

# Mini-Grant Application 2008-2009



## **No Limits Activism:**

### **Taking action against the tobacco industry through youth empowerment, youth leadership and creativity.**

#### **No Limits Activism Mini-Grants:**

No Limits Activism Mini-Grants are available to Nebraska teens who want to fight Big Tobacco and their manipulative marketing tactics by using activism. Anyone, ages 12-18 and grades 7<sup>th</sup>-12<sup>th</sup>, may apply for the grant. Grant funding is based upon the activism activities selected in the applications.

#### **Group Sponsor Role:**

Each grant application must have an adult group sponsor who is willing to be responsible for the grant money, turning in receipts and overseeing the youth during the activities. The youth are to take the leading role in filling out the grant application, planning the activities and following up with the final report.

#### **Youth Role:**

Youth applying for the funding are responsible for planning, preparing and following through with their events. They are to take the leading role in filling out the grant, planning the activities and following up with the final report. A final report must to be completed and sent in to be eligible for future grants.

#### **How to apply:**

Applying for the No Limits Activism Mini-Grants is as easy as 1, 2, 3.

- 1) Fill out the group, sponsor and youth names.
- 2) Select the topic/topics you wish to address.
- 3) Select your activism activity and start planning.

The mini-grant application has a wide selection of Activism Topics and Activities for you to choose from. The Activism activities listed are eye-catching, effective ways to get your message out there. No Limits is always up for new and creative activism. If you have an idea that is not on the list, go ahead and write a detailed description of it and an estimate for the cost. Then, be sure to contact Libby to be sure it passes the No Limits Activism Test.

# Mini-Grant Application 2008-2009



Group Name: \_\_\_\_\_

Sponsor Name: \_\_\_\_\_

Youth Names: \_\_\_\_\_

\_\_\_\_\_

## **Topics of Activism:** (You must choose at least one topic)\*

You will receive a packet of information about your topic to help you in your preparation for your activism event. The packet will include facts, helpful websites and other useful information so you can get the word out about these topics.

Please list the topics you wish to cover:

1. \_\_\_\_\_ 2. \_\_\_\_\_

Tobacco in Hollywood

Tobacco in Nebraska

Tobacco in the US

Global Tobacco

Smokeless Tobacco

Tobacco Sponsorships

Tobacco Targeting Teens

Flavored Tobacco

Tobacco Free School

Secondhand Smoke

Smoking in the Movies

Death Toll

Tobacco Industry Quotes

Teens and Tobacco Use

Science of Tobacco

Also, please mark if you would be interested in any of the following preassembled programs:

\_\_\_ Through with Chew Week Events

\_\_\_ World No Tobacco Day

\_\_\_ Are You Ready for Smoke-Free Air?

\*If there is a topic that you would like to focus on that is not listed above, please submit it for approval as one of your choices above.

# Mini-Grant Application 2008-2009



Group Name: \_\_\_\_\_ Date: \_\_\_\_\_

Please fill in your activism activities selections, a possible date and a possible location for the event. Each group will receive an informational packet with additional resources to help plan a powerful event. The maximum amount of grant money your group may receive is \$500.00. Groups are encouraged to perform multiple activism activities regularly throughout the year.

**\*\*GROUPS MUST NOTIFY NO LIMITS ONE WEEK PRIOR TO EACH ACTIVISM EVENT\*\***

	Name of Activity	Grant Value	Possible Date	Possible Location
EX:	Project 1200	\$100.00	3.28.07	High School Track Meet
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				

**No Limits Activism Mini-Grants 2008-2009**

Number	Amount	Name	Description
1	\$ 150.00	<b><u>Project 1200</u></b>	Everyday 1200 people in the U.S. die from tobacco use and secondhand smoke. 1200...have you ever thought about how many that actually is? Project 1200 is a memorial that does just that. It creates a visual image that makes 1200 more than just a number, Project 1200 shows the daily impact Big Tobacco has on our country. Brainstorm with your friends for an unforgettable item like shoes and then go about collecting 1200 of them to represent the people who die each day in the U.S. Next you want to obtain permission to display your memorial from your local law enforcement, park services or school officials depending upon the location.
2	\$ 50.00	<b><u>Human Billboards and Sandwich Boards</u></b>	With a few friends, some paint and a couple poster boards you can let your town know about the corruption of the tobacco industry and the dangers of tobacco products. (Or grab some string and tape and make your posters wearable sandwich boards.) Just plan your message, secure a permit, create your poster and then hit the streets with your message. Consider making some palm cards with the No Limits message that you could hand out to those who hear your message.
3	\$ 100.00	<b><u>WHAT'S in a cigarette?!</u></b>	<p>Ammonia, arsenic, acetone and benzene ...these are just a few of the more than 4000 chemicals found in cigarettes and secondhand smoke. You read that right, more than 4,000 chemicals and more than 69 of them are known carcinogens or cancer-causing agents! Unlike most other products, cigarettes don't list their ingredients on the package. It is time to let people know exactly what's in cigarettes and secondhand smoke.</p> <p>Cigarettes and secondhand smoke have the same chemicals found in common household products. Create a display explaining the different chemicals using examples such as toilet bowl cleaner (contains ammonia) or rat poison (has arsenic). For a complete list please contact No Limits.</p>

**No Limits Activism Mini-Grants 2008-2009**

<b>Number</b>	<b>Amount</b>	<b>Name</b>	<b>Description</b>
4	\$ 150.00	<b><u>Say it with a T.... a t-shirt that is!</u></b>	People love to express themselves through their clothes so why not share the No Limits message through your clothes, too. Get some T-shirts, markers, iron-on transfers, paints and creativity together and let each person make their own, one-of-a-kind, anti-tobacco t-shirt. Think about making your message span across a bunch of shirts and go to a big event together to show your message.
5	\$ 50.00	<b><u>Graffiti Wall</u></b>	Are you sick of Big Tobacco's lies and manipulation? Want to paint your thought loud and clear? Get your thoughts out on paper...a lot of paper! Create a long paper wall and cover it with anti-tobacco messages.
6	\$ 50.00	<b><u>Cup Art</u></b>	You walk by it everyday on the way to school. It surrounds your high school football field and track. It's a billboard waiting to happen. All it needs is a message spelled out in Styrofoam cups and that chain link fence can spread the truth about Big Tobacco to the whole school and the visiting team. Don't want to use cups? Cut old fabric into strips and tie your message up!
7	\$ 100.00	<b><u>Wall of Shame</u></b>	It's time to shine the light on the seedy tobacco industry and their manipulative marketing. Get your friends together to create a Wall of Shame in your school. What's a Wall of Shame, you ask? Well, it's simple. It's a hallway plastered with tobacco ads that point out how the tobacco industry is targeting teenagers. Go ahead and plaster No Limits message on the ads, include your own additions to the ads that point out exactly how the industry is playing you.
8	\$ 50.00	<b><u>Cigarette Butt Clean-Up</u></b>	Do you love your town, school or park but hate all the cigarette butts that litter the sidewalks and grass? You can organize a cigarette butt clean-up to raise awareness of the effects of discarded cigarette butts. With just a couple of friends and a couple of days, you may be able to clean up your favorite spot. Put the butts you collected in a large display jar...maybe next time people will think twice about tossing theirs on the ground.
9	\$ 50.00	<b><u>Drive Bys</u></b>	Get together with your friends and create a No Limits drive by. Plaster signs with powerful messages on your vehicles and then drive around town. List off the chemicals found in cigarettes and secondhand smoke or write out a tobacco industry quote, after you have your signs painted it's time to cruise.

