



What is VOICE?

VOICE is the brand name for Indiana's first youth-led movement against the lies and manipulative tactics of tobacco companies. They are fighting a mentality that is characterized by quotes such as this:

"If our company is to survive and prosper, we must get our share of the youth market."

– Claude Teague, RJ Reynolds Tobacco Company, 1973

"Today's teenager is tomorrow's potential regular customer."

– Philip Morris Tobacco Company, 1982

What are the key messages of the brand?

- We are not against smokers – we are against the Tobacco Industry.
- We want to expose the unfair marketing practices of Big Tobacco.
- We want to empower teens with the information they need to fight back against the tobacco industry and reduce teen tobacco use in Indiana

Who's in charge of VOICE?

Youth in communities all over Indiana are in charge of getting the VOICE brand and its key messages out to their peers. They are assisted by Adult Allies, any adult who is willing to help them get the messages out to their community.

So is VOICE a club?

Not necessarily. It is a set of messages that any group of youth can spread to their peers. Some communities have made VOICE its own special activity with meetings, activities, like other clubs. Others have used VOICE as an outreach activity for their PRIDE, SADD, Student Council, or other youth group.

So how do the youth get their messages out?

Youth have found a plethora of creative methods, including:

- calling press conferences about tobacco company manipulation
- bringing awareness of the dangers of secondhand smoke by staging restaurant sit-ins
- hosting haunted houses showing how tobacco companies manipulate kids
- designing billboards, radio PSA's, posters, etc.
- alternative media/street marketing such as having a "Mr. Butts" chasing kids wearing targets around Wal-Mart.

Youth will find effective ways to share the message if given the opportunity to develop and implement their ideas.

How do I introduce VOICE to a youth group I'm involved in?

1. Find out if there is an Indiana Tobacco Prevention and Cessation Community Partner in your community. These are also called Tobacco Coalitions. You can get a list of ITPC partners from www.itpc.in.gov, the ITPC website, go to Community and click on your county. Here you will find the contact person for the tobacco coalition in your county.
2. Call the contact person and ask if there is anything happening with the VOICE movement. If so, let them know you have a group who would like to get involved in the VOICE campaign. They will let you know what's happening, what resources are available, and how you can get involved.
3. If there is not currently a VOICE movement in your community, you may contact ITPC and speak with your regional director and they will put you in contact with your regional VOICE Hub coordinator.
4. You may also download a youth outreach manual we are using as a template for Indiana's movement. It is an excellent resource created by North Carolina Department of Health and Human Services Tobacco Prevention and Control Branch we've been permitted to share <http://www.questionwhy.org/qyguide/QY%20Guide%20complete.pdf>

Where do I go for more information?

www.voice.tv —The official site for VOICE, soon to include an online toolbox for people who want to start a local VOICE movement.

www.whitelies.tv — The official site for Indiana Tobacco Cessation and Control geared toward adults, sponsored by the Indiana Tobacco Prevention and Cessation Agency

www.itpc.in.gov — Indiana Tobacco Prevention and Cessation Agency, the state agency responsible for allocating Tobacco Master Settlement Agreement dollars to local communities to do tobacco control.