

CATALYST

YOUTH ACTIVISM GUIDE



WHAT ARE WE DOING TODAY?



- Introductions
- Overview of Catalyst
- Creative Youth Engagement
- Transition to healthy eating



TELL US ABOUT YOURSELF



- Name of yourself and program
- What made you want to come to this session



BUT ANDY, WHO ARE YOU?



- Started as a youth in tobacco control
- Traveled the country, and world talking to young people





community blueprint

engaging communications for the non-profit and
governmental community

WHAT'S CATALYST?



- 3 years old
- Funder = Blue Cross Blue Shield
- Budget = \$250,000 per year
- Two full time staff members
- Yearly summit, school events, regional events
- 10 person youth board



WHAT DO WE WORK ON?



- Healthy Eating
- Physical Activity
- Tobacco prevention





WHAT'S CATALYST?



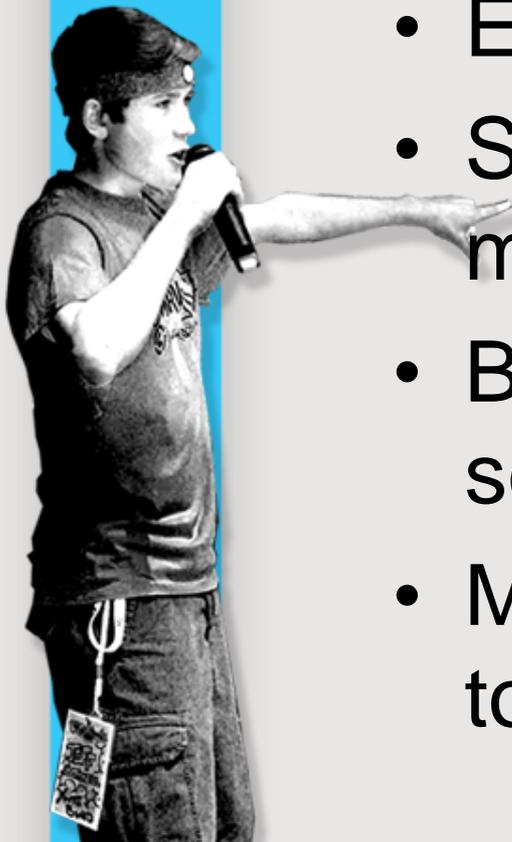
- Spoken with over 5,000 youth
- Do around 25 small to large trainings a year



CATALYST CORE PRINCIPLES



- Youth empowerment
- Engaging, hands-on learning
- Staff that is dead sold on our mission
- Building sustainable student and school relationships
- Making events that kids are amped to be at



OVERVIEW OF CATALYST



- Web resources
- Past events
- Our transition to healthy eating





WHAT IS CATALYST

Catalyst is statewide movement of young people based in Minnesota working on two different issues: healthy eating, and fighting the tobacco industry. We use hands-on activism and advocacy to spread our message. Find out more [here](#).

LOG IN

[Sign up](#)

Go

JOIN US!

Click [here](#) to learn more how you can get involved with Catalyst.



Screen Printing Crash Course

Catalyst
SCREENPRINTING 101

CATALYST BLOG



SUBSCRIBE TO THIS BLOG



Eat This Not That Presentation

Posted by: [andyberndt](#) February 16, 2009

A book that we stumbled upon as a really great resource, we made a presentation out of it. It's a fantastic resource, you should definitely check out the whole book.

<http://www.menshealth.com/eatthis/index.php> Here is the... [»MORE](#)



JOIN OUR NETWORK

Catalyst members drive each part of the organization. Join today, and become part of them movement! [Join Here.](#)

SOCIAL NETWORKS

YouTube

flickr

myspace®
a place for friends

facebook

vimeo

slideshare

CATALYST NEWSLETTER

NUTRITION FACTS



CLICK FOR TOP 5 FACTS

10

More than ten serious health conditions are linked to obesity and overweight.

