

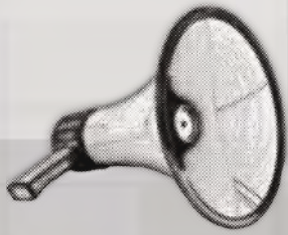
#BeHeard

DIGITAL TOOLKIT
FOR TAKING ACTION

Speaking up is a form of taking action.
Find out how to make your moment and
join our movement!

POWERED BY





OVERVIEW

It's true. The story of tobacco is connected to wealth, power and influence. This, however, is not its only truth.

The reality of tobacco is devastating. **1.7 billion pounds** of toxic cigarette butts are littered yearly affecting our ecosystem.¹

The economic cost of smoking is **\$300 billion** in the United States alone.²

Additionally, according to the CDC, since 1964, tobacco use is directly responsible for the premature deaths of more than **20 million Americans**.³

Let's Be Clear.

We are taking action on an issue that has been around for a very long time. Significant progress has been made, but we continue to hear stories reminding us why we must remain engaged. We need to share these stories. Your voice is powerful and more influential than the one million dollars the tobacco industry will spend on advertising EVERY HOUR.⁴ This guide will help YOU take action and **#BeHeard!**

We know. That's a lot to take in. But it's all true.

For many of us, this is personal. Someone close to us has died or we've heard stories from friends who've lost loved ones because of tobacco use.

We see tobacco's destructive influence on our communities. Yet there are few platforms allowing those who experience this reality an opportunity to speak out and **#BeHeard**.

Big Tobacco spends **\$284.5 million a year** marketing in Indiana.⁴

They successfully recruit **4,100 youth** each year, to replace the **11,100 Hoosiers** who die annually.⁴

We don't have to be silent while Big Tobacco continues to profit from deadly products marketed and sold in our communities.

This is our moment. Our MOVEMENT. Our chance to speak out and **#BeHeard**.

We will remember those we've loved and lost. We will also expose the tobacco industry's tactics and products that lead to death.

THERE IS A STORY TO BE TOLD. CHANGE TO BE MADE. ACTION THAT LEADS TO INFLUENCE.



CONNECT WITH US

www.voiceindiana.org

FOLLOW US

@voiceindiana



INSIDE THE GUIDE:

