

REACT GUIDE

2024-2025



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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-12th
- 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 summit
- 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 Design 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 Design 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 Design Competition
- Annual Summer Summit
- Days of Action Events
- ReACT 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 education 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)

Independent ReACTors meet one-on-one with their advisor six times per year to work on ReACT objectives. The organization of these meetings will be left to the discretion of the advisor.

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.
- **Commit** to participating in the ReACT program for an academic year.

Training:

Independent ReACTors must complete two training courses through [Take Down Tobacco Training Program](#) provided by Campaign for Tobacco-Free Kids.

- Take Down Tobacco 101
- The Rise of Vaping

These trainings 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 2025
2. ReACT Summit - June 2025
3. ReACTor Spotlight Campaign – 2024-25



Youth Prevention Programs

A student group who would like to work on tobacco education 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 Prevention Program Coalition must hold a minimum of twelve meetings annually, where ReACT objectives are worked on. The organization of these meetings will be left to the discretion of the coalitions.

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.
- **Commit** to participating in the ReACT program for an academic year

Training:

Students are encouraged to complete four training courses through [Take Down Tobacco Training Program](#) provided by Campaign for Tobacco-Free Kids. Including:

- Take Down Tobacco 101
- The Rise of Vaping
- Messaging Matters
- Activities that Take Down Tobacco

These trainings 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 – June 2025
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)

ReACT Coalitions must hold a minimum of twenty-four meetings annually. The organization of these meetings will be left to the discretion of the coalitions.

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. 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.
- **Commit** to participating in the ReACT program for an academic year

Training:

ReACT Coalition members must complete the six training courses through [Take Down Tobacco Training Program](#) provided by Campaign for Tobacco-Free Kids. Including:

- Take Down Tobacco 101
- The Rise of Vaping
- Messaging Matters
- Mastering the Media
- Informing Decision- Makers
- Activities that Take Down Tobacco

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. (Minimum of 2x at the state level and 2x at the local level per year)

Examples include:

1. Take Down Tobacco Day Sticker Competition – April 2025
2. ReACT Summit – June 2025



3. ReACT Mini-Grants – October 2025
4. ReACTor Spotlight Campaign – 2024-25
5. Instagram Live Interviews - 2024-25
6. ReACT Commercials – 2025
7. E-cigarette Presentations 2024-25
8. Meetings with Decision-makers 2024-25
9. Celebration on the Hill - 2026



ReACT Adult Advisor 101

Position Description:

The 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 Advisor Orientation with ReACT's Youth Engagement Specialist.

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.
- Develop and maintain a relationship with the ReACT Youth Engagement Specialist.
- Develop and maintain a relationship with the local Tobacco Education Specialist.
- Commit to serving as an adult advisor for an academic year.
- Adult advisors must attend three of the four quarterly ReACT Advisors calls.
- Adult advisors must complete a ReACT Orientation with the ReACT Youth Engagement Specialist.
- Adult advisors must attend the 2025 ReACT Advisor Conference in Helena, Montana.
- Adult advisors must provide a quarterly coalition roster.
 - October, January, April, & June

Training:

ReACT Advisors must complete the six training courses through the [Take Down Tobacco Training Program](#) provided by Campaign for Tobacco-Free Kids. Including:

- Take Down Tobacco 101
- The Rise of Vaping
- Messaging Matters
- Mastering the Media
- Informing Decision- Makers
- Activities that Take Down Tobacco

These trainings will allow Advisors to gain a historical knowledge of the tobacco industry to support their ReACTors in education, advocacy, and taking action at the local and state levels.





REACT COALITION LEADERSHIP POSITION DESCRIPTIONS

President Description:

- The President shall be responsible for the administration of affairs of the ReACT Coalition, with assistance from the Adult Advisor and coalition members.
- The President shall preside over all meetings of the ReACT Coalition.
- The President shall appoint committees and coalition members to tasks and/or research issues when necessary.

Eligibility:

- Montana Resident
- Enrolled Student
- Grades: 8th-12th
- Must serve two years as a coalition member.
- Term: Annual

The position is awarded based on the following:

- Completed applications will be graded by the coalition Advisor and two additional community members, such as a local decision-maker, school faculty, etc.
- Positions will be awarded by the end of each August, and results will be emailed to the ReACT Youth Engagement Specialist.