**No Limits Activism Mini-Grants 2008-2009**

<b>Number</b>	<b>Amount</b>	<b>Name</b>	<b>Description</b>
10	\$ 50.00	<b><u>Numbers Campaign</u></b>	Have you ever seen an announcement plaster all over the place? The more you see it, the more curious your are about it. It is time to draw attention to the impact Big Tobacco has on our lives. Get permission to come in on Sunday night or another time when the school is empty. Then plaster it with a number representing a tobacco statistic....such as 7 Nebraskans who die each day from tobacco-related diseases. Print off fliers with just the number 7 on it and put it on the doors, lockers, in the bathrooms, near the lunch line on every white board in the school and then wait. The next day everyone will be asking what is 7...don't tell anyone. After a day or two you will have everyone's attention. Hold a school assembly or press conference to announce the meaning of the number 7 and talk about <u>Big Tobacco targeting teens.</u>
11	\$ 50.00	<b><u>No Limits Popcorn Bag</u></b>	At your local football games, softball, swimming meets, even your town festival, take a look around at what people are holding. See a lot of blank popcorn bags? Now is your chance to put that space to good use. Create No Limits labels with facts or messages about Big Tobacco, print them out and stick them to the bags. It's sure to get the crowd talking.
12	\$ 50.00	<b><u>Candy Give Away and No Limits Gum Wrappers</u></b>	Who wants candy? Yeah, everyone wants candy. No one wants Big Tobacco's lies. Attach anti-tobacco industry messages to your candy and give it away. Candy canes at Christmas. Easter eggs at Easter. Dixie cups for May Day. Green Apple Jolly Ranchers on St. Patty's Day. Popsicles on the 4 <sup>th</sup> of July. You get the picture. Or, hand out pieces of gum that have a anti-tobacco industry fact to chew on. Take off the paper wrapper (not the foil wrapper) and replace it with a No Limits wrapper covered with facts.
13	\$ 50.00	<b><u>Knock Out Tobacco Ads</u></b>	It is time for a little half-time entertainment. Paste as many tobacco ads as possible on a large sheet of butcher paper. During the next half-time stretch the ads across the goal post, soccer goal, etc and let the public kick, hit or throw balls through the ads, destroying Big Tobacco's manipulative lies!

**No Limits Activism Mini-Grants 2008-2009**

<b>Number</b>	<b>Amount</b>	<b>Name</b>	<b>Description</b>
14	\$ 100.00	<u>Operation Store Front</u>	Big Tobacco is sneaky when it comes to marketing their deadly and addictive products. Ever notice how convenience stores, especially ones near schools and playgrounds, are covered with ads for tobacco products. Bring awareness to this issues by tracking tobacco ads and promotions in your local venues. After collecting data, compile and summarize your results to share with store owners, local media and the public.
15	\$ 50.00	<u>Restaurant Sit-In</u>	Did you know that waitresses, busboys, hosts, dishwashers and cooks work in dangerous environments? Yep, no thanks to second hand smoke. In 2006, the Surgeon General reported that even a little exposure to secondhand smoke is dangerous to your health...let alone an 8-hour shift. Non-smoking sections don't work, neither do air filters or ventilators...the only way to protect the public is a 100% smoke-free environment. Show your support for the workers in your local dining establishment by holding a restaurant sit-in. Organize enough friends to fill the entire smoking section of a restaurant for one meal. By filling up <u>all</u> the tables in the restaurants you are providing one meal that is smoke-free for the workers and other diners, protecting them from the dangers of secondhand smoke. Remember you are there to support the restaurant and the workers there so plan on <u>ordering a meal or dessert</u> .
16	\$ 50.00	<u>Stall Street Journal</u>	Put your message where you have a captivated audience, that's right.... in the bathroom stall. This is the perfect opportunity for you tell people about the latest events in the tobacco industry. Create a Stall Street Journal with the latest NL events, news about the tobacco industry, quotes from tobacco execs and some games then post one in each stall for the public's reading enjoyment.
17	\$ 50.00	<u>Missing Persons</u>	Everyday 1200 people in the U.S. disappear because of diseases related to tobacco products. It's time draw attention to these disappearances. Paint you face white or get a white mask and head towards the street. Hand out palm cards that explain Big Tobacco's role in these missing person cases.

