

REACT

COALITION GUIDE
2020-21



Introduction

Welcome to the guide that will help you develop a reACT Coalition in your local community. On behalf of the Montana Tobacco Use Prevention Program (MTUPP), thank you for joining our mission to form the first-ever tobacco-free generation in Montana.

ReACT is a teen-led movement working to create the first-ever tobacco-free generation in Montana with adult leaders' support. The essential component of a reACT coalition is engaged teens who are courageous, determined and passionate about this work. Before moving forward with developing a team, it's a good idea to find three youth/teens who would like to be a part of this coalition as it is meant to be teen-led with adult leaders' assistance.

If you have any questions or concerns, please contact the Montana Tobacco Use Prevention Program Youth Engagement Specialist Ashley Burke via email at Ashley.rollinburke@mt.gov.

Again, thank you for your interest and passion for joining the first-ever tobacco-free generation in Montana, we look forward to working with you to achieve this goal.



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Executive Summary

Under the direction of the Montana Tobacco Use Prevention Program, reACT works to address the issues of youth and tobacco addiction. Students from across Montana are joining reACT. They are taking a stand and speaking out about commercial tobacco having no place in their lives and they are dedicating themselves to live a healthier life by remaining tobacco-free.

Mission:

ReACT is a teen-led movement taking action to become the first-ever tobacco-free generation. We are empowered youth who empower others. We don't sit around. We stand up, speak out and reACT to lies and manipulation from Big tobacco and the Vaping Industry. They target us, so we target them.

History:

ReACT launched in the early 2000s as a teen-led movement to reject the culture of commercial tobacco use in Montana. Over the years, it has become a leadership program focusing on creating the first-ever tobacco-free generation in Montana, joining the national movement to reject the culture of tobacco for all Americans.

Values:

Courage

We stand up for the truth without fear of peers, friends, family, and community members.

Dedication

We work to achieve the goal of becoming the first-ever tobacco-free generation in Montana.

Leadership

We are rising to the challenge every time, with courage in oneself and the program.

Passion

We demonstrate enthusiasm for the program's mission to become the first-ever tobacco-free generation, working to attain this outcome with great confidence.

Coalition Requirements

Coalition Size

Minimum of two students and one adult advisor.

Training:

Coalition members will participate in “Take Down Tobacco” online lessons to learn how to educate, inform and promote prevention efforts in their communities and state.

Take Down Tobacco 101 provided by Campaign for Tobacco Free Kids.

- <https://www.takingdowntobacco.org/>

Take Action:

Coalitions must participate in two days of action or awareness activities at either the county or state level.

Examples include:

1. Red Ribbon Week (October)
2. Take Down Tobacco Day (March)
3. Celebration on the Hill (February-March)
4. Through with Chew Week (February)
5. Mini-Grant Funded Program (October-July)
6. Park Cleanup

Three Components of reACT Coalitions:

1. Education
2. Prevention
3. Cessation

Finally, teens must have a passion for this work in order to have a personal impact on themselves, their friends and their community.



Coalition Registration

Welcome to reACT! We are excited to work with your teens this year.

ReACT coalition registration is to be completed online by reACT advisors. Please register at the beginning of each school year, then update membership numbers throughout the year to keep them accurate.

Benefits of registering your coalition include receiving:

- Program updates
- Upcoming events
- Upcoming Days of Action
- Opportunity to participate in the promotion of tobacco prevention policy initiatives at the local, county and state-levels
- Opportunities to represent reACT in local policy presentations
- Annual summit announcements and details
- Promotional items
- Being recognized as a reACT Coalition—the only statewide youth-led movement creating the first-ever tobacco-free generation in Montana.

How to Register Your New reACT Coalition

- Visit <https://mtrreact.com/get-involved/register-your-coalition/>.
- Complete the online registration form.
- Click submit.
- You will receive an email confirmation on your coalition's registration.