Vice President Description:

- The Vice President shall assume the duties of the President during the President's absence.
- The Vice President shall assist the President in performing duties when needed.
- The Vice President shall prepare an annual report summarizing the council's activities as of December 31st, with assistance from coalition members and the adult advisor.

Eligibility:

- Montana Resident
- Enrolled Student
- Grades: 7th-9th
- Must serve one year as a coalition member.
- Term: Annual

The position is awarded based on the following:

- Completed applications will be graded by the coalition Advisor and two additional community members, such as a local decision-maker, school faculty, etc.
- Positions will be awarded by the end of each August, and results will be emailed to the ReACT Youth Engagement Specialist.

Treasurer Description:

- The treasurer shall track all coalition-related finances and keep accurate records of money spent overseen by the Adult Advisor.
- The treasurer shall share a monthly financial report with the coalition.

Eligibility:

- Montana Resident
- Enrolled Student
- Grades: 8th - 12th
- Must serve one year as a coalition member.
- Access to technology
- Term: Annual

The position is awarded based on the following:

- Completed applications will be graded by the coalition Advisor and two additional community members, such as a local decision-maker, school faculty, etc.
- Positions will be awarded by the end of each August, and results will be emailed to the ReACT Youth Engagement Specialist.





REACT COALITION LEADERSHIP POSITION DESCRIPTIONS

Secretary Description:

- The Secretary shall record and maintain the minutes of all ReACT Coalition meetings and file them with copies of the previous minutes.
- The Secretary shall prepare and receive correspondence for the ReACT Coalition and maintain proper files.
- The secretary shall inform the president and vice president of upcoming events.

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 the following:

- Completed applications will be graded by the coalition Advisor and two additional community members, such as a local decision-maker, school faculty, etc.
- Positions will be awarded by the end of each August, and results will be emailed to the ReACT Youth Engagement Specialist.

Adult Advisor Description:

- The 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. The advisor 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.
- Attend the 2025 ReACT Advisor Conference in Helena, Montana





APPLICATION FOR REACT COALITION LEADERSHIP

First Name:

Last Name:

Address :

City :

Postal Code :

Phone:

Email:

POSITION APPLYING FOR: (CHECK ALL THAT APPLY)

☐

President

☐

Treasurer

☐

Vice President

☐

Secretary

Short Answer Questions

Why do you want to hold an officer position?

Have you previously held an officer position for ReACT or for another group? Explain: (Were you good at it? What did you learn? How will it help you here?)

Do you know the roles & responsibilities of the position's you are applying for? And lastly, why should we give a position to you over someone else?

I hereby agree to take my position very seriously and to do my best.

Signature: _____



ReACT Coalition Stipend

Purpose:

The purpose of these stipends is to support ReACT coalitions with costs that come up throughout the year such as, but not limited to:

Category	Funding Range
Adult Advisor Stipend	\$250
Meeting Materials	\$200-\$400
Event Expenses	\$300-\$500
Gear Items	\$300-\$500
Youth Speaker Stipend	\$100-\$250

How to Qualify for ReACT Coalition Stipends:

- Registered with the ReACT website as a ReACT Coalition.
 - Independent ReACTor and Youth Prevention Program do not qualify for annual stipend.
- Adult advisors must attend three of the four quarterly ReACT Advisors calls.
- Adult advisors must complete a ReACT Orientation with the ReACT Youth Engagement Specialist.
- Adult advisors must attend the 2025 ReACT Advisor Conference in Helena, Montana.
- Adult advisors must provide a quarterly roster of active youth in their coalition.
 - October
 - January
 - April
 - June

Stipend Amounts:

The Tiers below are based on the number of active students per coalition. Funds will be distributed at the beginning of August and addressed to the coalition name and adult advisor. Please note that these coalition funds are dependent on MTUPP's annual budget which can fluctuate from year to year. As such, the future availability of stipends is not guaranteed.

Number of Youth	Funding Amount
Tier 1 (Less than 5 youth)	\$1,000
Tier 2 (Less than 10 youth)	\$1,500
Tier 3 (Less than 20 youth)	\$2,000

For questions or concerns regarding coalition stipends, please get in touch with ReACT's Youth Engagement Specialist, [Ashley Burke](#).



ReACT Activity & Event Planning

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 held?

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

