tobacco products, alcoholic beverages and illegal drugs, or remaining in the presence of individuals who are using or taking these items, within the time frame of the I-STEP (IOWA STUDENTS FOR TOBACCO EDUCATION AND PREVENTION) Chapter activities, are prohibited.)

- **Be Friends but not BF/GF!**

(Inappropriate physical contact which occurs within the time frame of I-STEP Chapter activities is prohibited.)
[Inappropriate is subjective but I-STEP and school staff have the final say. As a rule, if you wouldn't 'do it' in front of your grandma it is probably not appropriate for the I-STEP Chapter activities.]

- **Be Nice!**

(Bullying and harassment by any means, (including verbal, non-verbal, physical, written, or electronic conduct) which creates an objectively hostile environment is prohibited.)

- **Keep it Legal!**

(Any behavior that violates any of the laws of the United States or the State of Iowa or any local ordinance is also prohibited.)

- **Be On Time!**

(Your punctual attendance at scheduled events is considered mandatory at I-STEP Chapter activities. If you say you're going to help with something, then do it.)

- **Don't Break Stuff!**

(All participants are expected to show respect for other's property and the facility in which any event is being held.)

- **Be Helpful!**

(By being a member of this I-STEP Chapter you agree to serve as a contact and resource person in your community tobacco education program.)

Member's Signature

Date

Member's Name (Please Print)

Meeting Attendance Sheet:

Chapter Name: _____

School/ Organization: _____

Date: _____

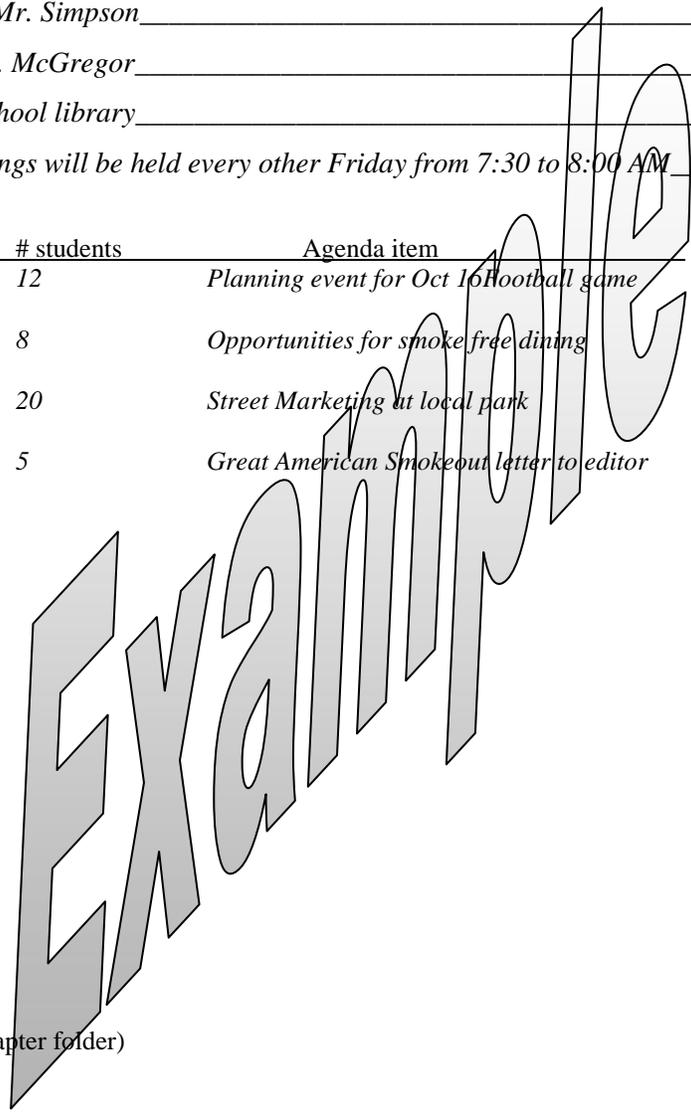
Time: _____

Name	Signature
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
4. _____	4. _____
5. _____	5. _____
6. _____	6. _____
7. _____	7. _____
8. _____	8. _____
9. _____	9. _____
10. _____	10. _____
11. _____	11. _____
12. _____	12. _____
13. _____	13. _____
14. _____	14. _____
15. _____	15. _____
16. _____	16. _____
17. _____	17. _____
18. _____	18. _____
19. _____	19. _____