Membership Structure

Youth Role:

Lead their respective groups in educating on tobacco prevention, creating social media content, hosting events, and raising awareness of an industry that targets them.

Adult Role:

Support, guide, and validate youth as they participate in the reACT movement.

MTUPP Role:

Provide current information on all areas of tobacco, including cessation, policy initiatives, and youth engagement. Additionally, sponsor different groups through reACT Mini-Grants distributed each fall. MTUPP will also provide & maintain the reACT look and style, including the logo, color scheme, reACT gear, and website. Finally, MTUPP's Youth Engagement Specialist will provide online youth engagement trainings throughout the academic year.



ReACT Executive Council

ReACT Executive Council Member- 7th-11th Graders:

- Two-year terms
- Be tobacco/nicotine-free
- Be a leader and spokesperson for reACT and promote the program
- Plan events and activities for reACT coalitions statewide and provide the information to your local coalition
- Represent your coalition in the statewide level of leadership by being a voice for your coalition.
- Engage in local tobacco prevention activities with your coalition
- Attend four monthly Council meetings
- Attend the annual virtual summit

ReACT Executive Council members provide structure to the reACT program by:

- Planning events and activities for reACT coalitions statewide
- Representing their coalition in the statewide level of leadership - being a voice for your coalition
- Engaging in local tobacco prevention activities with their coalition
- Providing information to their local coalition about planned reACT initiatives
- Promoting the reACT program
- Interacting and collaborating with other reACT coalitions in their area

Eligibility:

- To be eligible for a position as an reACT Council member, you must be a youth in Montana who is in grades 7-12 and involved in a local reACT chapter or working to start an reACT Coalition locally.
- Applicants need to have access to a computer and the internet. This will be the most common way of communicating with reACT members and staff. Most of our meetings are held online.

ReACT Executive Council Guidelines:

- Attend and participate in a minimum of 1 in person meeting/training, if applicable
- Attend and participate in a minimum of 4 online meetings
- Attend and participate in a minimum of 2 local events/activities per year with your chapter
- Attend the reACT Summit (with your chapter)
- Have regular communication with the reACT Youth Engagement Specialist and involvement in Area Council meetings



ReACT President-9th-11th Graders:

- Be tobacco/nicotine-free.
- Be a leader and spokesperson for reACT and promote the program.
- Make decisions on campaign goals and objectives and communicate regularly with the reACT Youth Engagement Specialist and other student reACT members.
- Plan and implement aspects of the reACT campaign, tobacco prevention events, and summit.
- Ensure the reACT campaign remains youth-led and encourage youth involvement
- Attend monthly Executive Council meetings.
- Attend the annual virtual summit.

Position Description:

The reACT President is the presiding officer for the statewide youth executive body of reACT. The president will act as a leader and spokesperson for reACT and at reACT events, make decisions on campaign goals and objectives, and communicate with the Montana Department of Public Health Division of Tobacco Use Prevention Program. This youth leader will also plan and implement aspects of the reACT campaign and communicate regularly with other youth members of reACT. Furthermore, the President will ensure that this campaign remains youth-led and encourage youth development and involvement whenever possible. This position requires a large commitment of time and effort and should be filled by someone with dedication to the issue of tobacco control.

Eligibility:

- To be eligible, applicants must be at least a freshman in high school and no older than a high school junior at the time of application.
- Applicants are required to have transportation to/from all meetings.
- Applicants need to have access to a computer and the internet. This will be the most common way of communicating with reACT members and staff. Most of our meetings are held online.

ReACT President Guidelines:

- Must attend all reACT Executive Council meetings.
- Must attend the reACT Summit.
- Have communication with reACT Youth Engagement Specialist bi-monthly.
- Must attend a minimum of 4 speaking engagements representing reACT.
- Be able to travel to all parts of Montana.



Recruitment

New reACT coalition members will join the first tobacco-free generation in Montana and the nationwide movement to reject the culture of tobacco in America.

