

-- A Three Year Project --

Phase I: *Awareness*

Establish Smokebusters teams that are committed to a 3-year project.

Objective: To teach students to serve as advocates for change in their school and community.

Strategies:
Recognizing the characteristics of youth and adult audiences.

Recognizing the negative effects of tobacco on the human body.

Developing skills to counter tobacco advertising.

Developing goal setting and action planning skills for a tobacco-free environment.

Phase II: *Advocacy*

Smokebusters will learn to be advocates for a tobacco-free society using media and government.

Objective: To empower Smokebusters to become stronger advocates for policy control and/or environmental policy change through workshops on advocacy, through media sources and through governmental relations training.

Strategies:
Learning to use print, radio and television resources for advocacy projects.

Developing relationships with local and state governmental officials.

Collaborating with school, city, state, business and other organizational officials to work toward tobacco control and/or environmental policy changes.

Phase III: *Action*

Smokebusters teams are prepared to seek environmental and policy changes.

Objective: To empower youth advocates to seek tobacco control and/or environmental policy changes.

Strategies:
Learning how the tobacco industry blocks attempts to strengthen local tobacco control policies.

Learning the truth about tobacco advertising and how to use that truth to educate.

Developing the skills necessary to approach decision makers to ask for tobacco control policy changes.

Preparing Smokebusters to rebuild teams for the next year, which begins Phase I in the 3-year cycle.