



YOUTH TOBACCO &
NICOTINE PREVENTION

PROJECT PREVENT YOUTH COALITION PRESENTS

READY. SET. RECORD.

STUDENTS IN GRADES 8-12 WILL BE ASKED TO DEMONSTRATE THEIR ABILITY TO EFFECTIVELY ADVOCATE FOR A LIFE-SAVING TOBACCO PREVENTION POLICY.

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.

- Students are encouraged to research a tobacco-related community policy initiative and create videos of the one they feel like will have the most impact of their communities.
- T21 is a campaign aimed at raising the minimum legal age for tobacco and nicotine sales to 21.
- The Clean Indoor Air Act protects workers in Arkansas from secondhand smoke in the workplace and protects the citizens of Arkansas from second-hand smoke in public places; however, Arkansas's Clean Indoor Air Act is not comprehensive. An establishment that refuses admission to anyone under 21, whether customer or employee, can allow smoking. The law also doesn't apply to outdoor areas such as patios and decks, many of which are enormously popular with restaurants and bars.

Students choosing to create a Ready. Set. Record. video on making the Clean Indoor Air Act comprehensive should address these issues and explain why they believe that loopholes in the Clean Indoor Air Act should be eliminated.

- Each video should be at least 30 seconds long and include a tag at the end for the Project Prevent Youth Coalition.
- Submissions will be accepted electronically Monday, September 11, 2017, through Monday, January 8, 2018.

To learn more about READY. SET. RECORD. rules and PRIZES, visit:

SOSPROJECTPREVENT.COM/READYSETRECORD

