

REACT GUIDE

2023-2024





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Introduction

For generations, Big Tobacco has targeted our peers, attracting us with colorful graphics, age-driven marketing, pop culture presence, trending pastimes on social media, and creating over 15,500 flavors ranging from sweet to minty fresh worldwide. Today, only 7% of our peers in Montana vape daily, and 93% are still vulnerable to marketing; that's where Montana's ReACT Program comes into action!

ReACT Montana is a teen-led movement to reject the culture of commercial tobacco use and uphold the sacredness of traditional tobacco in Montana. Through education, advocacy, and action, ReACTors work to become the first-ever tobacco-free generation in Montana.

Educate: ReACTors provide current and relevant information on tobacco-related subjects. Examples may include but are not limited to the following:

- Known harms of commercial tobacco use
- E-cigarette flavors
- Marketing Tactics of Big Tobacco
- Increase awareness of cessation programs such as My Life, My Quit, and This is Quitting.

Advocate: ReACTors support legislation designed to protect Montana teens from the harmful products of Big Tobacco. Examples may include but are not limited to the following:

- Expansion of the Clean Indoor Air Act (CIAA) to include e-cigarettes and or smoking distance provisions.
- Adoption of Tobacco-free School of Excellence policies for k-12
- Adoption of Tobacco-free Campus policies at Montana institutions of higher education
- Adoption of legislative policies designed to protect Montana youth from tobacco products

Act: ReACTors work together to educate peers and adults in local and state activities. Examples may include but are not limited to the following:

- Promote the tobacco-free pledge
- Participate in days of action events
- Participate in state-wide summits
- Inform decision-makers on the known harms of tobacco use



Connect with ReACT

ReACT is a program dedicated to reaching Montana teens through venues they trust; our platforms include Facebook, Instagram, YouTube, and our website. Our content includes event announcements, days of action activities, and promotion of “My Life, My Quit” and other quitting programs. (1)

Facebook

- Channel link: [Facebook @ Mtreact](#)
- Content includes posts and stories.
- Content is published weekly.

Instagram

- Channel link: [Instagram @ mtreact](#)
- Content includes posts, stories, reels, and lives.
- Content is published weekly.
- Instagram Lives are hosted on the second and fourth Tuesdays of the month

YouTube

- Channel link: <https://www.youtube.com/@mtreact3416>
- Content includes shorts and videos.
- Content is published monthly.

Website

- Channel link: <http://www.mtreact.com/>
- Content includes:
 - Upcoming Events
 - Tobacco Education
 - Fundraisers
 - Mini-Grants
 - Competitions
 - Registration Forms
- Content is published weekly.



ReACT Outreach

School

ReACT reaches out to schools annually through social media to share exciting opportunities for students and teachers to participate in ReACT.

- ReACTor Spotlight Campaign
- Days of Action Events
- ReACT Mini-Grants
- ReACT Take Down Tobacco Day Sticker Competition
- ReACT Summer Summit

Community

ReACT reaches out to communities throughout the year, sharing exciting opportunities for youth and community members to participate in ReACT.

- Prevention Art Classes
- Days of Action Events
- City Council Presentations
- ReACT Take Down Tobacco Day Sticker Competition

State

ReACT engages Montana year-round through fantastic events, exciting competitions, and interactive social media. Each opportunity gives youth the tools to develop education, advocacy, and leadership skills through action. These opportunities include but are not limited to the following:

- ReACT Mini-Grants
- ReACT Commercials
- ReACTor Spotlight Campaign
- Take Down Tobacco Day Sticker Competition
- Annual Summer Summit
- Days of Action Events
- Annual Summer Summit
- Celebration on the Hill
- Chalk Walks
- Instagram Live Streams

Thank you for your interest and passion in joining the first-ever tobacco-free generation in Montana as the ReACT Youth Engagement Specialist. I look forward to working with you to achieve this goal.

- Warmest Regards, Ashley Burke



How Can I Participate in ReACT?

There are three ways to participate in ReACT.