Meeting Log for Springfield High School I-STEP Chapter 2012-2013

Youth Leader: Darin Henry
 Partnership Contact: Mr. Simpson
 Faculty Sponsor: Mrs. McGregor
 Meeting Location: School library
 Meeting Dates: Meetings will be held every other Friday from 7:30 to 8:00 AM

Date	# students	Agenda item
9/25/11	12	Planning event for Oct 16 Football game
10/9/11	8	Opportunities for smoke free dining
10/23/11	20	Street Marketing at local park
11/6/11	5	Great American Smokeout letter to editor
11/20/11		
12/4/11		
Break until next year		
1/15/12		
1/29/12		
2/12/12		
2/26/12		
Etc...		



(Keep this log in your chapter folder)

**Meeting Log for _____ I-STEP Chapter
2012-2013**

Youth Leader: _____

Partnership Contact: _____

Faculty Sponsor: _____

Meeting Location: _____

Meeting Dates: _____

<u>Date</u>	<u># students</u>	<u>Agenda item</u>
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(Keep this log in your chapter folder)

Student Survey

1. Age: _____
2. Gender:
 - a. Male
 - b. Female
3. Are you a tobacco user? (If your answer is no, skip to question #6.)
 - a. Yes
 - b. No
4. If yes, what kind do you use?
 - a. cigarettes
 - b. spit tobacco
 - c. both
5. How many times do you smoke or dip per day?
 - a. 1-3
 - b. 4-9
 - c. 10 or more
6. I do not use tobacco, but I have _____ friends that use tobacco.
(If you are not a tobacco user, question#6 is the end of your survey.)
 - a. 5 or less
 - b. 6-9
 - c. 10 or more
7. When do you smoke/chew?
 - a. Before school
 - b. After school
 - c. During school hours
8. I began smoking/chewing at age _____.
9. Why did you start smoking/chewing?
 - a. Peer pressure
 - b. Curiosity
 - c. My parents are tobacco users
 - d. I just felt like it
10. I want to quit!!!
 - a. yes
 - b. no
11. How easy is it for you to buy cigarettes or other tobacco products?
 - a. Very easy
 - b. Somewhat easy (I know where to go)
 - c. Not easy at all
 - d. I have never tried

I-STEP (IOWA STUDENTS FOR TOBACCO EDUCATION AND PREVENTION) Chapters Information for Students

What is I-STEP? I-STEP is a statewide movement made up of teens, just like you! I-STEP was started by high school students who were tired of tobacco hurting them and their families. Those teens, just like you, could see that tobacco hurts families and lives. There's nothing cool about using tobacco.

As an I-STEP member you can participate in both statewide and even national activities, but your efforts should be focused on your home community. Your goals will be convincing teens not to use tobacco and challenging Big Tobacco's efforts to addict your friends to tobacco.

How much time will this take? This is completely up to the administrator, the teacher and **you**. I-STEP Chapters must meet once a month but can meet more often if you choose. Meetings can range from 20 minutes to an hour or more depending upon the Chapter's agenda and length of time between meetings. Throughout the year you may be asked to participate in statewide activities such as Great American Smokeout, World No Tobacco Day or Kick Butts Day. While you may be encouraged to attend these activities, you are not required to attend. They make great local activities as well.

How can an I-STEP Chapter benefit me? I-STEP is the only student-led organization changing the tobacco world in Iowa. As a leader of an I-STEP Chapter you can help make a difference in your local community, the state and even the nation.

What responsibilities can I expect as an I-STEP member? I-STEP is a student-led organization. The messages and content of the Chapter need to come from the students. This does not mean that the sponsor or the administrator can't give suggestions or veto activities but the adults should not be coming up with the activities or ideas that the chapter does.

How is the Chapter structured? I-STEP Chapters are often organized in one of two ways. The traditional method is to have a president, vice-president, and secretary. A council approach, where everyone comes to a decision together, is also acceptable. Each Chapter can decide its own structure.

I-STEP (IOWA STUDENTS FOR TOBACCO EDUCATION AND PREVENTION) Chapters Information for Chapter Sponsors

What is I-STEP? I-STEP is a statewide movement made up of thousands of high school aged student members. I-STEP members can participate in both statewide and national activities, but their efforts are usually focused in their home communities. The goals are convincing teens not to use tobacco and challenging Big Tobacco's marketing messages.

How much time do I need to invest? This is completely up to the students, the administrator and **you**. I-STEP Chapters must meet at least once a month but they can meet more often if they choose. Meetings can range from 20 minutes to an hour or more depending upon the Chapter's agenda and length of time between meetings. Throughout the year students may be involved with activities such as Great American Smokeout, World No Tobacco Day or Kick Butts Day*. Chapters will be encouraged to participate in these activities but participation is not required. *(Kick Butts Day is a nationally organized day of action; the name can be changed if needed because of violence or vulgarity issues.)

What are the benefits of an I-STEP Chapter? Benefits include leadership development, youth empowerment, civic involvement, and increased educational time. I-STEP Chapters could also be an effective outlet for students whose personal lives have been affected by tobacco use.

What responsibilities can I expect as an I-STEP sponsor? I-STEP is a student-led organization. The messages and content of the Chapter need to be produced by the students. This does not mean that you or the administrator cannot give suggestions or veto activities when you feel it necessary. Partnering with the Chapter's leaders will allow maximum student involvement while still allowing you the necessary structure to supervise the Chapter. You are also encouraged to communicate with the community partnership in your area (contact garin.buttermore@idph.iowa.gov for more information about the community partnership program in your area).

I-STEP (IOWA STUDENTS FOR TOBACCO EDUCATION AND PREVENTION) Chapters Information for School or Business Administrators

What is I-STEP? I-STEP is a statewide movement made up of thousands of high school aged student members. I-STEP members can participate in both statewide and national activities, but their efforts are usually focused in their home communities. The goals are convincing teens not to use tobacco and challenging Big Tobacco's marketing messages.

How much time do I need to invest? This is completely up to the students, the sponsor and **you**. I-STEP Chapters must meet at least once a month but they can meet more often if they choose. Meetings can range from 20 minutes to an hour or more depending upon the Chapter's agenda and length of time between meetings. Throughout the year students may be involved with activities such as Great American Smokeout, World No Tobacco Day or Kick Butts Day*. Chapters will be encouraged to participate in these activities but participation is not required. *(Kick Butts Day is a nationally organized day of action; the name can be changed if needed because of violence or vulgarity issues)

How much does an I-STEP Chapter cost? The program itself is free. Chapters may also want to, for example, post fliers or hang posters so copying costs may also be incurred. Chapters need an adult sponsor as well. This may be someone on your staff or an outside adult volunteer. I-STEP Chapters can also be formed from existing groups (SADD, Student Council, drama / music groups) who already exist at your school/business.

What are the benefits of an I-STEP Chapter? Benefits include leadership development, youth empowerment, civic involvement, and increased educational time. I-STEP Chapters could also be an effective outlet for students whose personal lives are affected by tobacco use.

Is my school/organization open to any liability because of an I-STEP Chapter? This should be the same risk as having any other extracurricular activity offered through your school/organization. We offer a generic "code of conduct" and "parental consent form" that you may want to have the Chapter members sign. If you do have your members sign these forms they should be kept by the Chapter's Sponsor. Each school/organization needs to check on their own liability risks. The forms are on pages 20-21 of this guide.

Who is in charge of the Chapter? I-STEP is a youth-led organization. The messages and activities of the Chapter need to be produced by the students but this does not mean that you or the sponsor can't give suggestions or veto activities when you feel it is necessary.

