

REALITY CHECK

This year the Tobacco Action Coalition of Long Island is excited to launch a new youth component. Reality Check is a statewide initiative that focuses on educating and empowering youth to address the tobacco industry and their deceptive practices.

Activities focus on exposing tobacco industry marketing practices and tobacco use and imagery in movies and on the internet. These practices are known to influence youth smoking.

Reality Check provides opportunities to gain leadership and team building skills, media training and public speaking experiences. Youth are the creative and primary force behind all projects.

Youth Empowerment Activities include:

- *Organize letter writing and petition campaigns*
- *Educate peers and implement school/community projects*
- *Attend press events and submit letters to editors*
- *Assist with social media campaigns*
- *Mobilize parents and community to take action*
- *Meet with local and state officials*

The Reality Check coordinator will work onsite with your group to lead projects. All activities, materials and travel expenses are paid through the grant. For details on how to bring Reality Check to your youth, please contact:

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