Successful recruitment requires a clear mission to connect with potential members when outreaching. Below are five techniques to increase membership:

1. Community-wide Events
2. Community Forums
3. Social Media Advertisement
4. Referrals
5. Mobile Enrollment
6. Peer to Peer Outreach

Community-wide Events:

Hosting events that are open to all community members with a free membership for all attendees. If possible, offer a reACT goodie bag with information on the program and a piece of reACT gear. Collect names and contact information from attendees for future follow-up.

Community forum:

ReACT coalition members host community forums at the local courthouse, library or school gym. Members will educate and inform the audience on the reality of tobacco and nicotine addiction via commercial tobacco and vaping products. Conclude the presentation with the promotion of healthy tobacco-free lives followed by a call to action to join the first-ever tobacco-free generation.

Social Media:

ReACT coalitions can develop a call to action using platforms such as Facebook, Instagram, and Snapchat to recruit their peers using venues that teens trust and know. An example could be “The reACT movement needs you today! Join us in creating the first-ever tobacco-free generation.” However before call to actions are posted, please submit to MTUPP Youth Engagement Specialist for review, for consistent messaging across the state.

Referrals:

Teachers, academic advisors or community members recommend teens and or young adults who have shown an interest in tobacco prevention work to become a member of the coalition.

Mobile Enrollment:

Use app-based programs to engage passive candidates such as Instagram, Tic Tok, and Snapchat ads.

Peer to Peer Outreach:

Active reACT youth invite friends and peers to attend coalition meetings, activities or participate in Days of Action projects.

Retention

After recruitment comes retention. Retention maintains the current coalition memberships of both youth and adult leaders. Below are techniques to keep members engaged and excited for an extended period. There are more resources listed in the source section of this guidance document.

1. Annual Award Ceremony
2. Annual Youth Leadership Selection
3. Annual Coalition Retreat
4. Youth Leadership Development

Annual Award Ceremony:

Hosting an annual award ceremony virtually or in person for awards such as most outstanding youth member, outstanding youth leader, dedicated adult leader, and most creative reACT coalition member. These awards will vary at the county and state levels, but awards provide an additional incentive for participants to continue in the program for a time.

- County Level Awards: Consist of multiple counties participating in the awards.
- State Level Awards: Consist of all reACT coalitions statewide that will be held virtually each year. Hosted by reACT Youth Engagement Specialist and Executive Council members.

Annual Youth Leadership Selection:

The Youth leader is a position selected annually by the youth members making up the reACT coalition. The layout can be determined by the coalition themselves or use the following format.

- Youth members nominate fellow members at the end of the academic year.
- Nominated youth share their form of leadership and goals for the coalition in the upcoming year. This can be in person or through video submittal.
- Coalition members will discuss and choose which nominee best represents the coalition's mission.
- Nominee will be selected by a vote via google poll.
- New Youth leader is announced by past Youth Leader.

Annual Coalition Retreat:

Host an annual retreat for coalition members that the youth members plan throughout the academic year using the Backward planning tool. (See Resources Section)

Youth Leadership Development:

Offer opportunities for leadership development including in person and/or virtual trainings.

Topics May Include but are not limited to the following:

- Leadership Development
- Public Speaking Techniques
- Social Media Best Techniques
- Social Media Content & Design
- Engage with local government
- Approaching Policy in Public Health Prevention Programs
- Understanding the Legislative Process

Budget Narrative

The budget outline below reviews all the likely expenses of a reACT coalition.

