



“Millennials, Social Justice, and Tobacco Use”

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Objectives

- Increase attendees knowledge about the organizations mission and the community you serve.
- Increase attendees knowledge about how we engage millennials in anti-tobacco and tobacco-free campus campaigns.
- Increase attendees knowledge about the importance of social justice messaging to millennials.
- Increase attendees knowledge about the impact of anti-tobacco work.
- Describe lessons learned from other cancer prevention educational initiatives.

who are we?

Truth Initiative
is a nationally
recognized,
non-profit
organization
combatting tobacco
use among
American teens
and young adults.

what we do?

**We speak, seek
and spread the
truth to achieve
a culture where
all youth and
young adults
reject tobacco.**

WORTH MORE

Big Tobacco targeted lower-income communities with products that can derail lives and diminish hope. We deserve better.

CHECK IT OUT →

SPREADING THE TRUTH



4x

more smoke-free
colleges since 2010



The issues

Tobacco-free Environments



- Smoke- or Tobacco-free colleges/universities
- Smoke-free cities
- Pharmacies that don't sell tobacco

Flavors



- Menthol
- Other flavored tobacco products

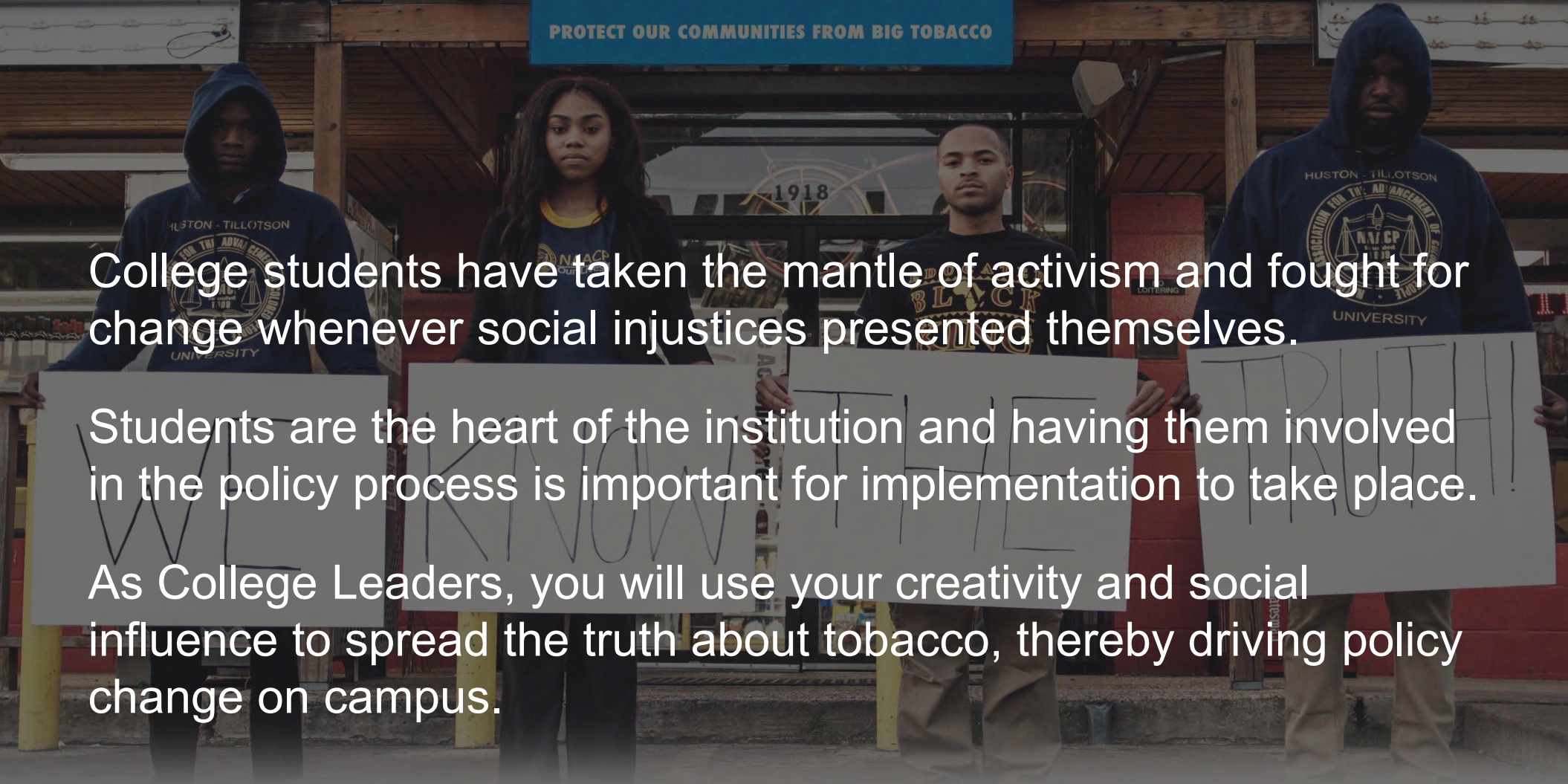
Tobacco and Popular Culture



- Movies / Netflix
- Video games



MILLENNIAL ENGAGEMENT



College students have taken the mantle of activism and fought for change whenever social injustices presented themselves.