PHASE ONE: #BEHEARD

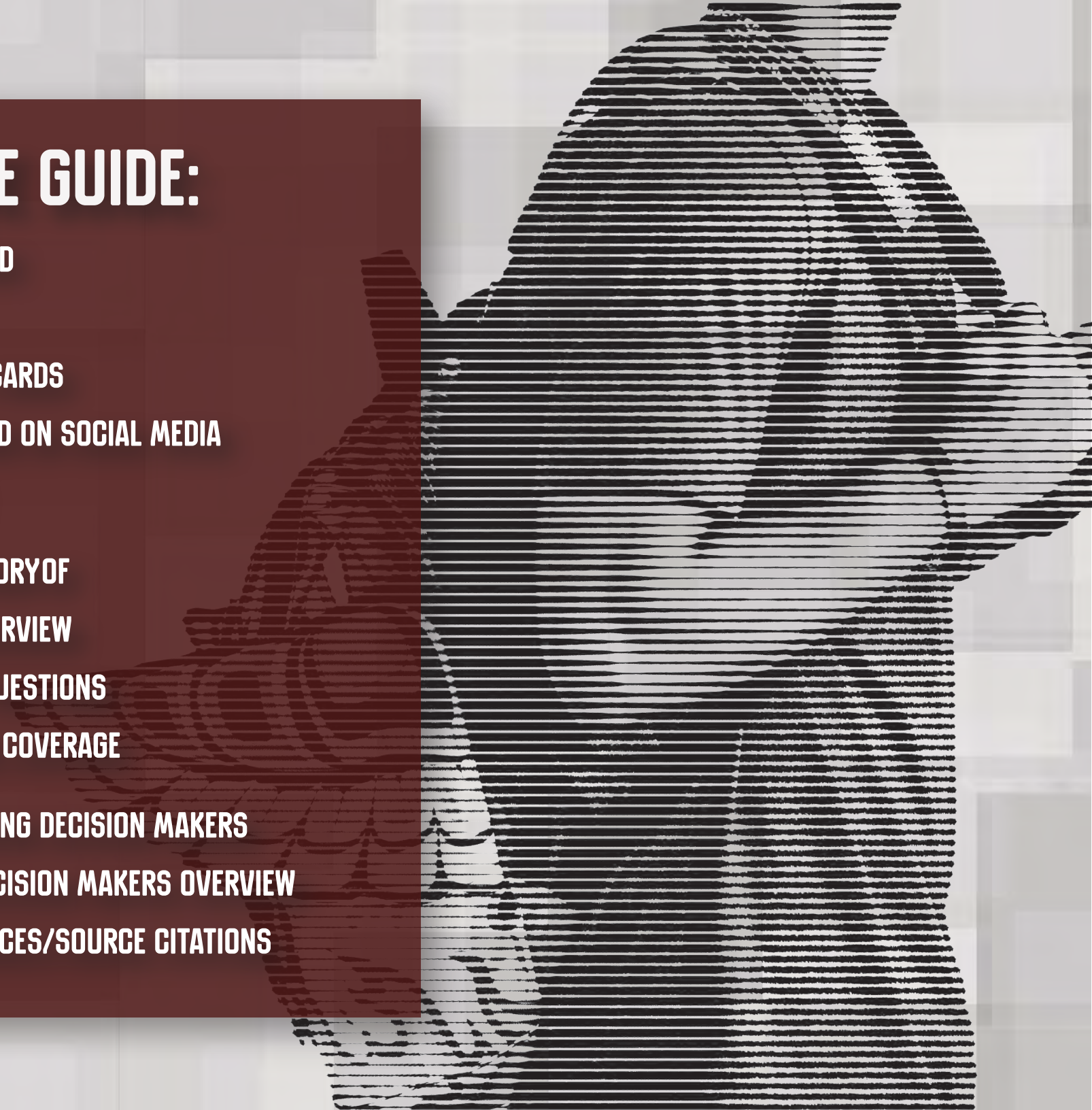
- CALL TO ACTION
- #BEHEARD BLANK CARDS
- SUPPORT #BEHEARD ON SOCIAL MEDIA
- SELFIE TEMPLATE

PHASE TWO: #INMEMORYOF

- #INMEMORYOF OVERVIEW
- EVENT PLANNING QUESTIONS
- MAXIMIZING MEDIA COVERAGE

PHASE THREE: ENGAGING DECISION MAKERS

- ENGAGING WITH DECISION MAKERS OVERVIEW
- CONTACTS/RESOURCES/SOURCE CITATIONS



CALL TO ACTION

#BeHeard is a campaign designed to empower Hoosier teens to share stories of how tobacco has forever changed our lives. With this campaign, we'll mourn, remember, and honor the memories of those we've lost.

VOICE provides you a platform to **#BeHeard** and together we'll reach and discourage the 4,100 Hoosier youth projected to start smoking this year from doing so.

CAMPAIGN PHASES: AN OVERVIEW

In *phase one*, we invite teens and VOICE champions throughout Indiana to submit a brief video that tells a story of a life lost to tobacco and includes a pledge of action.

For some, sharing your story will not be enough. You will choose to help elevate the campaign by educating and engaging peers, community members, decision makers, and elected officials. Phases two and three were designed with you in mind!

In *phase two*, you engage your community and invite others to record and share their stories by hosting an **#InMemoryOf** event. We'll provide tips, instructions and resources. You'll make it happen!

