

REACT GUIDE

2025-2026



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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 ceremonial 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

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:

- 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, and our website. Our content includes event announcements, days of action activities, and promotion of “My Life, My Quit” and other quitting programs.

Facebook

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

Instagram

- Channel link: [Instagram @ mtreact](#)
- Content includes posts and stories

Website

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

ReACT Outreach

School

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

- Days of Action Events
- ReACT Take Down Tobacco Day Sticker 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.

- Days of Action Events
- City Council Presentations
- ReACT Take Down Tobacco Day Sticker 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:

- Take Down Tobacco Day Sticker Design Competition
- Days of Action Events
- ReACT Summer Summit
- Celebration on the Hill

How Can I Participate in ReACT?

ReACT Coalitions:

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

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 product flavors 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, yearly activities, and events.
- **Commit** to participating in the ReACT program for an academic year

Training:

- Explore [Youth section](#) for the MTUPP website.

Take Action:

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

Examples include:

1. Take Down Tobacco Day Sticker Competition – April
2. ReACT Summit – June
3. E-cigarette Presentations
4. Meetings with Decision-makers
5. Celebration on the Hill



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:

- 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 all quarterly ReACT Advisors calls.
- Adult advisors must complete a ReACT Orientation with the ReACT Youth Engagement Specialist.

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, Courtney Blaskovich.