Students are the heart of the institution and having them involved in the policy process is important for implementation to take place.

As College Leaders, you will use your creativity and social influence to spread the truth about tobacco, thereby driving policy change on campus.

*“We just sell it. We reserve the right to smoke for the young, the poor, the black and the stupid.”
- R J Reynolds executive, June 1992*



The College Leader program educates and empowers college students to be leaders on their respective campuses and galvanize the tobacco control movement through the power of truth® and advocacy.

College Leaders will...

Learn

- How to implement campaigns
- How to create and host truth events
- How to achieve policy goals

Gain

- Knowledge of tobacco as a health and social justice issue
- Leadership development, advocacy, and mobilization training
- Experience working with a national organization
- A network of other college leaders from across the country

Enhance

- Communication skills
- Problem solving skills
- Organization skills

College Leader Objectives

- ❑ Enlist: College leaders should recruit 10-15% of the student population through our text-in system by the end of the grant period. Ex: Text VUU to 88709
- ❑ Engage: Execute 4-6 low-intensity advocacy activities during the grant period (areas of tobacco-free environments, tobacco and popular culture, flavors)
- ❑ Advocate: one high-intensity advocacy actions (town hall meeting) and two advocacy actions that directly support the national truth public education campaign ad launches (VMAs and Grammys or as identified)