Finally, in *phase three*, you connect with decision makers and elected officials to share your **#BeHeard** stories and invite them to participate in the campaign by recording and sharing *their* stories.

PHASE ONE

1. Create **#BeHeard** cards.
Use ours (see next page) or make your own.
2. Record your story in 30-55 secs.
3. Post your video on your favorite social media accounts.
4. Tag friends and family.
5. Ask them to share it.
6. Use the hashtags **#BeHeard**, **#ActionSpeaks**



STEP 1. CREATE AND #BEHEARD

We want this process to be a breeze. If you have 5 minutes, it's enough time to take action and **#BeHeard**.

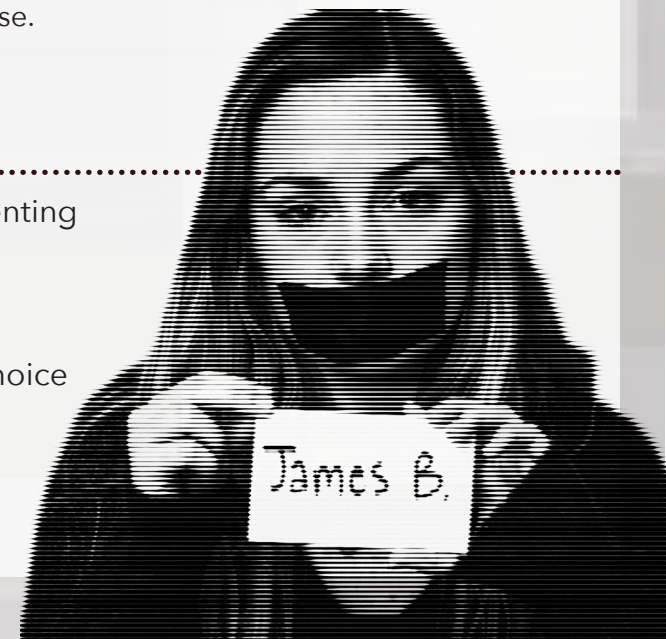
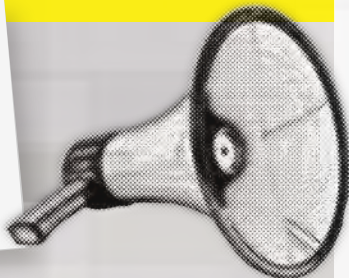
Download, print, cut-out, and use our **#BeHeard** cards (next page) or grab some index cards and follow the documenting steps listed below. If you have your own idea about HOW you want to **#BeHeard**, feel free to improvise.

Write the following information on a card.
Make sure each card is easy to read.

DOCUMENTING

- Card 1: Name of person you're representing
- Card 2: Relation to you/career
- Card 3: Special memory of them
- Card 4: Brand or tobacco product of choice
- Card 5: Year of death
- Card 6: Declaration of action
- Card 7: **#BeHeard**

Video not your thing?
Take a selfie with the
#BeHeard sheet found
on the last page of the
toolkit!





#BeHeard



#BeHeard



#BeHeard



#BeHeard

CALL TO ACTION

PHASE ONE

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Use ours or make your own.
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STEP 2. RECORD AND #BEHEARD

1. Find a well lit area to set up your camera (phone, tablet, or hand-held).
2. Position yourself so that the cards may be clearly seen.
3. Record yourself sharing your message. If possible, keep the cards in the documenting order previously listed. Be sure to allow enough time for viewers to read each card. Try to keep the video length between 30 and 55 seconds.

STEPS 3-6. POST, ENGAGE AND #BEHEARD

POST

You've likely uploaded content to Instagram, YouTube, Facebook, Twitter or Snapchat, so we won't bore you with those details. We do have a few requests and suggestions for you once you've uploaded your video:

1. Tag your friends and family in the post.
2. Ask them to share your **#BeHeard** message.
3. Use our hashtags to help us (and others) find your video.

Thats it! Well, almost...

