

TEENS TAKE ON BIG TOBACCO

TRAINING AGENDA

East Hanover, NJ

Wednesday April 28, 2004

Note: All Sessions & activities are in the Garden Ballroom, unless otherwise noted

7:30 - 8:15 Breakfast

Note: Please bring L2K displays!

8:15 - 8:20 Opening and Welcome

Anna White (Essential Action, DC)

8:20 - 8:40 Group Introductions & Ice Breaker Activities

Vicki Hebert (Dover Youth to Youth, NH)

Luke Witkowski (FACT, WI)

8:40 - 9:40 Opening Session: Know More Lies: A History of Phillip Morris

Amy Cole (Reality Check - Ontario Co, NY)

Anna White (Essential Action, DC)

ALSO FEATURING: Sebastian Cortes (Colombia), Dr. Caleb Otto (Palau),
Moustapha Drame (Senegal), Dr. Hatai Chitanondh (Thailand), Daria Semenova
(Ukraine) & more!

We all know that Philip Morris, aka Altria, is up to no good around the world, but how much do you really know about the world's largest multinational "merchant of death"? This session will provide a general introduction to the corporation, and then take you on a global tour of its outrageous marketing practices and efforts to thwart effective tobacco control measures. We'll close with a brief introduction to Licensed to Kill, Inc, a Virginia-based "tobacco" corporation which aims to be just like Altria (but tell the truth!). Get a quick scoop on the corporation's shareholders meeting at noon!

9:40 - 9:50 Break

9:50 - 10:40 Small Group Session #1

Dana Mitchell (Dover Youth to Youth, NH)

Luke Witowski (FACT, WI)

A chance to work with some students who you've never met. All attending youth will be assigned to one of several groups. Each group will be composed of youth from every state. The groups will compete in a short contest, which will give them a chance to work together and have some fun!

10:45 – 11:45 Session I Workshops

Note: Space is limited for these workshops. Groups should send one representative to the media training and split the rest of their youth evenly among the 4 remaining workshops.

OPTION #1: L2K Shareholder Planning Committee and Officials

Location: Garden Ballroom

Dave Walling (Reality Check - Wayne Co, NY)

Anna White (Essential Action, DC)

Licensed to Kill CEO Rich Fromdeth and Senior VP for Corporate Corporate Communications Corrie "Cor" Prutspin will facilitate a final run-through of today's main event with all youth and adults who have been pre-selected to play core roles.

NOTE: IF YOU HAVE BEEN SELECTED TO PLAY A ROLE AT THE L2K SHAREHOLDERS MEETING PLEASE COME TO THIS WORKSHOP!

OPTION #2: Ads for L2K Brand

Location: Garden Ballroom

Ken Dahlgren (Reality Check - Chautauqua Co, NY)

Licensed to Kill, the tobacco company that tells the truth, has a variety of brands it needs to advertise. Attendees in this workshop will create a series of "ads" for L2K's line of deadly cigarettes, for presentation during the company's noontime shareholders meeting.

OPTION #3: Developing Chants

Location: Outside Patio (if weather is nice)

Mel Schroeder (Reality Check - Schuyler Co, NY)

Chants are a very effective way of attracting attention to our message and getting the public's attention. This workshop will cover the basics of designing an effective chant, and develop appropriate chants for tomorrow's rally outside the Altria meeting.

OPTION #4: Leading the Pack

Location: Brougham/Bellaire Room (upstairs)

Debbie Fischer & Luke Witkowski (FACT, WI)

Every large assembly needs leaders to coordinate the activities of the crowd, insure that legal limits are known and keep the crowd safe. Workshop participants will develop a crowd control plan for tomorrow's rally - to insure that rally attendees understand our limitations and don't do anything to jeopardize the effectiveness of our efforts to present our message. In the workshop we will develop role play situations that, for example, simulate an agitated shareholder and

practice how to react. Students from this workshop will later in the day lead a large role play for all training participants.

OPTION #5:

Working with the Media

Location: Ritz Room (downstairs)

Amanda Cue (Youth Leadership Institute, CA)

Jessica Harvey (Reality Check, NY)

This will be a real hands-on learning experience. Students will be provided with some basic information on dealing with and responding to the media and will have the opportunity to practice simulated media interviews while being videotaped, for replay and review. The students from this workshop will be the media contacts during the week's events.