80%

Eighty percent of high school students do not eat fruits and vegetables five or more times per day.

85%

Eighty-five per cent of adolescent females do not consume enough calcium.



POWERPOINTS

VIDEOS

GRAPHICS

ACTION KITS

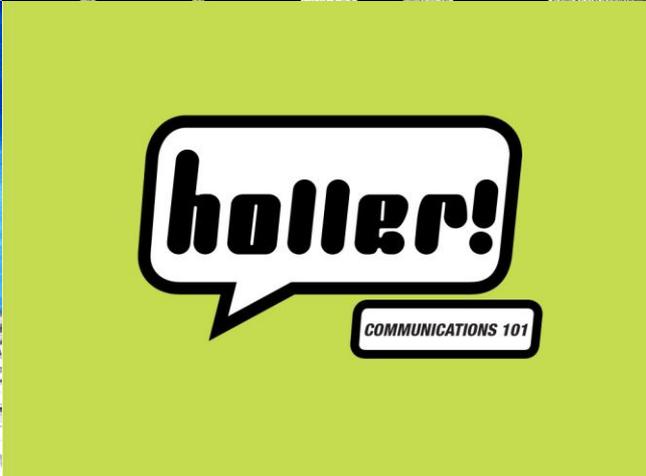


[Tobacco Underground](#)
[Guerrilla Art Presentation](#)
[Political Action](#)
[Tobacco Underground Gameshow](#)
[Eat This Not That](#)

[New resource](#)

Eat This Not That

A book that we stumbled upon as a really great resource, we made a presentation out of it. It's a fantastic resource, you should definitely check out the whole book.



TOBACCO UNDERGROUND

CAMELS

According to repeated nationwide surveys,

More Doctors Smoke **CAMELS** than any other cigarette!

You'll enjoy Camels for the same reason we're more doctors who smoke Camels than any other cigarette. Just after lunch, and a few minutes before you go to bed. Make this switch and you'll find Camels a pleasure that will last you well into your next year. Just as well they will last you for the rest of your life. You'll love them as you always love them. You'll love them as you always love them.

Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camels!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!

For 30 days, test Camels in your "V-Zone" ("V" for Throat, "V" for www.StrangeC.com)

Factor of doctor solution. Disturbance and appreciate a good address. And here! Doctors regard Camels from my after cigarette. If you see a Camel on the list, it's better.

I'M SENDING CHESTERFIELDS to all my friends. That's the merriest Christmas any smoker can have—Chesterfield mildness plus no unpleasant after-taste.

Ronald Reagan

RONALD REAGAN
star of "KID KONG" in Fox
Harris International
Color by Technicolor

CHESTERFIELD
100% TOBACCO
COCAINETS

Christmas is the time to give the people you love the best gift of all. Give them the gift of a good smoke. Give them the gift of a good smoke. Give them the gift of a good smoke.

Be Happy-GO LUCK!

So Has!

Do these "cigarettes" warn that you **SMOKE TOO MUCH!**

FOR DIGESTION'S SAKE... SMOKE CAMELS

"That's what I do—and my digestion goes along O.K.," says Glenn Hardin, world's record holder—champion hurdler—and Olympic winner

SMOKE CAMELS FOR 30 DAYS... SEE FOR YOURSELF HOW WELL

Camels agree with your throat

"My voice and throat were important before Camels left my throat and give me more smoking pleasure than any other brand!"

Robert

JULEPS and V you want!

TOBACCO
UNDERGROUND



WHY TARGET TEENS?

