



American Heart Association.

EmPOWERED to Serve™

Create Smoke-Free Communities

RESOURCE LIST

Call to Action:

This lesson educates participants about how to help improve community health by curbing tobacco use. With the rise of e-cigarette use among young adults, tobacco use continues to be a key impact on the health and wellbeing of our communities. Learn how to join You're the Cure and help your community be smoke-free.

The lesson provides suggested American Heart Association/American Stroke Association resources. You can tailor the lesson to your specific community needs. Add more resources or substitute different ones to make the lesson work best for your community.

Is the program aimed at adults?

Yes. Keep participants interested by breaking them into small groups to review a resource. Ask each group to share what they learned with the full group.

No audiovisual equipment?

No worries. Make copies of handouts. Ask participants to take turns reading key messages aloud.

Have a projector?

Great. Use the slides to guide your talk. And download an American Heart Association video for one of your interactive activities.

Have a good Internet connection?

Show one of the American Heart Association videos, break participants into groups to take an online quiz or give a demo of an online tool.

Think about which formats best teach the health messages to your community members.

Consider what type of information is most motivating for your community.



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The icon in front of each resource tells you the format of that activity. Below are tips on how to incorporate that activity into the lesson and how much time to budget for it.



Video: Play the video and engage participants in a discussion after the viewing.



Printed Handout: Ask volunteers to take turns reading the information on the handout.



Group Discussion: Break participants into small groups. Ask each group to review the resource and report what they learned to the full group.



Online Tool: Give a short demonstration of the tool. Encourage participants to make a note of the URL so they can access it from home.

Point 1: Gather the facts about the effects of tobacco use



AHA Vintage Anti-Smoking PSAs

Step into the past with these anti-smoking public service announcements from American Heart Association. (2 minutes, 20 seconds)

bit.ly/1GtYDvw



Clearing the Air: Comprehensive Smoke-Free Air Laws Across the U.S.

Cigarette smoking continues to be the leading cause of preventable disease and death in the United States claiming approximately 480,000 lives prematurely every year. Learn why clean indoor air is so important.

bit.ly/1GtYKHs



The Toll of Tobacco in the United States

Learn about the physical and financial toll tobacco usage places on American families, businesses and government.

bit.ly/37BBEUI



Youth and Tobacco: A New Crisis

Learn how e-cigarettes and other vaping products pose a significant threat and are addicting a new generation.

bit.ly/2F9rLkS



Smoke-free laws lead to lower heart disease risk among young adults

Learn about new findings on how smoke-free laws can help significantly lower the risk of cardiovascular disease among young adults.

bit.ly/2RLfCbK



Quit Lying – Get the Facts

Join the American Heart Association, teens and schools in calling out big tobacco and big vape on their lies.

QuitLying.org



Youth Advocates Discuss the E-cigarette Epidemic

Hear from You're the Cure youth advocates on the impact of e-cigarette epidemic for their generation.

youtu.be/dknSq9STx68

Point 2: Be an advocate for smoke-free communities



American Heart Association Honors 2019 Advocates of the Year

Learn about the 2019 Volunteer Advocates of the Year.

bit.ly/30TzZr3



Hear You're the Cure Advocates Tell Their Stories

You're the Cure advocates tell their stories about advancing policy changes to help build healthier communities and healthier lives. (2:55)

youtu.be/Ys0gtNnzaAI



Point 3: Join *You're the Cure*



Sign Up to Receive Text Updates from *You're the Cure*

Keep informed about the passage of major policy initiatives and the need for your help advocating for time-sensitive legislation.

bit.ly/2Ewcf1X



You're the Cure

View the *You're the Cure* site for more information regarding advocacy efforts.

yourethecure.org