NOTE: PLEASE SEND ONLY ONE REPRESENTATIVE TO THIS WORKSHOP PER STATE OR COUNTY.

Noon - 1:30

Lunch & L2K Shareholders Meeting

Note: Everyone, except core participants, should remain OUTSIDE of room, until door is opened. You will need to show the L2K "security guard" a copy of your L2K stock certificate in order to gain admission.

1:30 - 2:30

Small Group Session #2

NOTE: Please try to split the youth in your groups evenly among workshops

OPTION #1:

Making Effective Visuals

Location: Hanover/Livingston Room (upstairs)

Ken Dahlgren (Reality Check - Chautauqua Co, NY)

Anna White (Essential Action, DC)

Like making posters and banners? This workshop is for you! We'll start off by examining the key elements of effective visuals. After a short discussion of the main messages we want to get out to shareholders, media, and the public at tomorrow's rally, we'll get busy with posterboard, markers, photos, and gluesticks!

OPTION #2:

Music/Songs to protest by

Location: Ritz Room (downstairs)

Kaitlyn Reilly (Dover Youth to Youth, DC)

We are looking for a group of students who would like to learn a tobacco-protest song that can be sung (as a group) outside the Altria shareholders meeting. You don't need to be a professional singer. We are also looking for anyone with a guitar that would like to accompany the singers. A good song with an aggressive message to the tobacco industry.

OPTION #3:

Street Theater

Location: Garden Ballroom

Lisa Fletcher (Reality Check - Niagara Co, NY)

To convey a message you have to be understood. This workshop will teach you how to be seen and heard in order to effectively send your message. The basic principles of effective street theater will be covered and short scenes (vignettes) will be created for the protest. An excellent opportunity to be creative, aggressive and have fun at the same time.

OPTION #4:

Media to Take Home

Location: Brougham/Bellaire Room (upstairs)

Nicole Sutton & Tyson Suzuki (REAL, HI)

Dave Walling (Reality Check - Wayne Co, NY)

The goal of this workshop is to insure that each region represented at the meeting has a chance to prepare media resources that can be used at the rally and back at our homes. Workshop participants will make zines, take pictures and write short articles and press releases to sum up the training and rally experience... suitable for release to the media in New Jersey and back in your home state.

4:00 - 4:45

Overview of Tomorrow's Rally Outside the Altria Meeting

Debbie Fischer (FACT, WI)

Dave Walling (Reality Check - Wayne Co, NY)

Anna White (Essential Action, DC)

ALSO: "Leading the Pack" Participants & Infact

Get revved up for tomorrow! Check out a short video from last year's demo and learn more about the scenario and logistics for tomorrow's. Youth and adults who have participated in previous demos and who are familiar with this year's site, will be on hand to answer any questions you have. We'll wrap up the session with a gigantic role play!

4:45 - 6:00

Break (unless part of meeting for Altria Mtg Attendees)

4:45 - 5:30

Planning Meeting for Altria Mtg Attendees

Location: Brougham/Bellaire Room (upstairs)

A planning session for those who will be going inside Kraft Headquarters for the actual Altria shareholders meeting on Thursday morning.

6:00 - 7:00

Dinner

7:00 - 11:00

Social activities & Preparation for Tomorrow's events

- Poster/Banner Making
- Finalize/Send Press Release

- Finish Zine

Global Youth Solidarity Against Big Tobacco (video & discussion)

- Watch video footage from Reality Check's recent trip to West Africa (Senegal & Nigeria)
- Brainstorm ways youth in the U.S., Senegal, Ukraine, & elsewhere can work together

Thursday, April 29

6:00 – 7:00 Breakfast & Travel to Rally Site

NOTE: No breakfast will be provided at hotel. Groups are responsible for own breakfast arrangements. There is a Costco in the shopping center near the Ramada Inn, at which bulk snack foods may be purchased the night before. There are also lots of fast food places along Route 10.

7:00 sharp Set up at Rally Site

7:00 – 9:00 Rally

7:30 – 11:00 Youth attending Altria Mtg enter site (in van)

NOTE: Coffee Hour from 8-9am. Mtg starts at 9am and typically runs ~ 2-3 hours

10:30 Return to Rally Site to Set up for Press Conference & Say "Goodbye" to Shareholders!