Independent ReACTor:

Individual students participating in ReACT activities and events independently with the support of an adult advisor (e.g., teacher, counselor, parent, etc.)

Youth Prevention Programs:

A student group who would like to work on tobacco is welcome to participate in ReACT activities, events, and objectives with the support of their adult advisor (e.g., teacher, counselor, parent, etc.)

ReACT Coalitions:

At least four students participate in ReACT activities and events as a group with the support of an adult advisor (e.g., teacher, counselor, parent, etc.)

Training:

Youth are encouraged to complete the Take Down Tobacco Training Program presented by Campaign for Tobacco-Free Kids. In this free online course, middle and high school students are equipped with the skills to create change in their communities and assist in creating the first-ever tobacco-free and nicotine-free generation in Montana.

- [Take Down Tobacco Training Program](#)

Take Action:

Participate in days of action or awareness activities either in person or virtually. Learn more about these events at www.mtreact.com.

Examples include:

1. Red Ribbon Week (October)
2. Take Down Tobacco Day (March)
3. ReACT Summit (June or July)
4. Mini-Grant Funded Program (October-July)

Finally, teens must be passionate about this work to impact themselves, their friends, and their community personally.



Independent ReACTor

Individual students participating in ReACT activities and events independently with the support of an adult advisor (e.g., teacher, counselor, parent, etc.) (1)

Youth Role:

- **Register** on the ReACT website [to join the movement.](#)
- **Pledge** to be tobacco-free on the [ReACT website.](#)
- **Participate** in ReACT days of action celebrations, live streams, yearly activities, and events.

Adult Advisor Role:

- **Support** students in pursuing a tobacco-free life and the desire to participate in ReACT.
- **Pledge** to be tobacco-free on the [ReACT website.](#)
- **Provide** students with current research study findings, program updates, branded program gear, upcoming day-of-action activities, and events throughout the year.

Training:

Independent ReACTors must complete the [Take Down Tobacco Training Program](#) provided by Campaign for Tobacco-Free Kids. This training will allow students to understand Big Tobacco's history, products, and marketing techniques that they can share with their peers and community.

Take Action:

Independent ReACTors must participate in one in-person and one virtual ReACT activity, competition, and or day of action.

Examples include:

1. Take Down Tobacco Day Sticker Competition – April 2024
2. ReACT Summit - April 2024
3. ReACTor Spotlight Campaign – 2023-2024



Youth Prevention Programs

A student group who would like to work on tobacco is welcome to participate in ReACT activities, events, and objectives with the support of their adult advisor (e.g., teacher, counselor, parent, etc.) (1)

Youth Role:

- **Register** on the ReACT website [to join the movement.](#)
- **Pledge** to be tobacco-free on the [ReACT website.](#)
- **Educate** peers and community members on the harms of tobacco products and the target marketing tactics of Big Tobacco, and increase awareness of My Life, My Quit.
- **Promote** the ReACT objectives, Day of Action activities, events, and resources to stand up and speak out against Big Tobacco.
- **Participate** in ReACT days of action celebrations, live streams, yearly activities, and events.

Adult Advisor Role:

- **Support** students in pursuing a tobacco-free life and the desire to participate in ReACT.
- **Pledge** to be tobacco-free on the [ReACT website.](#)
- **Provide** students with current research study findings, program updates, branded program gear, upcoming day-of-action activities, and events throughout the year.

Training:

Students are encouraged to complete the [Take Down Tobacco Training Program](#) provided by Campaign for Tobacco-Free Kids. This training will allow students to gain critical transferable education through our media messaging and the history of Big Tobacco's impact on the Montana population, allowing them to tackle any issue that affects their school, community, or state.

Take Action:

Students in youth programs must participate in two ReACT activities, competitions, and or days of action.