ENGAGE

Now that you've been courageous enough to share your **#BeHeard** story. Here are a few tips and suggestions to maximize your effort:








1. Reply to and like any comments you receive on your video.
2. Encourage others to create their own video or message and share it online.
3. Tag/Share your video with your favorite online influencer.
4. Ask them to support you and share your video.



SUPPORT #BEHEARD ON SOCIAL MEDIA



SAMPLE TWEETS

-  Stories have power. Tell yours and **#BeHeard**
-  The young, the old, the elected - it's the pain that connects us. **#BeHeard**
-  This year 11,100 Hoosiers will be silenced by Big Tobacco. Not me. **#BeHeard**
-  @congressman, who have you lost to tobacco use? Will you share your story and **#BeHeard** with us?
-  No one following your Soundcloud? Here's another way to **#BeHeard** www.voiceindiana.org
-  We all have a story. Share your's at voiceindiana.org and **#BeHeard**
-  Resist the norm. Go to voiceindiana.org and **#BeHeard**

KEY MESSAGES



In Indiana alone, the tobacco industry spends nearly \$300 Million a year in advertising. This helps them recruit 4,100 new teen smokers every year.



There is nothing normal about 11,100 Hoosiers dying each year due to tobacco related disease. We don't have to keep quiet. Let's **#BeHeard**



Speaking up is a form of taking action.

SAMPLE INSTAGRAM



Phase Two



#IN MEMORY OF EVENT

PHASE TWO

Congratulations on taking a big step to **#BeHeard**. Now that you've completed phase one and your personal message is live on the web, we encourage you to take your efforts to the next level.

The Tobacco Industry is notorious for their ability to create a sense of community around their deadly products. They've built fancy resorts for loyal customers, spent billions on attractive marketing campaigns, promotional giveaways, and positioned their brands as some of the most recognizable in the world. This isn't by accident. They understand the power of community; the ability to shape social norms and gain influence, all while peddling one of the deadliest products on our store shelves.

This is where we turn the tables. **#BeHeard** is a brand, a platform, a movement for **YOU** to build community through the art of storytelling and advocacy. In phase two, we invite you to take **#BeHeard** and directly engage, educate and empower your community. How? By holding **#InMemoryOf** events.



THIS IS HOW YOU'LL HELP GROW THE MOVEMENT AND AMPLIFY YOUR VOICE!

Think about it - take 10 minutes to prep your peeps on the ins and outs of the campaign. Then choose a date, a time a location, and promote your event. Download our materials, grab a few friends, some cameras, set up a table or two (or go door to door) with a stack of **#BeHeard** branded index cards and some markers.

You can create a flashy video booth or keep it simple, even portable. The key is to **engage** your community. You'll explain (**educate**) the campaign and ask (**empower**) everyone you connect with to record and upload a **#BeHeard** video. Like you, they will **#BeHeard in memory of** someone who is no longer able to speak out against tobacco.

That's it. You are now operating as an influencer in your community!

EVENT LOCATION EXAMPLES

- Before school/lunchtime/after school
- Relay for Life
- County Fair
- Farmers Market
- Community Park
- Church or civic organization event
- Neighborhood driveway
- Skate park
- Sporting events



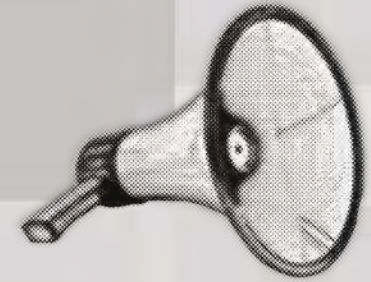
#IN MEMORY OF EVENT

PHASE TWO

We're excited for you to share the campaign! Most of what you need to host a successful **#InMemoryOf** event has already been covered. Some may choose to elevate the event with more educational information and/or media coverage.

To include more educational information, check out our handy **#BeHeard** Pitch, an eleven slide presentation designed for YOU to use. It contains facts, key messages and speakers notes to help you inform and enlighten your peers.

To assist you with the media, check out the *Maximizing Media Coverage* page in this section. Finally, we recommend you complete the *Event Planning Questions* (on the next page) before you engage, educate and empower!



ENGAGE

- DOWNLOAD AND CUSTOMIZE THE #BEHEARD FLYER
- SHARE AND PROMOTE YOUR #INMEMORYOF EVENT ON SOCIAL MEDIA
- IDENTIFY AT LEAST 5 PEOPLE YOU WILL ASK TO PARTICIPATE

EDUCATE

- SHARE KEY MESSAGES WITH YOUR PEERS IN PERSON AND ON SOCIAL MEDIA
- IDENTIFY AN EVENT OR OPPORTUNITY IN YOUR COMMUNITY AND WHEN APPROPRIATE REQUEST TO PRESENT THE #BEHEARD PITCH

EMPOWER

- HOLD YOUR #INMEMORYOF EVENT
- RECORD THE STORIES OF YOUR PEERS AND COMMUNITY MEMBERS
- ASSIST THEM WITH UPLOADING AND SHARING THEIR MESSAGES AND USE OUR HASH TAGS

#IN MEMORY OF EVENT

PLANNING QUESTIONS

- Answering these questions will help ensure the success of your **#InMemoryOf** event.

LOCATION

- Is your location easily accessible for the target group of participants?
- Do you need permission or permits to use this location?
- Is it a safe location for participants?
- Does this location have electrical outlets (if needed) for the video booth?
- Do you need/have a rain/bad weather back-up plan?

PARTICIPANTS

- Who will recruit and organize participants?
- What are your strategies to recruit participants (*directly, social media, etc.*)?
- When and how will you notify participants of event logistics?
- What should participants bring (*pictures of loved ones, mementos*)?
- How will participants be organized to effectively time their arrival/filming?

PRE-EVENT LOGISTICS

- Who will handle these items?
- What date will the event be held?
- Are the **#BeHeard** flyers being used to promote the event?
- Who will download, print and post **#BeHeard** flyers?

DAY-OF-EVENT LOGISTICS

- Who is the point person at the **#InMemoryOf** event?
- What time will the **#InMemoryOf** event begin and end?
- Where will participants meet?
- Who will review the filming tips with participants?
- Who will take photographs of the event?
- What kinds of pictures should they take?
- Who will be the designated spokespeople if media are present?
- Do these individuals have the information they need for media interviews?
- Do you need/have table and chairs for your event?
- How many cameras/tablets/laptops will you need?
- Who will be in charge of uploading the **#BeHeard** videos to social media?
- How will this be handled?

MAXIMIZING MEDIA COVERAGE

ONE WEEK BEFORE THE EVENT

- From our [website](#), download and customize the media advisory and press release describing the who, what, when, where, why, and how of your **#InMemoryOf** event. Distribute the advisory to media outlets (TV, radio, newspaper) locally and online, inviting them to cover your event. Reporters should receive the media advisory a week before the event and the press release the day of the event. Begin posting on social media as soon as the details of your event are finalized.
- Identify the spokespeople who will represent your group in any interviews, both before and during the event. Make sure you also have contact information for someone who can talk about the event.
- Give your spokespeople a copy of your news release and the **#BeHeard** fact sheet included in this toolkit. Make sure they're informed and comfortable speaking about the **#BeHeard** activities.

DAY OF EVENT

- Distribute the press release to media outlets.
- Bring copies of the news release to the event.
- When reporters arrive, introduce them to your spokespeople; give them a news release and **#BeHeard** fact sheet. Make sure they get all the information they need for their story.
- Use talking points for topics to cover during the interview.