- 1. Personnel**
 - a. Administrative cost, coalition adult leader's stipend, youth leaders, and members.
 - b. Cost: Determined individually by coalition members.
- 2. Consultants**
 - a. Community and state consultants providing information to improve program outreach and quality.
 - b. Cost: \$0 Stipend, gift, or travel expense?
 - c. Example
 - i. CADCA Consultants
 - ii. Tobacco Free Kids Campaign Representatives
- 3. Supplies**
 - a. Office, educational or project materials the reACT coalition will require.
 - b. Cost: \$100
 - c. Examples
 - i. Banner Paper
 - ii. Markers
 - iii. Spray Paint
- 4. Equipment**
 - a. Necessary equipment items and associated costs the program will purchase.
 - b. Cost: \$100
- 5. Staff Training**
 - a. Staff development via in-person and virtual training provided by the Montana Tobacco Use Prevention Program. Other possible resources include Tobacco-Free Kids, TRUTH Initiative, and Rescue Agency.
 - b. Cost: \$0
- 6. Advertisement & Promotion**
 - a. Purchase of program advertisement and coalition promotion to potential members. In advertisement and promotion, review the logo guideline document for specific requirements of using the reACT logo and color scheme.
 - b. Cost: \$200
 - c. Example: Boost a post on Instagram or purchase a quantity of pdf flyers to distribute at a community function.
- 7. Printing & Production**
 - a. Printing or production-related materials.
 - b. Cost: \$500
 - c. Example: reACT t-shirts or program gear.
- 8. Occupancy Expense**
 - a. Space used for the coalition's meeting location.
 - b. Cost: Coalition dependent

9. Miscellaneous

- a. Travel and Other
- b. Cost: Coalition Dependent
- c. Example: Adult leader background checks

Mini-Grants

What are Mini-Grants?

ReACT provides mini-grants for tobacco prevention at the community level throughout Montana. It's competitive, so make yours awesome! A panel of judges review and chose mini-grant recipients based on application requirements. Selected applicants may receive full or partial funding for their project up to \$4,000. Currently, we support student-led activities and projects in the following areas:

- Vaping Prevention Campaign
- Tobacco-Free Events
- Inclusion of E-cigarettes in Smokefree Laws
- Flavor Restrictions
- Social Media Campaign

What Can You Do with a Mini-Grant?

- Billboard Competition
- Vape Prevention Campaign
- Instagram Post Competition- Harms of Vaping
- Park Clean-Ups

How Can I Apply?

- To submit a mini-grant application, teens must collaborate with adults in their local areas.
- Select a project topic from the five options provided by reACT.
- Applications are open to youth groups/clubs in Montana.
- Applicants may request up to \$4,000.

Mini-Grant Application Annual Timeline

- Posted first Friday of September at 8:00 am (MST)
- Final applications are due **by the first Friday of October by 8:00 am (MST)**.
- Electronic Submission Required ashley.rollinburke@mt.gov.
 - If you have any questions, please contact Ashley at ashley.rollinburke@mt.gov

Resources

Find multiple hyperlinked resources below for youth engagement tools and programs. Each box includes the resource category and link to the website or digital file. If further questions arise please contact the Montana Tobacco Use Prevention Program Youth Engagement Specialist at Ashley.rollinburke@mt.gov.

[reACT](#)

[Montana Youth](#)

[Vaping. The New
Nicotine Addiction In
Montana](#)

[The Rise of Vaping](#)

[Take Down Tobacco
101](#)

[ACT for Youth](#)

[My Life, My Quit](#)

[Real Cost Campaign](#)

[TRUTH Initiative](#)

[ISTEP Youth Program](#)

[FACTMovement](#)

[NoLimits](#)

[Kansas Media Toolkit](#)

[Flavors Hook Kids](#)

[Instagram](#)

Citations

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2. *Toolkit Budget Form* [PDF]. (2018). Google.
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4. [Https://www.kdheks.gov/tobacco/download/Vape_Free_Schools_Toolkit.pdf](https://www.kdheks.gov/tobacco/download/Vape_Free_Schools_Toolkit.pdf) [PDF]. (2020, January). Kansas Resist Program.
5. *No Limits Toolkit* [PDF]. (2019). NoLimits Nebraska.