Fact or Fiction

- 1) Smoke from cigarettes can make nonsmokers sick⁶. Fact or Fiction?
- 2) Smoking can affect a person's ability to smell and taste food⁷. Fact or Fiction?
- 3) Cigarettes contain one chemical. That chemical is nicotine.⁶ Fact or Fiction?
- 4) Smoking causes cancer but not heart attacks.⁸ Fact or Fiction?
- 5) Smoking makes the heart beat faster.⁹ Fact or Fiction?
- 6) A pack a day smoker spends about \$100 a year on cigarettes.¹⁰ Fact or Fiction?
- 7) Smokers in the US spend more than \$500 billion on cigarettes each year.¹¹ Fact or Fiction?
- 8) More germs get into your lungs when you smoke.¹² Fact or Fiction?
- 9) In 1997, a Big Tobacco executive said under oath that he believed Gummy Bears were addictive like cigarettes¹. Fact or Fiction?
- 10) In 2009, tobacco was still depicted in two-thirds of youth rated movies¹⁷. Fact or Fiction?
- 11) Sodium hydroxide is a caustic compound found in hair removal products. It's also found in cigarettes¹. Fact or Fiction?
- 12) Hydrogen cyanide has been used in prison executions. It's also found in cigarette smoke¹. Fact or Fiction?
- 13) One tobacco company biologically engineered tobacco plants that have twice their normal level of nicotine¹. Fact or Fiction?
- 14) Secondhand smoke kills 23,000 nonsmokers in the U.S. each year². Fact or Fiction?
- 15) Cigarette smoke contains 63 chemical compounds known to cause cancer⁴. Fact or Fiction?
- 16) To market its deadly product, the tobacco industry spends about \$200,000 a day in Iowa⁵. Fact or Fiction?
- 17) Studies have found that 60 to 78 percent of spit tobacco users have oral lesions¹³. Fact or Fiction?
- 18) The National Cancer Institute has identified 16 carcinogens in smokeless tobacco products produced in the U.S.¹⁴. Fact or Fiction?
- 19) One tobacco company, the Liggett Group, Inc., has admitted that the entire tobacco industry conspired to market cigarettes to children¹⁵. Fact or Fiction?
- 20) Iowa's Smokefree Air Act allows smoking on the gaming floor of casinos.¹⁶ Fact or Fiction?

Sources

1. Truth, www.whudafxup.com
2. CDC, www.cdc.gov
3. University of California, School of Public Health
4. American Cancer Society; www.cancer.org
5. Campaign for Tobacco Free Kids, www.tobaccofreekids.org
6. *U.S. Surgeon General* (2006) – In the report, *The Health Consequences of Involuntary Exposure to Tobacco Smoke*
7. A Fiser, "Smell Perception in Smokers," *Medicinski Pregled* 43(1-2): 48-49 (1990) [in Serbo-Croatian]; R.P. Moritz and U. Winkler, "Effect of Smoking on Sense of Smell and Taste," *Zeitschrift Fur Die Gesamte Hygiene Und Ihre Grenzgebiet* 33(12): 660-61` (December 1987) [in German]
8. www.cdc.gov/tobacco/data_statistics/sgr/2004/index.htm
9. Rose JE, et al, "Acute effects of nicotine and mecamylamine on tobacco withdrawal symptoms, cigarette reward and ad lib smoking." *Pharmacology, Biochemistry & Behavior*, 68(2): 187-97, February, 2001.
10. If this were true the cost per pack would have to be \$0.27 per pack [365 days in a year, divided by \$100] Iowa's current tax is \$1.36 per pack so this has to be Fiction
11. U.S. Department of Agriculture. Table 21: Expenditures for Tobacco Products and Disposable Personal Income, 1989–2006 . Washington: U.S. Department of Agriculture, Economic Research Service, 2007 [accessed 2010 Feb 18].
12. Behrman: *Nelson Textbook of Pediatrics, Sixteenth Edition*, Copyright 2000 W.B. Saunders Company; U.S. Department of Health & Human Services (HHS), Preventing Tobacco Use Among Young People: A Report of the Surgeon General, 1994.
13. "The Smokeless Tobacco Outreach and Prevention Guide," Applied Behavioral Science Press, 1997.
14. National Institutes of Health (NIH), National Cancer Institute (NCI), *Smoking and Tobacco Control Monograph 2: Smokeless Tobacco or Health: An International Perspective*, September 1992.
15. www.tobaccofreekids.org/reports/years-in-review/1997-in-review.shtml
16. www.iowasmokefreeair.gov/common/pdf/smokefree_summary_2009.pdf
17. *MMWR August 20, 2010 / 59(32);1014-1017 Smoking in Top-Grossing Movies, United States, 1991-2009*