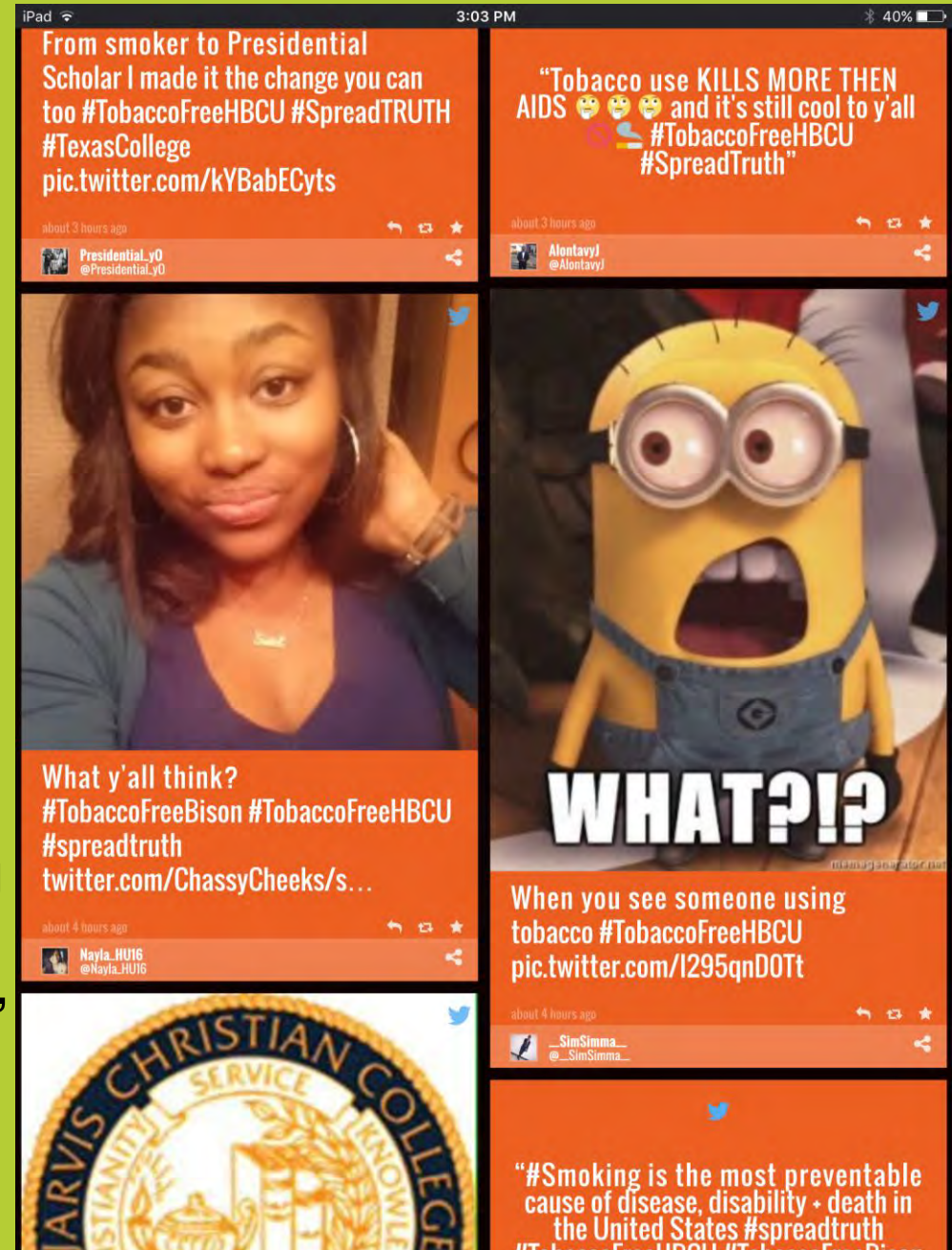


Posts

“I wonder who knows about third hand smoke? I know Concordia College will know really soon. #tobaccofreehbcu #SpreadTruth”

“The total economic burden of smoking in the U.S. exceeds \$300 billion annually. #Spreadtruth #TobaccoFreeHBCU #TobaccoFreeBison”

“I always fake cough when I see someone smoking a cigarette. I knew someone would share my sentiment. #TobaccoFreeHBCU #SpelmanCollege”





TRUTH COLLEGE ART CAMPAIGN



WE'RE **KICKING OFF** OUR FIRST EVER
TRUTH X ARTS COLLEGE MURAL
PROGRAM! SEE DETAIL BELOW.





X FINISH FLAVORS
END MENTHOL FLAVORED CIGS FOR GOOD.

SOCIAL JUSTICE & ACTIVISM

WE'RE FIGHTING BACK

- Digital Storytelling



BLACK LIVES, BLACK LUNGS

"We don't smoke that s**t.
We just sell it. We reserve
the right to smoke for the
young, the poor, the black
and the stupid."

-R J Reynolds executive, June 19

BLACK LIVES BLACK LUNGS

A film by Lincoln Mondy





***“We just sell it. We reserve the right to smoke for the young, the poor, the black and the stupid.”
- R J Reynolds executive, June 1992***

CALL ON THE FDA TO BAN MENTHOL CIGARETTES

MINT SHOULDN'T MASK A
DEADLY PRODUCT

~~STRAWBERRY~~ | ~~ORANGE~~

~~CLOVE~~ | ~~GRAPE~~ | ~~CINNAMON~~

~~PINAPPLE~~ | ~~VANILLA~~

~~LICORICE~~ | ~~COCOA~~ | ~~COFFEE~~

~~CHERRY~~ | ~~CHOCOLATE~~

MENTHOL

SIGN PETITION



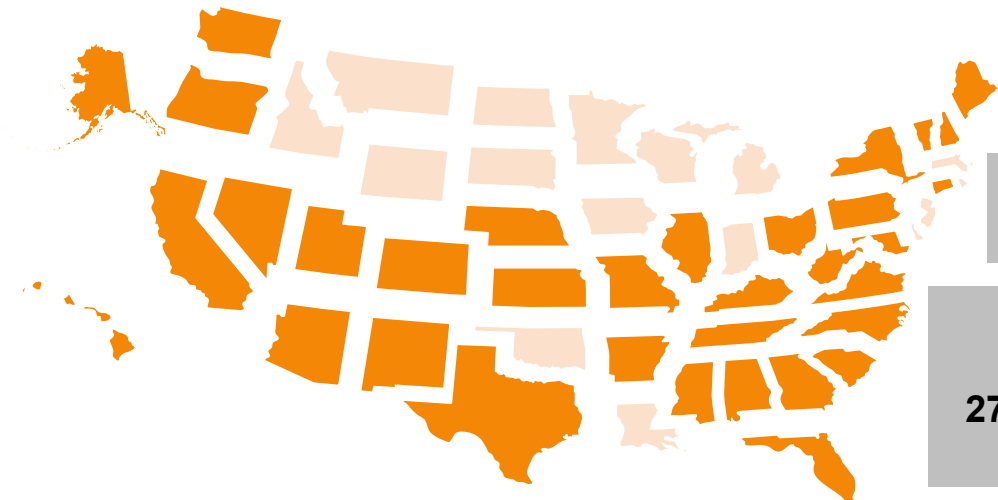
WWW.THETRUTH.COM

IMPACT



Truth Initiative College Program

- Community Colleges
- Minority Serving Institutions
 - HBCUs
 - Predominantly Black
 - Hispanic Serving Institutions
 - American Indian Serving Institutions
 - Asian Serving Institutions
- Low SES
- First-generation college attendees
- Students of color



35 States
135 Colleges

1,182,801
Students
274,654 Faculty
& Staff

Highlights

- ❑ Over 80 Colleges adopting policies in less than 3 years
- ❑ Over 300 activists trained
- ❑ Earned media opportunities



QUESTIONS?



Thank you!

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