AFTER THE EVENT

- Notify VOICE if you received media attention at your event by emailing: info@voiceindiana.org and/or completing the [VOICE Easy Media Share Form](#).
- Complete the online **#BeHeard** Reporting Form.
- Remember to say, "Thank you."
- Celebrate your achievements and thank your volunteers and partners for a job well done.

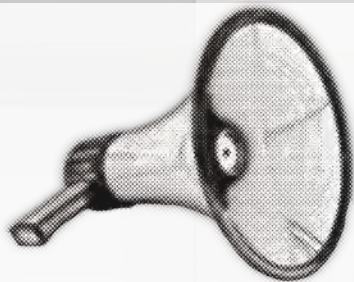


Phase Three



ENGAGE AND EDUCATE COMMUNITY LEADERS

The task in Indiana is formidable. You've learned about the money Big Tobacco will spend and the tactics they use to recruit new teen smokers. Now, let's take your advocacy to the next level.



They too are a part of our community. They too have been affected by loss due to tobacco use. They too deserve the opportunity to **#BeHeard** along with those from the communities they serve.

Establishing a baseline of communication and engagement with community leaders is a critical part of creating change. They respect and eagerly seek out influencers in their communities to partner with and support their efforts.

After successfully completing **#BeHeard** phase one and two, we invite you to use your voice as an influencer to engage and educate your community leaders. Elected officials, business and education leaders play a pivotal role in our society. Their decisions shape our lives.

Through your **#BeHeard** efforts you may have discovered marketing practices, illicit recruitment strategies or even brand specific data that is unique to your community. Informing your leaders about your findings is a step closer to community wide, sustainable change.



Download our detailed [Working with Elected Officials: A VOICE Action Guide](#) to take full advantage of this opportunity.

PHASE THREE

In **Phase Three** of this effort, you will focus on the following:

1. Make leaders aware of everything you've accomplished with the **#BeHeard** campaign.
2. Educate leaders about the effects of tobacco in your community.
3. Ask for their support of **#BeHeard**
4. Ask them to stand and **#BeHeard** with their community by recording and sharing their story.

VISITS

Face-to-face discussion is the most effective means of communication and helps to establish a solid working relationship. While elected officials have demanding schedules, they generally welcome opportunities to stay in touch with their constituents.

DURING MEETING TIPS

- Introduce yourself and explain that you're a teen advocate working on **#BeHeard**. Explain why this is an issue in your community (refer to the key messages).
- Be polite, non-confrontational, factual and persuasive. Give officials time to respond to your statements and questions.
- Keep it brief, two to three minutes. Make your points quickly and move on.

- Offer them the opportunity to join their fellow constituents and share a story of how tobacco has affected them. Be prepared with **#BeHeard** cards, a marker and a camera.

END OF MEETING TIPS

- Thank them for their time.
- Let them know you'll be following up soon with any information they asked. Be sure to do so in a timely way.

FOLLOW UP TIPS

- Following up to thank your officials for their time is important. Email is fast and convenient. If they use social media, be sure to publicly thank them there as well.

CONTACT VOICE

Email info@voiceindiana.org

Facebook [/voiceindiana](https://www.facebook.com/voiceindiana)

Instagram [@voiceindiana](https://www.instagram.com/voiceindiana)

Snapchat [@voiceindiana](https://www.snapchat.com/add/voiceindiana)

Twitter [@voiceindiana](https://twitter.com/voiceindiana)

Youtube [/voiceindianaorg](https://www.youtube.com/channel/UC...)



RESOURCES

VOICE
www.voiceindiana.org

The Truth Initiative
www.thetruthinitiative.org

Campaign for Tobacco-Free Kids
www.tobaccofreekids.org
www.takingdowntobacco.org

Center For Disease Control - CDC
www.cdc.gov/tobacco/index.htm

Food and Drug Administration - FDA
www.fda.gov/tobaccoproducts/publichealtheducation/protectingkidsfromtobacco/default.htm



SOURCE CITATIONS

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#IN MEMORY OF



#BeHeard

