



GOVERNMENT OF GUAM

DEPARTMENT OF PUBLIC HEALTH AND SOCIAL SERVICES
DIPATTAMENTON SALUT PUPBLEKO YAN SETBISION SUSIAT



EDDIE BAZA CALVO
GOVERNOR

RAY TENORIO
LIEUTENANT GOVERNOR



JAMES W. GILLAN
ACTING DIRECTOR

LEO G. CASIL
DEPUTY DIRECTOR

FEB 25 2014

DIRECTORS MEMO: _____

TO:

FROM:

SUBJECT: **The Non-Communicable Disease Consortium invites youth to participate in Kick Butts Day 2014**

The Non-Communicable Disease (NCD) Consortium’s tobacco prevention and control action team are pleased to invite youth to “Stand out, speak up, and seize control” against big tobacco companies and take part in four (4) 2014 Kick Butts Day events. The Kick Butts Day initiative was the result of the Washington, DC based campaign for tobacco free kids, on the largest non-governmental education and advocacy initiative ever undertaken to decrease youth tobacco use in the United States. During the Kick Butts Day 2014 events, young people will rally together to spread their message and voice their concerns about how the tobacco industry continues to target youth in company marketing strategies and campaigns.

Tobacco use is the leading preventable cause of death killing more than 400,000 people in the U.S. every year. Every day, more than 4,000 kids try their first cigarettes and another 1,000 kids become addicted smokers, one-third of whom will die prematurely as a result. According to the Guam 2011 Youth Risk Behavior Survey (YRBS), 21.9% of our high school students are smokers, and 14% use other tobacco products such as chewing tobacco, snuff or dip.

Locally, the NCD Consortium is pleased to encourage all youth to the following contests and events:

POSTER/ESSAY CONTEST: Open to all students, elementary through high school. Youth are encouraged to showcase their artistic talent and their opinions on being tobacco free. The contest will run from February 24, 2014 through March 21, 2014. The participants may choose their own theme however it must revolve around the subject of being tobacco free. Entries will be judged on overall impact, effectiveness in conveying the theme, originality and artistic merit. The images from the winning poster and quotes from the winning essay entries will be proudly displayed in a 2015 Kick Butts Day Calendar.

VIDEO CONTEST: Young adults (aged 18-25) are encouraged to participate in the Kick Butts Day Video Public Service Announcement contest. Young adults are encouraged to create original material that focuses on the negative impacts of tobacco use and negative influences that encourage initiation of smoking by the tobacco industry. The winners of this contest will have their videos aired on local TV stations.

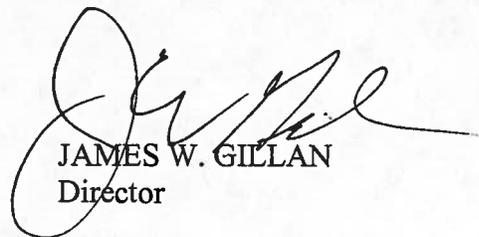


GOVERNMENT OF GUAM
DEPARTMENT OF PUBLIC HEALTH AND SOCIAL SERVICES
DIPATTAMENTON SALUT PUPBLEKO YAN SETBISION SUSIAT

365 MOVING FLAG DISPLAY: On Guam, 365 people die every day due to tobacco related illnesses. 365 flags will be planted at the University of Guam's Annual Charter Day (March 11, 2014) in recognition of the number of unnecessary deaths per annum caused by tobacco use. From that point, teachers and school faculty are encouraged to bring the display to their respective schools as a visualization of the deadly consequences of tobacco use.

KICK BUTTS DAY WAVE: On March 28, 2014 from 4:00pm – 6:00pm at the corners of the International Trade Center Intersection KBD will culminate with a youth and community wave. Youth are encouraged to rally together and show the leaders, and the community the strong support for tobacco prevention and control efforts especially towards youth. Free KBD raglan T-shirts will be available to the first 600 supporters.

For more information on Kick Butts Day visit www.kickbuttsday.org. For more information on Kick Butts Day Guam activities, contact Elizabeth Guerrero at 735-7303 or elizabeth.guerrero@dphss.guam.gov.



JAMES W. GILLAN
Director