



The Toxic Truth

Iowa Students for Tobacco Education & Prevention

March 2018 • Iowa Department of Public Health



The Scoop on the Summit

Celebrate ISTEP. Celebrate YOU.



The ISTEP Executive Council is excited to announce (drum roll)...*registration is now open* for the 2018 ISTEP Summit, *Celebrate ISTEP. Celebrate YOU.*

This year's Summit will be all about celebrating our past accomplishments and being proud of who we are.

As a reminder, the Summit will be held April 17 at the FFA Enrichment Center on the DMACC Ankeny Campus. Registration will begin at 8:30 AM, and the Summit will be 9:00 AM - 2:30 PM.

We request one person register each Chapter as a group, preferably the Chapter Advisor or Community Partnership. Space is limited so register as soon as possible.

In the upcoming weeks, more information about the position for the 2018-2019 ISTEP President will be sent to Chapter Advisors. There will be an online application process and the President will be elected at the Summit. **Please begin thinking about if YOU would like to be in running to be the next ISTEP President!**

Register here:
<https://www.surveymonkey.com/r/ISTEPLSummitRegistration>

Street Marketing Showdown

There will be a *Street Marketing Showdown* session during the Summit where Chapters can bring a poster board display to show off the tobacco prevention activities and events they've done this school year. The poster boards will need to be created before coming to the Summit.

Four Chapters will be chosen to win a Street Marketing Kit – don't miss out!

Upcoming Events

Kick Butts Day, March 21
KDB Kickball Showdown

Plan a school wide kickball tournament. Between games or innings, have classmates or community members share how tobacco has affected their lives. Challenge different groups at your school to field a team (football team vs. basketball team, band vs. choir, student council vs. teachers, etc.).



Have the audience sign letters of support for your school or community to be tobacco and nicotine free!

Kids vs. tobacco is game over. Kids win.

But will teachers or students win the kickball game?

Learn more about Kick Butts Day at:
www.iowastep.org/event/kick-butts-day-2018

National Pet Day, April 11

Pet-a-palooza

Pets can suffer health effects from tobacco exposure in the same ways humans can. Some pet owners are unaware of the harm their pets face from tobacco and some tobacco users are unaware of the harm their tobacco litter can do to pets or wildlife in general. We can help stop pets from inhaling tobacco smoke or ingesting tobacco litter.

Plan a Pet-a-palooza event with your Chapter. Ask a local vet to explain the health effects pets could experience, and ask cessation experts to provide resources to those who want to quit using tobacco.

Hold the event outdoors if weather allows. If you can't have an outdoor event, ask people to bring pictures of their pets and hang them on a wall to display. Maybe the local library would host the wall and suggest books about pets for people to read.





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This Year's Chapter Challenge

Our voice is bigger when more people hear it. One way ISTEP spreads our life-saving message is through Facebook. This year's challenge is to get YOU to help spread the word.



Here's how:

- Each quarter, one hard-working chapter will win the Chapter Challenge.
- The chapter will win bragging rights and Jill's personal attention towards a tobacco prevention event of their choice as a celebration for winning!
- Our first quarter will be **January 1 - March 30.**

Break-down of the point system:

| Action | Point Value |
|--|-----------------|
| Share an ISTEP Facebook post | 1 per share |
| Use these hash tags in a Facebook post: #ISTEP #KickButtsDay #StandUpSpeakOut | 1 per hash tag |
| Tag the ISTEP Facebook page in a post | 1 per tag |
| Comment on an ISTEP Facebook post | 2 per comment |
| Post a chapter activity idea on the ISTEP Facebook page | 2 per post |
| Share your chapter's upcoming activity by posting it on the ISTEP Facebook page | 3 per post |
| Post photo(s) of a completed chapter activity on the ISTEP Facebook page | 5 per post |
| Complete an ISTEP activity, presentation, media campaign, etc. | 10 per activity |

How's it work?

Everyone loves a friendly competition, right? Designate one chapter member to track your chapter participation and use tally marks to keep track of your chapter's involvement. Send Jill your chapter's grand total by the last Friday of the month (mark your calendars now so you don't forget!). You can email, text or call with your chapter name and total. Jill will send out a monthly update about which chapters are in the lead!

Questions or Ideas?

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It's Time for a Shout-Out!!

Cherokee Middle School says, "You choose" and "Life is precious!"