Examples include:

1. Take Down Tobacco Day Sticker Competition – April 2024
2. ReACT Summit - April 2024
3. ReACT Mini-Grant – October 2024
4. ReACTor Spotlight Campaign – 2023-2024

ReACT Coalitions



Minimum of four students participating in ReACT activities and events as a group with the support of an adult advisor (e.g., teacher, counselor, parent, etc.) (1)

Youth Role:

- **Register** on the ReACT website [to join the movement.](#)
- **Pledge** to be tobacco-free on the [ReACT website.](#)
- **Educate** peers and community members on the harms of tobacco products and the target marketing tactics of Big Tobacco, and increase awareness of My Life, My Quit.
- **Advocate** for legislative policies designed to protect Montana youth from tobacco products such as flavors. In addition to promoting and expanding the local CIAA to include e-cigarettes and smoking distance rules.
- **Promote** the ReACT objectives, Day of Action activities, events, and resources to stand up and speak out against Big Tobacco.
- **Participate** in ReACT days of action celebrations, live streams, yearly activities, and events.

Adult Advisor Role:

- **Support** students in pursuing a tobacco-free life and the desire to participate in ReACT.
- **Pledge** to be tobacco-free on the [ReACT website.](#)
- **Provide** students with current research study findings, program updates, branded program gear, upcoming days of action activities, and events throughout the year.

Training:

Coalition members must complete the following educational tobacco education curriculums.

- [Take Down Tobacco Training Program](#) provided by Campaign for Tobacco-Free Kids
- [Vaping: Know the Truth](#) provided by TRUTH Initiative in collaboration with the American Heart Association and powered through Evert.

This training will allow students to gain critical transferable advocacy skills through our media advocacy and decision-maker engagement courses, allowing them to tackle any issue that affects their school, community, or state.

Take Action:

Coalition members must participate in four ReACT activities, competitions, and or days of action.

Examples include:

1. Take Down Tobacco Day Sticker Competition – April 2024
2. ReACT Summit - April 2024
3. ReACT Mini-Grants – October 2024
4. ReACTor Spotlight Campaign – 2023-2024



5. Instagram Live Interviews - 2023-2024
6. ReACT Commercials – 2024
7. E-cigarette Presentations 2023-2024
8. Meetings with Decision-makers 2023-2024
9. Celebration on the Hill - 2025

ReACT Coalition Positions

These positions maybe adapted based on coalition needs.

- Coalition Members
 - Position Description: Coalition members are responsible for the planning and participation of coalition training, community engagement, event planning, implementation, and evaluation.
 - Eligibility:
 - Montanan Resident
 - Enrolled Student
 - Grade – 6th- 12th
- Youth President
 - Position Description: The coalition president is responsible for the oversight and management of coalition operations, including coalition meetings and communication, community engagement, fiscal decision-making, strategic plan development, implementation, and evaluation.
 - Eligibility:
 - Montana Resident
 - Enrolled Student
 - Grades: 8th-12th
 - Must serve two years as a coalition member.
 - Term: Annual:
 - The position is awarded based on a coalition vote.
- Youth Vice President
 - Position Description: The coalition vice president is responsible for assisting the president in the oversight and management of coalition operations, including coalition meetings and communication, community engagement, fiscal decision-making, strategic plan development, implementation, and evaluation.
 - Eligibility:
 - Montana Resident
 - Enrolled Student
 - Grades: 7th-12th
 - Must serve one year as a coalition member.
 - Term: Annual
 - The position is awarded based on a coalition vote.
- Youth Treasurer
 - Position Description: The coalition treasurer assists the president and vice president as a secretary responsible for creating meeting agendas, meeting notes, fiscal oversight, and reporting to the coalition.
 - Eligibility:
 - Montana Resident
 - Enrolled Student
 - Grades: 7th – 12th

- Must serve one year as a coalition member.
 - Access to technology
 - Term: Annual
 - The position is awarded based on a coalition vote.
- Coalition Adult Advisor
 - Position Description: The coalition advisor is responsible for assisting the coalition in overseeing and managing its operations, including coalition meetings and communication, community engagement, strategic plan development, implementation, and evaluation. Reports to the [ReACT Youth Engagement Specialist](#).
 - Eligibility:
 - Montana Resident
 - 18 or older
 - Complete ReACT Adult Advisor Orientation with ReACT's Youth Engagement Specialist.
 - Attend Quarterly ReACT Adult Advisor Meetings hosted by the ReACT Youth Engagement Specialist.