Fact or Fiction Answer Key

- 1) Smoke from cigarettes can make nonsmokers sick.⁶ Fact
- 2) Smoking can affect a person's ability to smell and taste food.⁷ Fact
- 3) Cigarettes contain one chemical. That chemical is nicotine.⁶ Fiction, there are over 4000 chemicals identified in cigarette smoke.
- 4) Smoking causes cancer but not heart attacks.⁸ Fiction It causes both and lots more.
- 5) Smoking makes the heart beat faster.⁹ Fact
- 6) A pack a day smoker spends about \$100 a year on cigarettes.¹⁰ Fiction More like \$1800.
- 7) Smokers in the US spend more than \$500 billion on cigarettes each year.¹¹ Fiction \$83.6 billion
- 8) More germs get into your lungs when you smoke.¹² Fact Smoking damages the cilia in your lungs. Cilia help remove germs and other stuff from your lungs.
- 9) In 1997, a Big Tobacco executive said under oath that he believed Gummy Bears were addictive like cigarettes.¹ Fact
- 10) In 2009, tobacco was still depicted in two-thirds of youth rated movies.¹⁷ Fiction Only 54% of all PG-13 movies in 2009 depicted tobacco use. A lot better than past years, but still too much!
- 11) Sodium hydroxide is a caustic compound found in hair removal products. It's also found in cigarettes.¹ Fact
- 12) Hydrogen cyanide has been used in prison executions. It's also found in cigarette smoke.¹ Fact
- 13) One tobacco company biologically engineered tobacco plants that have twice their normal level of nicotine.¹ Fact
- 14) Secondhand smoke kills 23,000 nonsmokers in the U.S. each year.² Fiction 53,000 is correct.
- 15) Cigarette smoke contains 63 chemical compounds known to cause cancer.⁴ Fact or Fiction?
- 16) To market its deadly product, the tobacco industry spends about \$200,000 a day in Iowa.⁵ Fiction \$477,000 is more accurate.
- 17) Studies have found that 60 to 78 percent of spit tobacco users have oral lesions.¹³ Fact
- 18) The National Cancer Institute has identified 16 carcinogens in smokeless tobacco products produced in the U.S.¹⁴ Fiction 28 cancer causing chemicals were found.
- 19) One tobacco company, the Liggett Group, Inc., has admitted that the entire tobacco industry conspired to market cigarettes to children.¹⁵ Fact
- 20) Iowa's Smokefree Air Act allows smoking on the gaming floor of casinos.¹⁶ Fact Sad but true.

Different but Still Dangerous:

According to the studies performed over a 10-year period from 1997-2007, little cigar use increased 240% and cigarillo use increased by almost 150%. (www.legacyforhealth.org/PDFPublications/Cigars-Cigarillos-and-Little-Cigars_Fact-Sheet.pdf) 9/10 Little cigars and cigarillos (Black & Milds, Phillies, Swisher Sweets, Dutch Masters, etc.) are taxed at a lower rate and come in several flavors that make them more accessible and more attractive to youth. Some people believe that little cigars and cigarillos are less dangerous than cigarettes because of “tips” or manual modifications called “freaking” or “hying.”

Ask the students at your school if they think little cigars and cigarillos are more appealing to youth. If they answer yes, ask them why. Then ask them if they think that little cigars and cigarillos are less dangerous than cigarettes.

Before you bring this to the public you’ll want to do a little research. Using the table below, research how ‘little cigars and cigarillos’ are similar and different to traditional cigarettes. You can use the internet, fact sheets, reference books, etc. to do your research. Suggested websites are:

- Campaign for Tobacco-Free Kids
(www.tobaccofreekids.org/research/factsheets/pdf/0333.pdf)
- Centers for Disease Control and Prevention
(www.cdc.gov/tobacco)
- American Legacy Foundation
(www.smokefree.gov/tob-cigarillo.aspx)

Based on what you find out:

- How are little cigars and cigarillos different from cigarettes?
- What do these differences mean to you?
- Do these differences make little cigars and cigarillos more attractive to youth?
- Is any one product safer? Why might people think they are safer?

Different But Still Dangerous

Different
Cigarettes

Little Cigars/Cigarillos

Cost

Amount of tobacco

Marketing methods

Other differences

But still dangerous

Cigarettes

Little Cigars/Cigarillos

Chemicals/ harmful stuff

Health risks

Ways youth are targeted

I-STEP Chapter Activity Report Form

Please mail, fax or email this form to IDPH after your chapter completes each activity. A youth chapter member must complete this form, not the sponsor. (Fax number and address below/garin.buttermore@idph.iowa.gov)

Chapter Name: _____

Sponsor's Name: _____

Town/ County: _____

School Name (if a school based Chapter): _____

Form completed by: (student)

Email: _____ Date of Activity: _____

Name of Activity: _____

Activity not listed in this guide: (tell us about it) _____

Was this a Street Marketing Event?

Yes, Street Marketing Other

Comments/ Suggestions: (what went well, what could have been better?) _____

Did media cover your event? Yes / No If so, who? _____

Total number of Youth members who participated in the activity: _____

Name of youth members who participated:

