



REACT

COALITION GUIDE 2021-22



Introduction

We are pleased to provide a guide to assist the development of a reACT Coalition in your community. The Montana Tobacco Use Prevention Program (MTUPP) focuses on forming 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 components of a reACT coalition are engaged teens who are courageous, determined, and passionate about the mission and the work it will take to accomplish this mission. Before moving forward with developing a team, it's a good idea to find three youth/teens motivated to be a founding part of this coalition as reACT is *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 in 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. They are dedicating themselves to live a healthier life by remaining tobacco-free.

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 commercial tobacco culture for all Americans.

Today:

ReACT continues today as a teen-led movement to reject the culture of commercial tobacco use in Montana. However, our program has updated our mission and vision under the leadership of the reACT State Executive Council in partnership with the Montana Tobacco Use Prevention Program.

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 in response to the lies and manipulation of Big Tobacco and the Vaping Industry. They target us, so we target them.

Vision:

Active

We are actively working to create a tobacco-free generation.

Dedicated

We dedicate ourselves to leading a commercial tobacco-free life.

Empowered

We are empowered to stand up against the Tobacco Industry, which targets our generation.



How Can I Participate in reACT?

There are three ways to participate in reACT.

Independent ReACTor:

One student participating in reACT activities and events as an individual with the support of an adult advisor (e.g., teacher, counselor, parent, etc.)

ReACT Coalitions:

Minimum of two students participating in reACT activities and events as a group with the support of an adult advisor (e.g., Teacher, Counselor, Parent, etc.)

Youth Prevention Programs:

Other youth programs working on health prevention with interest in tobacco can participate in reACT activities and events as a group working on tobacco prevention initiatives within their program.

Training:

Youth can participate in online training focusing on tobacco prevention advocacy: cessation, education, prevention, and policy content. One such advocacy training is “Take Down Tobacco,” which provides online lessons to educate, inform and promote prevention efforts in their communities and state.

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

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

Take Action:

Participate in days of action or awareness activities at both the county and or state level. Learn more about these events at www.mtreact.com.

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

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



ReACT Coalitions

Coalition Size

Minimum of two students participating in reACT activities and events as a group with the support of an adult advisor (e.g., Teacher, Counselor, Parent, etc.)

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 Leader Role:

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

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](#) is provided by Campaign for Tobacco-Free Kids.

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)
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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 to have a personal impact on themselves, their friends, and their community.



ReACT 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
- Recognition as a reACT Coalition. ReACT is the only statewide youth-led movement committed to creating the first-ever tobacco-free generation in Montana.

How to Register Your New reACT Coalition

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

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

1. Starting a Program. (2019). Retrieved September 02, 2020, from <https://youth.gov/youth-topics/mentoring/considerations-starting-mentoring-program>
2. *Toolkit Budget Form* [PDF]. (2018). Google.
3. Collins, M. (2019). [Http://www.tobaccofreekansas.org/user/file/Youth Media Toolkit.pdf](http://www.tobaccofreekansas.org/user/file/Youth%20Media%20Toolkit.pdf) [PDF]. TASK Regional Consultant.
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.