What are the 5 W's you need to know to plan a successful activity?

- WHY are you doing the activity?
- WHO is the target audience?
- WHAT type of activity will help you reach your goal?
- WHERE will you host your activity to reach your target audience?
- WHEN will the activity be?

How can you supercharge an activity?

- Develop a fundraising or sponsorship strategy, if necessary
- Promote to the media.
- Share on social media.
- Create a call to action.

Use the following resources to plan a successful activity or event. (2)

Activity Planner

WHY	What is your goal?	
WHO	Who is your target audience?	
WHAT	What type of activity fits with your goal & audience?	
WHERE	What venue is most appropriate?	
WHEN	What is the best date & time?	

Event Planning Checklists:

Before the Event

- Define the goal of the event and connect it to your key message.
- Identify your audience.
- Choose an activity (Consider using resources such as Campaign for Tobacco-Free Kids, ReACT, and TRUTH Initiative.)
- Select event location.
- Create consent/permission slip forms for participants and guardians.
- Select a date and time.
- Develop a fundraising or sponsorship strategy.
- Promote your event in the media and send out a press release.
- Promote your event on social media.
- Create a call to action for your audience.

- Gather any materials needed for your event.

After the Event

- Post pictures and outcomes of the event on social media
- Follow-up on your call to action
- Reach out to discussion makers if applicable.
- Thank your partners, sponsors, and volunteers.

Event Planning Tips

- Brainstorm the tasks that will need to be completed to plan and implement the activity. Then, determine the deadlines for each task, working backward from the activity date.
- Ask for volunteers to be responsible for each task. Ask them to think about tasks and activities they like doing, have experience with, have a specific skill set, or gain experience. More than one person can be responsible for a specific task.
- Schedule the next meeting or check in to ensure tasks are moving forward.
- Provide any resources, contacts, or information the youth will need to work on and complete their tasks.

Additional 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.

Organization	Website
<i>ReACT</i>	http://www.mtreact.com/
<i>TRUTH Imitative</i>	https://truthinitiative.org/
<i>Campaign For Tobacco-Free Kids</i>	https://www.tobaccofreekids.org/
<i>MTUPP</i>	https://dphhs.mt.gov/publichealth/mtupp/
<i>Montana OPI</i>	https://opi.mt.gov/
<i>CDC</i>	https://www.cdc.gov/
<i>NIH</i>	https://www.nih.gov/
<i>My Life, My Quit</i>	My Life, My Quit
<i>This Is Quitting</i>	https://truthinitiative.org/thisisquitting
<i>ACTS for Youth</i>	http://actforyouth.net/youth_development/engagement/
<i>ISTEP Iowa</i>	https://www.iowastep.org/
<i>Resist Kansas</i>	https://www.resisttobacco.org/
<i>The 84 Mass.</i>	https://the84.org/
<i>Uprise Colorado</i>	https://upriseyouthmovement.org/
<i>American Lung Association</i>	https://www.lung.org/
<i>American Cancer Society</i>	https://www.cancer.org/

Thank you for your interest in ReACT. If you have any questions or concerns, please email the ReACT Youth Engagement Specialist, Ashley Burke, at Ashley.rollinburke@mt.gov.

Citations



1. ReACT. Events. *mreact*. [Online] March 10, 2022. <http://www.mtreact.com/get-involved/events/>.
2. CTFK. Take Down Tobacco Day. Campaign for Tobacco-Free Kids. [Online] March 10, 2022. <http://www.takedowntobacco.org/>.
3. Initiative, TRUTH. E-Cigarettes: Facts, Stats, and Regulations. TRUTH Initiative. [Online] January 10, 2021. [Cited: March `` 10, 2022.] <http://truthinitiative.org/research-resources-emerging-tobacco-products/e-cigarettes-facts-stats-and-regulations>.