

PROJECT PREVENT YOUTH COALITION PRESENTS

# READY. SET. RECORD.



YOUTH TOBACCO &  
NICOTINE PREVENTION

## DEAR ADVOCATE,

On behalf of the Arkansas Department of Health's Tobacco Prevention and Cessation Program and Arkansas Children's Hospital, the Project Prevent Youth Coalition (PPYC) is proud to announce **Ready. Set. Record.** Entries for the event, formerly known as Big Pitch, will be accepted September 11, 2017, through January 8, 2018.

Ready. Set. Record. addresses many Arkansas educational standards, such as the Speaking and Listening Common Core State Standard for English Language Arts for secondary students. Ready. Set. Record. also asks students to "make strategic use of digital media (e.g., textual, graphical, audio, visual and interactive elements) in presentations to enhance understanding of findings, reasoning and evidence, and to add interest." (CCSS.ELA-LITERACY.SL.11-12.5)

**Ready. Set. Record. will demonstrate students' ability to effectively advocate for a life-saving tobacco prevention policy.** Eighth through twelfth grade students wishing to participate in Ready. Set. Record. can by creating a 30-second video. The video must relate to advocating for a tobacco-related community policy like raising the minimum age to purchase tobacco products to 21 or making Arkansas's Clean Indoor Air Act comprehensive.

Videos for tobacco-related community policy will be judged together. Students will compete for First, Second or Third Place in the Beginner, Intermediate and Advanced categories. Winning videos must incorporate Project Prevent into their work and must include a tag at the end for PPYC. Recipients of First, Second or Third Place will receive a monetary award for each team member. Additionally, the schools they represent will receive a monetary award to purchase media equipment or supplies.

Winning entries will receive their cash and prizes at the PPYC Ready. Set. Record. Awards Show on February 8, 2018. Awards will be given for "Best Actor," Best Actress," "Best Editing," "Rookie of the Year" (for first-time participating schools), "Best Use of Special Effects," and "Best Behind the Scenes Use of Social Media."

Please encourage your students to post pictures and messages on social media using the hashtags #ProjectPrevent and #ReadySetRecord2017.

All entries are due by Monday, January 8, 2018, and must be submitted electronically at [www.sosprojectprevent.com/readyssetrecord/](http://www.sosprojectprevent.com/readyssetrecord/).

Sincerely,

**Feather Linn**

*Outreach Specialist - Tobacco Prevention*

*Community Outreach*

*Arkansas Children's Hospital*



 [FACEBOOK.COM/SOSPROJECTPREVENT](https://www.facebook.com/sosprojectprevent)

 [@SOSPROJECTPREVENT](https://www.instagram.com/sosprojectprevent) #PROJECTPREVENT #READYSETRECORD2017

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## PRIZES: 30-SECOND VIDEOS

### BEGINNER

#### 1ST PLACE:

Teacher: \$250  
School: \$1,000  
Student: \$75  
(up to six students)

#### 2ND PLACE:

School: \$500  
Student: \$50  
(up to six students)

#### 3RD PLACE:

School: \$250  
Student: \$25  
(up to six students)

### INTERMEDIATE

#### 1ST PLACE:

Teacher: \$250  
School: \$1,000  
Student: \$75  
(up to six students)

#### 2ND PLACE:

School: \$500  
Student: \$50  
(up to six students)

#### 3RD PLACE:

School: \$250  
Student: \$25  
(up to six students)

### ADVANCED

#### 1ST PLACE:

Teacher: \$250  
School: \$1,000  
Student: \$75  
(up to six students)

#### 2ND PLACE:

School: \$500  
Student: \$50  
(up to six students)

#### 3RD PLACE:

School: \$250  
Student: \$25  
(up to six students)

**BEST ACTOR** - \$25

**BEST ACTRESS** - \$25

**BEST EDITING** - \$25

**ROOKIE OF THE YEAR** - \$25

**BEST USE OF SPECIAL EFFECTS** - \$25

**BEST BEHIND THE SCENES USE OF SOCIAL MEDIA** - \$25



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ARKANSAS  
DEPARTMENT OF HEALTH



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## RULES: VIDEO ENTRIES

1. Participants must be in grades 8-12.
2. Ready. Set. Record. is a Project Prevent Youth Coalition activity. All participants are encouraged to join PPYC to stay up-to-date on Project Prevent activities such as Ready. Set. Record.
3. Videos must be created and produced by a team of **six or fewer students**.
4. Each team must determine a division in which to enter their video: Beginner, Intermediate or Advanced. Beginners are defined as students who are submitting videos for the first time. Intermediate entries are students who are submitting a video for the second year in a row. Advanced entries are students who are submitting a video for the third or fourth year in a row.
5. All videos must be 30-seconds long **and include** a 3-second tag at the end for the Project Prevent Youth Coalition. Learn more at [SOSProjectPrevent.com](http://SOSProjectPrevent.com).
6. No professional production or post-production assistance is allowed.
7. Any video that portrays overt violence, vandalism, appearance or use of any tobacco/nicotine products including smokeless tobacco, a real cigarette or e-cigarette, or any illicit activity will be disqualified.
8. **All entries must be submitted electronically by Monday, January 8, 2018.**
9. A third-party judge will review submissions based on the following criteria: creativity, effectiveness/accuracy of message, ethics and quality of talent.
10. Project finalists will be announced on [SOSProjectPrevent.com](http://SOSProjectPrevent.com) on (NEED DATE)
11. Qualifying entries will receive an invitation to the **Project Prevent Ready. Set. Record. Awards Show** to be held on February 8, 2018.