**No Limits Activism Mini-Grants 2008-2009**

<b>Number</b>	<b>Amount</b>	<b>Name</b>	<b>Description</b>
18	\$ 50.00	<u>Screen It...</u>	It's still up on the silver screen....yep the movies still make tobacco look cool. Think about who Hollywood usually has using tobacco... the successful, glamorous, and rich. Somehow, the reality of tobacco use is rarely included in films. No wonder it is responsible for almost 1000 new smokers everyday. It is time to bring attention to this. Host a showing of a current movie and have the audience track the number of times tobacco is used on the silver screen. You can also hand out facts about tobacco in Hollywood.
19	\$ 75.00	<u>Road Signs</u>	Next Exit 10 miles, No U-turn, Stop Ahead, Secondhand Smoke Contains Arsenic....Whoa! Road signs work. Share what you know about Nebraska and tobacco. Use a main road or busy street to post facts pertaining to the use of tobacco, school zones, and policy in the state. Make sure to get permission to put up the signs.
20	\$ 25.00	<u>The Black Line</u>	One person dies every 72 seconds from a tobacco-related disease in the United States; that's 1,200 people a day! Be creative and represent the lives lost in a visual way. You may ask a specific number of students to wear black for the day to represent the number of kids who are regular smokers and will eventually die from a tobacco-related illness. Or ask your school for permission to line up empty chairs or desks in the hallway to represent the number of youth who will die at the hands of tobacco. Think visual and think LOCATION! Add regular announcements with information to drive the point home!
21	\$ 25.00	<u>The Writing's on the Locker</u>	Use locker signs to make a statement and get the word out about Big Tobacco. According to the Campaign for Tobacco-Free Kids, on average 21.9 % of high school students smoke, and we know that 33 percent of smokers will die prematurely from tobacco use. Calculate the tobacco death rate at your school. Example: If there are 1,200 people in attendance, multiply 0.219 by 1,200 to find the estimated number of student smokers (263). Then multiply the 263 by 0.33. In this case, 87 students will die prematurely of tobacco use. Cover a certain number of lockers with black paper. Put the number of people that die each year from smoking or a tobacco-related statistic on them. Represent how much of your school population would die by having the number of completely black lockers match.

**No Limits Activism Mini-Grants 2008-2009**

<b>Number</b>	<b>Amount</b>	<b>Name</b>	<b>Description</b>
22	\$ 50.00	<b><u>Boldly Badvertise</u></b>	In 2005 tobacco companies spent \$75.8 million dollars on marketing in Nebraska. It is time to set their ads right with Badvertising. Collect, copy or print a bunch of tobacco advertisements (you could also scan them to Badvertise digitally). Using scissors, glue, paper, markers and the truth, change the misleading advertisements into honest, hard-hitting ads the show how tobacco really changes your life. Light and Luscious....more like Lethal Lies! Feel free to change the words, insert new photos, whatever makes the ad real. Set up the display at your high school or at a community event. Make it a contest and publish the winning Advertisement in the local paper.
23	\$75.00	<b><u>Dirty Laundry</u></b>	Big Tobacco is trying to hide a lot of secrets, and what better way to let the public know then to "Air Out Big Tobacco's Dirty Laundry?" Construct a clothesline where everyone can see it, then write facts on clothing items (either donated or purchased from a local thrift store.) Display to everyone that tobacco kills 1,200 each day in the U.S. or that there are over 4,000 chemicals in cigarettes and secondhand smoke.
24	\$ 50.00	<b><u>Celebrity Graveyard</u></b>	Hollywood has had a major role in glamorizing tobacco products, but that promotion came at a cost. The Marlboro Man, another Marlboro Man, John Candy, Babe Ruth, Marilyn Monroe...the list goes on and on. Create a graveyard for all the stars who died from tobacco related diseases. You can take it a step further and create the graveyard to come that shows some stars who use tobacco products today.
25	TBD	<b><u>Create your own activism mini-grant</u></b>	No Limits is all about youth empowerment, creativity and leadership. While we tried to provide you with a large selection of activism projects, we know that we didn't cover everything. If there is something not on this list, or you have a new activism project you thought of this section is for you. Please fill out the attached page describing your idea and how much you think you need to make it happen. If you are not sure about everything call No Limits or take a guess at it.