



# DIRTY LAUNDRY ACTION GUIDE



**A PROGRAM OF PARTNERS IN PREVENTION**

# DIRTY LAUNDRY ACTIVITY

Use this activity to creatively expose Big Tobacco's lies and tricks by airing out their dirty laundry! Creating a powerful visual display can help people in your community realize the deadly consequences of tobacco use and the tactics used by the tobacco industry to market their products.

With this guide you will be able to put together the campaign with the help of LMTI and lead your Action Group through some critical thinking about the misinformation that Big Tobacco spreads.



## TARGET AREA(S):

- ☐ Tobacco

## MATERIALS NEEDED:

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Markers/Paint/Decorating Materials | <input type="checkbox"/> Clothes Line/String | <input type="checkbox"/> T-Shirt Handout    |
|   | <input type="checkbox"/> Clothes Pins        | <input type="checkbox"/> Tobacco Fact Sheet |

## TARGET AUDIENCE:

- ☐ Students
- ☐ School Faculty

## STRATEGY/STRATEGIES:

- ☐ Providing Information

## GREAT FOR:

- |   |   |
|---|---|
| <input type="checkbox"/> Kick Butts Day (Mar.)      | <input type="checkbox"/> Great American Smokeout (Nov.)           |
| <input type="checkbox"/> World No Tobacco Day (May) | <input type="checkbox"/> National Drug & Alcohol Fact Week (Jan.) |
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# INSTRUCTIONS

**1. SCHEDULE.** Choose a date to implement your event. Be sure to check with your school to see if you need permission or if there are any other events happening during that time.

Need some tips on picking a date?

- Start with your school and community calendars and pick a few dates that are free.
- Then provide these dates to your group members and have them vote to determine which day(s) they are available.
- You can either do this in person or use a web-based survey such as Doodle, Google Forms, or Survey Monkey and send it out to your members.

**THE DATE WE SELECTED IS:**

**2. RECRUIT.** Recruit volunteers and have them turn in permission slips if necessary. You may want to find out from your school administration if you need photo release forms to be filled out in the event that you decide to share the photos on social media or give them to a newspaper with a press release.

If you need to recruit more students some way to do so are by posting on social media, handing out flyers, making school announcements, and spreading the information by word of mouth.

**3. CREATE.** Make a banner or sign that explains the project, such as “We’re Airing Out Big Tobacco’s Dirty Laundry.” Write quotes, facts, draw pictures, (or share personal stories) on the articles of clothing to expose what the tobacco industry has said historically about marketing tobacco products to young adults.

Use the Tobacco Fact sheet as a guide for statistics and quotes. If you research your own information make sure that is reputable and accurate.

# INSTRUCTIONS

**4. IMPLEMENT.** On the day of the event, be sure to assign volunteers to certain areas of the location. Hang up the decorated clothing on a line in a populated area such as a hallway or lunchroom. Have representatives from your group and/or additional information about fighting big tobacco or quitting tobacco on hand.



**5. EVALUATE/DEBRIEF YOUR EVENT.** Be sure to send the press release about your event to the local newspaper and share what your group did with some photos as well! Once you have completed the event it is important to evaluate and debrief the process.

Debrief Questions:

- How many people do you think were impacted as a result of this project?
- What were some positive outcomes/results from this project?
- What was your favorite part of this project?
- What can we change next time to make this even more successful?

# ACTION PLAN

COMPLETED	TASK	WHO?	BY WHEN?	MATERIALS NEEDED
<input type="checkbox"/>	Select date/dates to implement the project			
<input type="checkbox"/>	Share brief description and purpose of the project with school administration.			
<input type="checkbox"/>	Request permission from school administration to implement the project.			
<input type="checkbox"/>	Determine where the display will be (cafeteria, main entrance, quad, etc).			
<input type="checkbox"/>	Connect with your guidance department, school resource officer, etc to see if they have brochures or literature about quitting tobacco that you can distribute at the event.			
<input type="checkbox"/>	Secure materials to make banner & T-shirts			
<input type="checkbox"/>	Secure materials for clothes line display			
<input type="checkbox"/>	Determine times for individuals to be stationed at the information table to explain project & invite people to participate.			
<input type="checkbox"/>	Designate someone to take plenty of pictures of the event			
<input type="checkbox"/>	Set up your banner, clothes line display, and information/ decorating table.			
<input type="checkbox"/>	Update the sample press release with specific information about your project.			
<input type="checkbox"/>	Send the updated press release to your local paper.			
<input type="checkbox"/>	Implement your event!			
<input type="checkbox"/>	Evaluate/Debrief & Celebrate!			