~ 11:00 Press conference at corner of River Rd & Deforest Ave

Will feature NJ groups, medical professionals, youth who went into meeting, and international youth

12:00 – 2:00 Lunch and debriefing (Hotel: Garden Ballroom)

2:00 Depart!

NOTE: Before you leave, please give copies of your digital photos to Ken Dahlgren (Reality Check – Chautauqua Co, NY). A selection of the best photos will be made available online on Essential Action's website.

HONORED GUESTS

We are pleased to have several youth advocates from around the world with us this year! Over the course of our few days together in NJ, we hope to brainstorm ways to further strengthen collaboration between youth advocates in the U.S. and youth advocates abroad. Please give our international friends a warm welcome, particularly since this is their very first time in the U.S.!

MOUSTAPHA Drame, 25 (SENEGAL)



Moustapha born in Ziguinchor and now lives in Dakar, the capitol of Senegal. He earned his BAC (high school diploma) from Lycee Lamine Gueye in Dakar in 2000, and later studied for a year at the University Cheikh Anta Diop . His involvement in tobacco control began over 8 years ago when he joined the Mouvement Anti-Tobacco (MAT) du Senegal and served as President of the anti-tobacco club at his school CEM Abbé Pierre. Between 2001-2002, Moustapha was a community educator for MAT, leading numerous "Youth and Tobacco" workshops and conferences in schools and neighborhoods throughout Dakar. In 2003, he helped carry out MAT's "Smoke Free Schools" program, which is funded by the World Health Organization. Since 1998, Moustapha has served on MAT's committee of directors, taking on the responsibility of youth outreach in 2003. And in May 2003, Moustapha became President of MAT's Dakar Regional Office. In February 2004, Moustapha played a lead role in coordinating the visit of 8 North American tobacco control advocates (Reality Check Jessica Harvey, Katy Pezzimenti, & Dave Walling) to Senegal, which culminated in a large march of 400 youth, in favor of Senegal ratifying the FCTC.

DARIA SEMENOVA, 16 (UKRAINE)



Daria Semenova, 16, is finishing up her last year in high school and plans to continue her studies at the university level later this year, focusing on Ukrainian language and literature. For the past 5 years, Daria has been the chief editor of the "Sober-cool" teen magazine, which deals with the role of substance use and abuse, including tobacco, in teenage lives. Daria is also interested in creative writing. Her first published book, titled "Smoke Realms," describes different aspects of tobacco control and their practical embodiment through the vision of a young tobacco control advocate.

JUAN SEBASTIAN CORTES, 17 (COLOMBIA)

Hi, I liked to be called by "Sebastian." I was born in popayan, colombia (south america). I lived there and then I moved to Cali, a big city where I studied all my school years (well, most of them, from 2nd to 11th). I always had good grades, even here in the U.S and now I'm in the 12th grade in Beloit Memorial High School, learning and living the American culture.

SUNEEPON, 15 & DUANG, 13 (THAILAND)

DR. CALEB OTTO (PALAU)



As the delegate representing the small island nation of Palau, throughout the negotiations on the Framework Convention on Tobacco Control (FCTC) Dr. Caleb Otto was one of the leading voices calling for a strong treaty. He was also a key strategist in building the coalition of developing countries that successfully stood up to US pressure to water down the global tobacco treaty. He received the WHO Director General's Award for work on the FCTC.

As a physician that moved into public policy work, Dr. Otto became the Director of Palau's Bureau of Public Health. He has played a leading role on health policy for the government of Palau for many years, including representing Palau at: a number of World Health Assembly meetings (as a Vice-President of the 56th WHA); each FCTC negotiating session; the UNAIDS International Conference in Yokohama; the Committee on the Child meeting on the Implementation of the Convention on the Rights of the Child; and the UNICEF Ministerial Consultation on Children in Bali.

DR. HATAI CHITANONDH (THAILAND)



Dr. Chitanondh is the president of the Thailand Health Promotion Institute of the National Health Foundation, and was a member of the Thai delegation to the Framework Convention on Tobacco Control negotiations. He is the former president of the Asia Pacific Association for Control of Tobacco, as well as the former deputy permanent secretary of the Ministry of Public Health, where he initiated the National Committee for Control of Tobacco Use. Chitanondh is also the former president of the National Epidemiological Board of Thailand. He is an advisory board member of Essential Action's Global Partnerships for Tobacco Control program.