



# 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 their 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 and nicotine-free generation!

## WHY? Offer Taking Down Tobacco Trainings & Enter to Win CASH!

Top 5 reasons to participate in or host Taking Down Tobacco 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 facilitated training OR online courses 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 and nicotine use and how their voices can have a positive impact.
5. You can win cash prizes for your chapters: **DEADLINE: MAY 8, 2020**
  - **The first 25 chapters to deliver or and report a Taking Down Tobacco 101 (TDT 101) training AND/OR have students complete TDT 101 and/or The Rise of Vaping (ROV) online courses, for a minimum of 20 students, will receive \$150.**
  - **Chapters that train and/or have students completed TDT 101 and/or ROV online courses, for a minimum of 100 students throughout 2020, are entered to win one of three \$1,000 prizes.**

## HOW? 3 Ways Your Chapter Can Be Eligible for the Contests

1. Lead, guide or facilitate Taking Down Tobacco 101 trainings. Advisors or members can deliver in-person Taking Down Tobacco 101 trainings at Chapter meetings, in classrooms and at assemblies.
2. Students at your school can complete the online Taking Down Tobacco 101 course.
3. Students at your school can complete The Rise of Vaping online course.

## How to Facilitate a Taking Down Tobacco 101 Training

- 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.

## How Students Can Complete Courses Online

*Your Chapter will receive credit for the current Taking Down Tobacco contest for any students at your school that complete Taking Down Tobacco 101 and/or The Rise of Vaping online courses.*

- 1. Sign up online.** Students sign up for a [Taking Down Tobacco account](#). They will then receive an email that allows them to set up their account profile. Please have them fill it out completely and either note their HOSA affiliation and chapter, or if they're not a member of HOSA, make sure to include the school name, so your HOSA chapter receives credit for their course completion.
- 2. Complete the Taking Down Tobacco 101 AND/OR The Rise of Vaping courses.** These two courses are available to learners as soon as they complete their account profile. Students can complete one or both of the courses.

**That's it! The course completions will be counted towards the contest eligibility.**

## BONUS: Advanced Advocacy Courses

Once students have completed Taking Down Tobacco 101, they will have access to additional advocacy skill building courses:

- **Core 4 & Become a Trainer Courses.** Students who are interested can take additional courses to deepen their knowledge of and skills for this important issue. Learners can complete “Become a Trainer” courses and deliver the Taking Down Tobacco 101 training to others, or check out the Core 4 advanced training courses that can help them take their advocacy skills to the next level. (
- **Action Courses.** Once students have completed any of the Core 4 courses, they’ll have an opportunity to put what they’ve learned into action in their school and community, and earn points for some pretty cool [Swag](#).

## WHAT’S ELSE? JUUL/E-cigarette Prevention Video

*E-cigarettes are addicting a new generation of youth and threaten to reverse decades of progress in reducing youth tobacco use. In response to this overwhelming increase, the **Campaign for Tobacco-Free Kids**, has an additional e-cigarette resource for educators to utilize with middle and high school audiences.*

### The Rise of Vaping video\* (approximately 20 minutes)

- Students hear from former & current e-cigarette users, learn the facts about vapes like JUUL, discover resources to help vapers quit, and see what they can do to take action!
- The [Rise of Vaping video](#) can be shown in classrooms, at assemblies, at Chapter meetings, etc. A group refusal skills activity can be downloaded and facilitated.

*\*The Rise of Vaping video is NOT eligible for the Taking Down Tobacco contests.*

## QUESTIONS? Contact Information

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## ADDITIONAL RESOURCES

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

[Campaign for Tobacco-Free Kids](#)

[Take Down Tobacco](#) – National Day of Action (March 18, 2020)

Generously supported by:

