



**lindsey
meyer
teen
institute**

TOBACCO PARK CLEAN-UP ACTION GUIDE



A PROGRAM OF PARTNERS IN PREVENTION

TOBACCO PARK CLEAN-UP

The Please I.D. Me Campaign is an initiative to have alcohol vendors in your community be knowledgeable about requiring proper identification for liquor sales. The packet of information you will provide to the stores will include posters, table tents, fact sheets, and additional information that you feel they may need to want.

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 access and attitudes of alcohol in your school and community.

TARGET AREA(S):

- ☐ Tobacco

MATERIALS NEEDED:

- ☐ Large Plastic Seal-able Bags/Container
 - ☐ Garbage Bags
 - ☐ Camera
 - ☐ Gloves
 - ☐ Press Release

TARGET AUDIENCE:

- ☐
- All

STRATEGY/STRATEGIES:

- ☐ Providing Information
- ☐ Physical Design

GREAT FOR:

- ☐ Kick Butts Day (Mar.)
- ☐ World No Tobacco Day (May)
- ☐ Great American Smokeout (Nov.)
- ☐ National Drug & Alcohol Fact Week (Jan.)



INSTRUCTIONS

1. SCHEDULE. Choose a date for your clean-up event. Weekends and mornings often work best as the foot traffic is usually low. Be sure to check with your city to see if you need a permit for the location of the clean-up.

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. INVITE. Invite local leaders, elected officials, and the media to join you at the park clean-up. Be sure to contact the local newspaper and invite them to cover your event.

Below keep track of the people or organizations you may want to invite to your event. If you are unsure as to who fits these categories you can start by looking on your local town or school website.

OUR INVITATIONS SHOULD GO TO:

- Local Leaders/Elected Officials:

- Media:

INSTRUCTIONS

4. IMPLEMENT. On the day of the event, be sure to assign volunteers to certain areas of the location. Instruct the volunteers to put the cigarette butts they find in a clear Ziploc bag (this is so you can take a picture of all you've collected at the end and have an approximation of how many cigarette butts were collected). If you can, weigh the bags of cigarette butts so you can have an accurate data for when you present your findings.

COLLECTED DATA:

- How many bags did you fill?
- What was the total weight of the cigarette butts that you found?
- How many people participated in the activity?
- Did you learn or discover something that you didn't know about before?



5. EVALUATE/DEBRIEF YOUR EVENT. Be sure to send the press release about your event to the local newspaper and share your findings with the town. If the park is not “smoke-free” or does not have appropriate signage, use our guide to change it! If your group can, meet again in six months to clean up the cigarette butts again and see if the numbers have decreased.

ACTION PLAN

COMPLETED	TASK	WHO?	BY WHEN?	MATERIALS NEEDED
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