



reACT Contract

School Year 2015-16



reACT is Montana's statewide teen-led movement against Corporate Tobacco with adult guidance. The focus is on the deceptive practices of corporate tobacco and increasing the awareness of corporate tobacco targeting to youth. reACT builds interest in youth coalitions and helps youth in becoming tomorrow's leaders.

Student Consent Agreement

I, _____, do understand that my active participation in scheduled reACT meetings is required and that I am to bring my best ideas and a warm smile. These meetings serve as brainstorming sessions and are to be taken seriously by all participants. Youth are asked to work cooperatively with other youth in order to make the meetings/activities more productive and worthwhile. Please sign below if you agree to these terms.

X _____ Date _____

Parent/Guardian Consent Agreement

As the legal guardian for my son/daughter _____, I hereby allow him/her to participate in the Little Shell Tribe reACT group. I agree to indemnify and hold harmless the Montana Tobacco Use Prevention Program (MTUPP), the Little Shell Tribe of Chippewa Indians, their employees or agents from and against all claims, losses, or liability, including injury associated with his/her participation as a member. I further understand that the Tobacco Use Prevention Program's mission is to address the public health crisis caused by the use of all forms of commercial tobacco products, and that they will accomplish this mission through policies, program advocacy, and education.

Media Release—I understand that my child's image may be captured on video/photos during activities and events. I give my permission for my child to be photographed and their name be released for these purposes.

Parent Signature _____ Date _____

Parent Name (printed) _____

Phone _____ Mailing Address _____

Student Name (printed) _____ DOB _____

Adult T-shirt size _____ Current School and Grade _____

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reACT 101

What is reACT?

ReACT! Against Corporate Tobacco is Montana's teen-led movement against the tobacco industry. Funded and staffed by the Montana Tobacco Use Prevention Program (MTUPP), reACT joins statewide youth empowerment movements across the country in recognizing the power of young people to effectively take on one of our leading preventable causes of death—tobacco use!! In a nutshell, reACT is media literacy, peer education, and grassroots advocacy all rolled into one.

How did reACT start?

The beginnings of reACT can be traced to the Teen Leadership Team, which first convened in Jan 2006. These 19 teens from across the state were brought together to essentially create the movement—including selection of the name, logo and key messages. reACT's kickoff summit was held at MSU-Bozeman in June 2006. At the summit which is now an annual event, 140 teens gathered to learn about reACT and how to take action in their communities.

What are the key messages of reACT?

- Tobacco companies spend billions of dollars marketing to youth, since they need to replace over 400,000 customers that die annually. And it works—most tobacco users report starting in their teens.
- Since teens are being targeted, it is the mission of reACT to spread the knowledge that it's happening, and encourage teens to take action against it!
- reACT is against corporate tobacco—tobacco which is marketed and sold with the intent of addiction and profit. reACT understands and respects this distinction from ceremonial or traditional tobacco, which is sacred in the Native American community.
- reACT is NOT against those who use tobacco, but rather, the industry that promotes, addicts, and profits from it. reACT aims to denormalize and deglamorize tobacco.

Why reACT?

- ✓ Many teens have somewhat of an "immortality complex"- they don't believe tobacco will harm them, or think that they can quit before addiction or harm occurs. Therefore, traditional health messaging regarding tobacco often doesn't resonate with them.
- ✓ Teens, with a little adult guidance, know what types of messaging and activities work best for their peers.
- ✓ Teens hate to feel manipulated or taken advantage of! When tobacco prevention is presented within the youth empowerment framework, it often inspires them to action.
- ✓ Youth love creative expression/rebellion and youth empowered movements, such as reACT, give them a structured, safe and meaningful way to be involved in such efforts.
- ✓ A "branded" movement will increase the continuity of programming activities in tobacco prevention across MT and also give involved teens a common bond statewide.
- ✓ The five educational components of reACT are: Education, Activism, Art, Branding, and Media.

reACT "LINGO"

- Teen Leadership Team = reACT Core Team (RCT)
- Community team/local reACT groups = reACT Crews
- Activism = reACTivism
- reACT members = reACTors
- gear = reACT products or gear (RPG)



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Message Wheel



reACT! Against Corporate Tobacco is a movement for teens by teens in MT that exposes the truth behind the tobacco industry's lies and empowers young people to take action and create change.