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## THE CLEAN INDOOR AIR ACT THE FACTS AND THE DANGERS OF SECONDHAND SMOKE

Secondhand smoke (SHS) is actually a mixture of two forms of smoke:

- **Mainstream smoke:** The smoke exhaled by a smoker or vaper.
- **Sidestream smoke:** Smoke from the lit end of a cigarette, pipe, cigar or hookah. This type of smoke has higher concentrations of cancer-causing agents (carcinogens) and is more toxic than mainstream smoke. It also has smaller particles than mainstream smoke, and they make their way into the lungs and the body's cells more easily.

Secondhand smoke contains the same harmful chemicals that smokers inhale.

### THERE'S NO SAFE LEVEL OF EXPOSURE TO SECONDHAND SMOKE.

By affecting the heart and blood vessels, secondhand smoke increases the risk of heart attack and stroke in non-smokers. Some studies have linked secondhand smoke to mental and emotional changes as well as symptoms of depression. Secondhand smoke is known to cause cancer.

More than 53,000 people in the United States die every year from secondhand smoke exposure.

Young children are most affected by secondhand smoke and the least able to avoid it. Most of their exposure comes from parents or other adults smoking in the home. Studies show that children whose parents smoke get sick more often, have more lung infections such as bronchitis and pneumonia, are more likely to cough, wheeze and have shortness of breath, and are more likely to get ear infections.

Secondhand smoke can also trigger asthma attacks, make asthma symptoms worse and even cause new cases of asthma in children who didn't have symptoms before.

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The Environmental Protection Agency (EPA) has identified secondhand smoke as a class A carcinogen, the most toxic class of chemicals that are known to cause cancer. The only way to fully protect non-smokers from exposure to secondhand smoke is to prohibit all smoking in indoor spaces and buildings.

In July 2006, Arkansas passed the **Clean Indoor Air Act**. The Arkansas Clean Indoor Air Act prohibited smoking in workplaces and public places, but it allowed exemptions for establishments that choose to serve people 21 and older. Bartenders, wait staff and musicians who work in smoking establishments suffer the health consequences of secondhand smoke at a fifty percent higher rate than other occupations.

**YOU CAN MAKE A DIFFERENCE BY MAKING A VIDEO.**



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## T21 YOUTH ADVOCATES IN ARKANSAS SUPPORT T21

According to the National Survey on Drug Use and Health, more than 80% of adult smokers smoked their first cigarette before they turned 18, and nearly 95% started before age 21. Raising the minimum legal sale age (MLSA) to 21, along with proven tobacco control strategies, could prevent youth tobacco use.

In 2016, 3.9 million middle and high school students used some form of tobacco. A model developed by researchers at the University of California, Irvine, showed that smoking prevalence for 15-17 year olds would drop from 22% to 9% in only seven years if the minimum age to purchase tobacco and nicotine products was increased to 21.

Five states have now raised the MLSA to 21: Hawaii, California, New Jersey, Maine and Oregon.

### DON'T BE A REPLACEMENT

A higher MLSA limits social channels through which youth can get enough cigarettes to develop a regular smoking habit. Youth frequently rely on getting cigarettes from the 18 - 20 year olds in their social circles. Raising the MLSA reduces access to legal buyers in their daily routine (especially at school) and limits successful store purchases.

Recruiting young adults as "replacement smokers" has long been a tobacco industry strategy to sustain their business, because smokers who start at an early age are more likely to become lifelong smokers.

### RECOGNIZE THE SIGNS

The tobacco industry markets directly to 18-21 year olds at bars, clubs, parties, concerts and sporting events. Tobacco companies market cigarettes, smokeless tobacco and electronic cigarettes in fun flavors that appeal to youth and also use popular celebrities to endorse their products.

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## **YOUTH ADVOCATES AROUND ARKANSAS SUPPORT TOBACCO 21 BECAUSE:**

- In Arkansas, **5,800 people die every year from tobacco use, and more than 500 people die every year from secondhand smoke.**
- Tobacco costs us. \$1.2 billion is spent in medical costs associated with tobacco and nicotine-related illnesses in Arkansas every year.
- Tobacco companies know youth are more susceptible to nicotine addiction and cigarette advertising than adults.
- \$109.5 million is spent in tobacco marketing and promotion each year in Arkansas.
- Tobacco companies play on your freedom - only to hook you. Tobacco ads are lively and active, but that is the opposite of death and disease.
- Tobacco companies want their messages around kids. They frequently post advertisements at the gas pump, on the windows, near candy displays and drink coolers and all over your community.
- Tobacco companies need students to replace the 480,000 people who die each year from tobacco and nicotine use. Youth and young adults who smoke are at higher risk for high blood pressure, difficulty breathing, heart problems, increased illness, tooth decay, rotting teeth and gum disease.
- There is support. The majority of Arkansas voters want to protect us from tobacco.
- It will not only save my life, but will save the life of my friend. In Arkansas, the rate of smoking for ages 18-24 is 23.6%, compared to the national rate of 13%.
- The future of the next generation is not defined by anyone.

