

KICK BUTTS DAY 2014

MARCH 19



**BE ON THE LOOKOUT FOR THE VIDEO SERIES:
SUPERSWAG VS DR. MARBO**

**EVEN SUPERHEROES WANT
TO KICK TOBACCO'S BUTT!**

Kick Butts Day – March 19, 2014

“Even Superheroes want to Kick Tobacco’s Butt



January 11, 2014, marked the 50th anniversary of the first Surgeon General’s report on smoking – the first time the government officially acknowledged the deadly consequences of smoking. On January 17, 2014, the **Surgeon General released a new report** that shows that cigarette smoking is even more hazardous than previously thought. This Kick Butts Day we want your help in ending the epidemic.

The national theme for Kick Butts Day is “Make Tobacco History: Ending the epidemic for good” and is put on annually by the Campaign for Tobacco Free Kids. To find out more information visit their website: <http://www.kickbuttsday.org/about/>

ISTEP has chosen to have a superhero theme for Kick Butts Day. Iowa Students for Tobacco Education and Prevention know that there are many ways to fight the tobacco epidemic, and this year we are superheroes ready to make tobacco history!

Would you like to take part in a statewide activity?

Gathering Game: Each chapter who is registered will receive a package of information through the mail. Included in the package will be instructions, a unique code, clue and hashtag specific to your chapter.

At least one member of your group will be in charge of taking a photo of your clue and posting the photo on the ISTEP facebook page (www.facebook.com/turnyourbackontobacco) with the provided hashtag.

After all participating chapters have posted a photo of their clue on the ISTEP facebook page, you will be able to unravel the mystery of the gathering game (The clues fit together in some way).

We will post a status update when all clues have been posted to the page. It is then up to the members in your chapter to figure out how the clues fit together.

The gathering game will be a race against time to see which chapter can figure out the mystery first. The winners will be announced March 31, 2014 and the secrets of the gathering game will be revealed at that time.

*If you do an activity for KBD also, then photos of your activity should be posted on the ISTEP facebook page with the unique hashtag provided to your chapter.

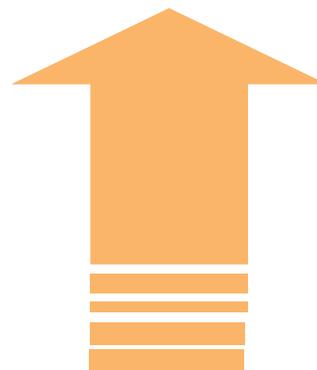
ISTEP Executive Council Suggested Activities

Number Representation

Body Bag Display

Butt Pick Up

#TobaccoTargetsMe



What are some ideas for local communities and high schools?

The council has selected a few activities as suggestions, but you can come up with your own to fit the theme of Even Superheroes want to make Tobacco History, or select another activity from the Kick Butts Day guide: <http://www.kickbuttsday.org/search-activities/>



ISTEP Executive Council Suggested Activities

Number Representation: Find a statistic on tobacco use, that your group finds to be important, maybe this is the number 50 that represents 50 years since the first surgeon generals report, or maybe the numbers represent time 11 minutes the number of minutes each cigarette takes from your life, 72 seconds – every 72 seconds someone dies from a tobacco related illness...

[view Kick Butts Day activity site to learn more.](#)

Body Bag Display: Using garment bags, put a “body” inside, or fill with material to display how deadly the impact of tobacco can have. More information about this activity can be found on the Kick Butts Day [website](#).

Butt Pick Up: As a group, clean up those ugly cigarette butts in your community and use them as a visual (in large clear containers or jars) to represent the effects tobacco can have on the environment, your body or even the cost associated. Even YOU can be a superhero!

#TobaccoTargetsMe: Go places in your local community in which the tobacco industry is targeting you. Take pictures, and upload them on instagram, twitter, facebook etc – using the hashtag “#TobaccoTargetsMe”

Make sure to take photos of any activity your chapter does and share them with us!

Make sure to take photos of any activity your chapter does for KBD. Share them with us through email: turnyourbackontobacco@idph.iowa.gov or post them on the ISTEP Facebook page, using hashtags: #IowaISTEP, #KBD2014, #ImASuperhero

If your chapter participates in the Gathering Game, then you also would use the unique hashtag provided to your chapter.