

Beyond Tabling



California
Youth
Advocacy
Network



GENERAL CAMPUS ACTIVITIES

- Do a butt clean-up and display collected butts at your table. (Hint: Do the butt clean-up the day and/or week before the event so you can display the butts you gather at your event.)
- Leave notes in classrooms via flyers or on black/white boards promoting cessation services as well as GAS events.
- Leave notes in faculty mailboxes requesting they make announcements about the day's events and cessation services in their classes.
- Place table tents on tables in eateries and staff and faculty lounges.
- Hold an art ad contest for the campus community. Ask participants to create an advertisement to promote cessation services available to the campus community. Invite a member of the Student Health Center, the Faculty Senate, an Associated Student member, a person from the student newspaper, and a member of your coalition to judge the competition. The top one to three winners can be rewarded with gift certificates and/or promotional items. The winning graphics can be used throughout the year to promote cessation services. Ask the representative from the newspaper to feature the winning design in the paper.
- Host a forum on campus to discuss the college smoke-free policy or general tobacco issues (e.g., use of hookah by college students).
- Give away free quit kits at the event and advertise campus cessation services.



CAMPUS ADMINISTRATION AND STUDENT GOVERNMENT

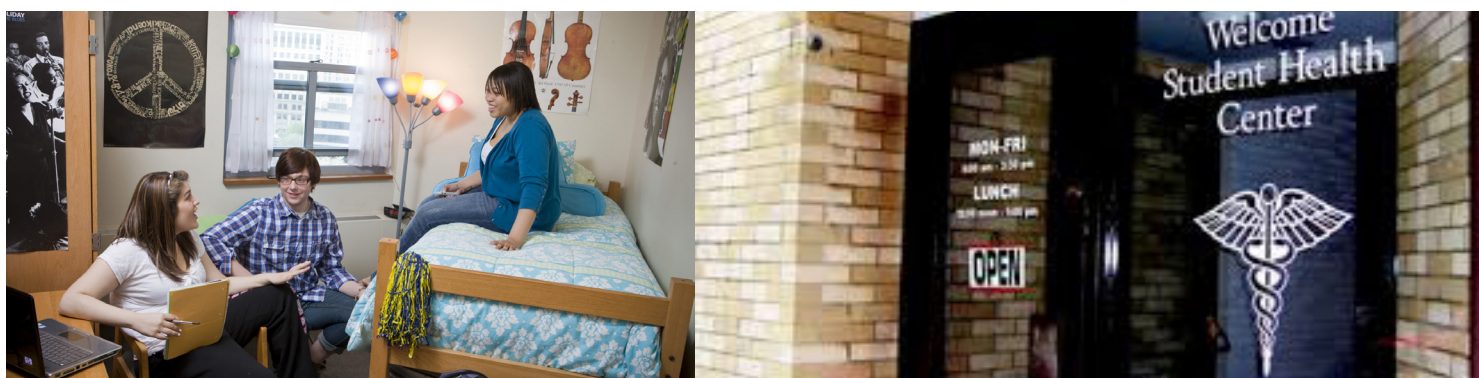
- Ask the administration and the student government to support by removing all tobacco products from campus on the day of GAS (if campus currently sells tobacco).
- Work with the store manager and/or owner (if owned by an off campus party) to remove products for the day.
- Ask campus administration to post a GAS message on the homepage of the campus website. The posting should include event time, location, and available cessation services as well as contact information.
- Ask administration to increase smoke-free policy enforcement and compliance efforts on campus for the month of November or on the day of the event.

CLUBS AND ORGANIZATIONS

- Organize a quit contest between campus clubs and organizations.
- Have student groups compete to see how many tobacco users can quit for the day and how many students can quit for good.
- Promote on campus cessation services that are available to students to support their quit efforts.
- Provide information on quitting tobacco to all campus clubs and organizations.
- Ask the Student Life Director to send out information about your event and available cessation services to all student organizations.
- Create a design or have a contest for a Great American Smokeout T-shirt.

MEDIA

- Send a Letter to the Editor supporting tobacco users who are trying to quit. Include in the letter information on the campus tobacco-free policy, policy enforcement, and available cessation services.
- Ask the campus paper to do a story on GAS. Include information such as the dangers of tobacco use, tobacco industry marketing, reasons to quit, how many students on campus use tobacco, how many people want to quit. Additionally, encourage the paper to promote on campus cessation services and available resources for those looking to quit tobacco.
- If your campus paper or campus calendar has a section on the week's events, make sure and include your event and/or a general posting on GAS in the coming events section.
- Promote your campus GAS event on the student radio or on the campus television station.
- At sporting events on the day of the event have the announcer promote available cessation services on campus, the local community, or the California Smokers' Helpline.
- Use your Social Media presence (Facebook, Twitter, MySpace, YouTube, Blogs, Wikis, Pinterest, Instagram, etc) to promote GAS events and campus cessation services. Or send out a campus wide e-mail about your event and available cessation services. You could also arrange for an announcement of the event on the campus website homepage.



RESIDENTIAL HOUSING

- Provide information to Residential Advisors (RA's) to have a tobacco free party on the day and/or night of GAS. Provide RA's with food for the party as well as incentive items for those who quit tobacco use for the day or longer.
- Host a 24 hour party/sleepover in the residential hall common area where non-tobacco and tobacco users can come for support, help, resources, food, activities, etc. to stay tobacco-free for the day.
- Provide all residential halls with flyers on available campus and/or community cessation services.
- Place table tents in the dining halls to promote GAS events and cessation services available to students.

STUDENT HEALTH CENTER

- If not doing so already, on the day of the event, ask Student Health Center staff to ask patients if they use tobacco. If yes, offer cessation information and services.
- Post flyers in the Student Health Center about GAS activities.
- Provide quit kits to Student Health Center to distribute to those interested in quitting tobacco use.