

Tobacco Retail Licensing MISSION: POSSIBLE

TOBACCO RETAIL LICENSING COMPREHENSIVE ACTIVITY LIST

GATHER YOUR DATA

- Conduct a youth purchase survey
- Do your own informal survey of stores that sell by asking peers
- Hold a YPS training
- Develop a local fact sheet
- Create merchant map/list
- Recognize merchants who don't sell to minors
- Get a reporter to ride along

RAISE AWRANESS/MEDIA COVERAGE

- Develop a public service announcement
- Write an Op-Ed
- Hold a protest in front of a store that sold tobacco to minors
- Hold an event on the steps of city hall
- Have a poster making session
- Write a press release
- Send out a media advisory
- Hold a press conference
- Write a letter to the editor
- Advertise in:
 - Newspapers
 - Magazines
 - Television
 - Newsletters
 - Local publications
 - Radio
 - Internet:
 - Mass email
 - Social networks:
 - Myspace
 - Blog
- Hold an advertisement contest
- Design a publication (newsletter/zine)
- Design pamphlets/flyers
- Distribute pamphlets on campus, in front of the grocery store, on cars at events
- Go chalking
- Create "Ask me" buttons

RECRUIT YOUTH

- Form a youth coalition
- Hold a media training
- Involve youth in drafting the ordinance
- Develop talking points
- Conduct a youth focus group
- Youth opinion surveys at school
- Interview other youth (MTV Style!)
- Learn more about Licensing (Research)
- Make/design t-shirts
- Make buttons

- Table at school or community events (or have a dunk booth or other fun attention-getting activities!)
- Plan a campus activity
- Hold a bowling event (Stop, drop and bowl) for the community
- Have contests with TRL related statistics or facts
- Have a raffle
- Play/create TRL related games
- Host a youth mixer, pizza party or ice cream social

RECRUIT COMMUNITY MEMBERS

- Do presentations
- Attend community meetings
- Meet with:
 - Government officials
 - Church leaders
 - Policy makers
 - Community members
 - Law enforcement
- Sponsor community or campus events
- Create a community contact list
- Conduct a community opinion survey
- Community correspondence:
 - Thank-you letters
 - Follow-ups
 - Public recognition

PERSUADE ELECTED OFFICIALS

- Collect endorsements from campus and community groups
- Start a letter-writing campaign
- Deliver the letters and endorsements to city hall or to a council meeting
- Investigate the political environment
- Complete a strategy chart
- Present at city council meetings
- Meet with city council members
- Role-play to practice:
 - Meeting with City Council
 - Coalition recruitment
- Network with:
 - County Health Departments
 - Coalitions
 - Experienced youth
 - Statewide agencies
- Attend:
 - Other coalition meetings
 - Trainings
 - Conferences
 - Teleconferences