

Dirty Laundry

Substance: Tobacco

Materials: Markers/paints/decorating materials, clothes line (or string), clothes pins (or paper clips), paper t-shirt handout (or real shirts if you want!), tobacco fact sheet, additional tobacco information to display

Strategy: Provide Information

Target Audience: Students, Faculty

Description: Use this activity to creatively expose Big Tobacco's lies and tricks by airing out their dirty laundry! Creating a powerful visual display can help people in your community realize the deadly consequences of tobacco use and the tactics used by the tobacco industry to market their products.

Great For: Kick Butts Day (March), World No Tobacco Day (May 31), Great American Smoke out (3rd Thursday of November)

Instructions

1. Make a banner or sign that explains the project, such as "We're Airing Out Big Tobacco's Dirty Laundry"
2. Write quotes, facts, draw pictures, (or share personal stories) on the articles of clothing to expose what the tobacco industry has said historically about marketing tobacco products to young adults.
3. Hang up the decorated clothing on a line in a populated area such as a hallway or lunchroom.
4. Have representatives from your group and/or additional information about fighting big tobacco or quitting tobacco on hand.

Airing out Big Tobacco's Dirty Laundry Handout

1. Make copies and give one to each student.
2. Have each student write a different quote (from the next handout) on the t-shirt.
3. Hang the t-shirts on the wall in the hallway.
4. Create a sign explaining the activity title and description.

