



TAKING DOWN TOBACCO

#BeTheFirst Tobacco-Free Generation



We are excited to continue our partnership with the [Campaign for Tobacco-Free Kids \(CTFK\)](#), a leading force in the fight to reduce tobacco and nicotine use and its deadly toll in the United States and around the world.

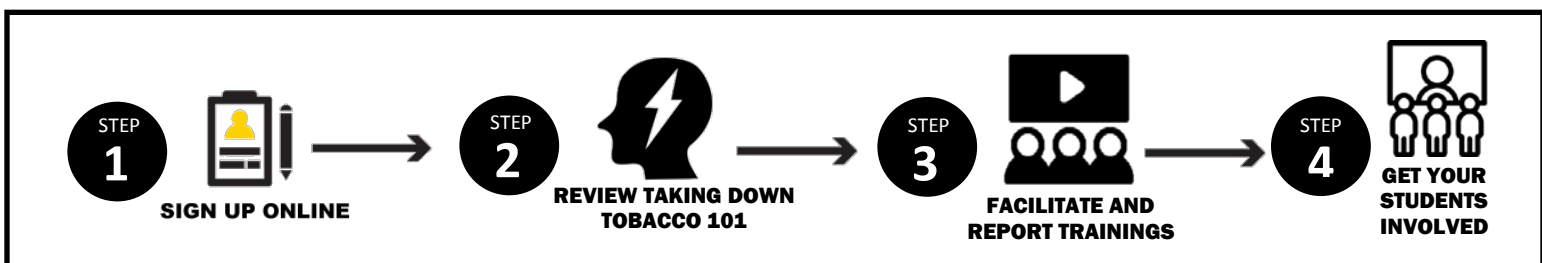
HOSA and CTFK join forces to engage HOSA members in [Taking Down Tobacco](#) trainings that will help them understand the dangers of tobacco and nicotine use and how their voices can help their generation #BetheFirst tobacco-free generation!

WHY? Take Action and Enter to Win CASH!

Top 5 reasons to participate in or host Taking Down Tobacco 101 trainings include:

1. The Taking Down Tobacco program provides **FREE** streamlined evidence-based trainings and educational resources.
2. The Taking Down Tobacco 101 training curriculum conforms to [National Education Standards](#).
3. Take a break from planning a lesson – the training can be offered in one class period (about 45 minutes) or over many class periods.
4. Students will improve advocacy and public speaking skills, as well as understand the dangers of tobacco use and how their voices can help create the first tobacco-free generation.
5. You can win cash prizes for your chapters:
 - **The first 50 chapters to report a training win \$100**
 - **Chapters that train 75 youth or more are entered to win one of three \$1,000 cash prizes**

HOW? A Step by Step Guide to Taking Down Tobacco



1. Sign up online:

Use this [Advisor link](#) to register for an account. You will receive an email with a link to create a profile and password. Complete the profile in full and note your HOSA affiliation and chapter so you can receive full credit for your efforts and be eligible to enter our contests!

2. Review or complete the Taking Down Tobacco 101 online course:

Once your profile is complete, you will have access to the Taking Down Tobacco 101 course. Complete this course yourself in its entirety or just review sections of the course to get a sense of the content.

3. Facilitate the training in your classroom, at HOSA Chapter meetings, and/or as an assembly. Using the Facilitate a Training course(s), you can play the narrated Taking Down Tobacco 101 training while facilitating activities and discussions.

a. Report your training(s)*: After you facilitate a training, complete the Post-Training Survey module. You will not be asked for the names of participants, only the number of youth (and adults) trained.

b. Submit a Selfie*: Take a picture of your training group and submit the picture in the Upload #BeTheFirst Selfie module after the Post-Training Survey.

c. *Completing these steps ensures you are entered into the contests!

4. Encourage students to become Taking Down Tobacco trainers:

Share the VIP link (on the last screen of Facilitate a Training course) with students. They can use that link to create their own account. This VIP link allows them to bypass Taking Down Tobacco 101, since they already completed that. Students can take a “Become a Trainer” course. Once completed, students have the option of guiding trainings or leading trainings to deepen their public speaking skills. Both are terrific opportunities for public speaking and advocacy training.

QUESTIONS? Contact Information

Leslie Ferreira
Training and Outreach Manager
Campaign for Tobacco-Free Kids
Lferreira@tobaccofreekids.org

ADDITIONAL RESOURCES

[Taking Down Tobacco](#) - Online training program

[Campaign for Tobacco-Free Kids](#)

[Kick Butts Day](#) – National Day of Activism (March 20, 2019)

Generously supported by:

