



## Not a Replacement

**Purpose/Summary:** Tobacco kills 1,300 Americans every single day. That is 1,300 American consumers who are no longer purchasing products from tobacco companies. One tobacco industry document actually describes youth as “**replacement smokers.**” Why? Because Big Tobacco needs to replace their customers who become addicted and die from their products.

Each day more than 2,800 kids under the age of 18 try smoking for the first time, and another 700 kids become regular smokers.

### Materials Needed:

- Not A Replacement “Selfie Statement”
- Not A Replacement Rally Card
- Copies of RJ Reynolds “Replacement Smoker” memo
- Markers, camera, cell phone or smart phone with camera
- Access to a social media account (Instagram, Twitter, Facebook) to post photos

### Preparation/Instructions:

Before the Activity:

- Plan a time to have your Not A Replacement activation table set where youth will see it.
- Print plenty of copies of the Not A Replacement Selfie Statements to have at the table.

During the Activity:

- Present on basic tobacco industry history of marketing to youth
- Have youth personalize a Not A Replacement Selfie Statement with descriptions of who they are and what they represent. For example, “I am Not A Replacement, I AM a high school sophomore with a passion for art.”
- Have youth take pictures of themselves holding their Selfie Statements. These should be taken using their own cameras.
- Have youth share photos to generate social media interest on Instagram, Facebook and Twitter accounts. Be sure to have youth use **#notareplacement** hashtag when posting and sharing pictures.



Derived from: [kickbuttsday.org](http://kickbuttsday.org)