- Likely to ignore health consequences
- More valuable because of lifelong addiction
- Exposed to more peer pressure

TOBACCO
UNDERGROUND

Marketing to teens

HOME MY PROFILE TAR & NICOTINE GOT QUESTIONS? EXIT

KOOL
BE TRUE.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

HOME BE TRUE EVENTS LOUNGE SMOKES REWARDS

3. Drag a record onto the turntables
and your ready to go.

TRUCK BY TRUCK DE
TRUCK CE TRUCK CH

SPIN A RECORD TO
EARN POINTS TO CHOOSE
THE TRUCK

MESSAGE BOARD
The owner wants
you back next week

new
CAMEL
No. 9

light & luscious

1 mg "tar," 0.1 mg nicotine av. per cigarette by FTC method. Actual amounts may vary. Smoking in New York State: No. 200 only. ©2005 Camel Cigarettes.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

CAMEL
signature
blends

ROBUST YELLOW FRONT REVVED

taste & design initiative.
Get in the blend at www.camelsmokes.com*

*REWARDS REFLECTED IN LOGO AND TRACKBALL OPERATIONS.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

1 mg "tar," 0.1 mg nicotine av. per cigarette by FTC method. Actual amounts may vary. Smoking in New York State: No. 200 only. ©2005 Camel Cigarettes.

TOBACCO
UNDERGROUND



PROJECT S.C.U.M.

“Isn’t it ironic that they think of us as “scum” . . . yet they still reach out to us as a group they consider vitally important to their profit margin?”

Bob Gordon, Vice President of San Francisco’s Coalition of Lavender Americans on Smoking and Health.

“We don’t respond to those documents. They are part of the master settlement agreement, and are out there for people to draw their own conclusions.”

Lisa Eddington, RJR spokesperson

TOBACCO
UNDERGROUND



Tobacco's Death Toll

5 Million Die Yearly

**15 Billion Cigarettes
smoked yearly**

**Every day, approximately 80,000
to 100,000 young people around
the world become addicted to
tobacco.**





CATALYST SUMMIT, AUGUST 2007





NATIONAL CONFERENCE 2007 - MINNEAPOLIS!





URBAN CAMP AND THE KILLER QUOTES TOUR



KILLER QUOTE TOUR



TEXT-A-QUOTE
TEXT "KILLERQUOTE"
TO 67463
YOU WILL BE TEXTED BACK A
QUOTE FROM BIG TOBACCO

STANDARD TEXT RATES APPLY
ALL #'S KEPT CONFIDENTIAL



TEXT-A-QUOTE

**TEXT "KILLERQUOTE"
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**YOU WILL BE TEXTED BACK A
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**STANDARD TEXT RATES APPLY
ALL #'S KEPT CONFIDENTIAL**

**"KILLER"
QUOTES
TOUR**

KQT BUDGET



- \$5000
 - \$1500 for supplies, palm cards, posters, ink, etc.
 - \$500 per event for 7 events





URBAN CAMP

"We really need something for people to die of"

british american tobacco 1957

YES, A TOBACCO COMPANY ACTUALLY SAID THIS. It's getting harder for them to hide the fact that 400,000 people die from their product in the U.S. every year.

BETH.CATALYST.ORG

The
**BASE OF
 OUR BUSINESS
 is the
 HIGH SCHOOL
 STUDENT**

LORILLARD 1978
 TOBACCO

THIS SECRET DOCUMENT FROM LORILLARD TOBACCO, MAKER OF NEWPORT CIGARETTES, BRAGS ABOUT WHO THEY ARE TARGETING TO BE THE NEXT GENERATION OF SMOKERS. ARE YOU THEIR NEXT TARGET?

BethCatalyst.org

FOR MORE QUOTES TEXT "KILLERQUOTE" TO 67461

AN R.J. REYNOLDS REPRESENTATIVE WAS ASKED WHO THEY WERE TARGETING. HE SAID...

"THEY GOT LIPS? WE WANT THEM"

R.J. REYNOLDS 1999

Be The Catalyst.org

FOR MORE QUOTES TEXT "KILLERQUOTE" TO 67461



KILLER QUOTES TOUR

- Duluth Battle of the Bands
- Bemidji Concerts at the Elks
- New Ulm Bowling Event
- Austin Paintball Spectacular
- Memory Lanes Bowling
- Thief River Falls at “Da Club”
- St. Cloud Bowling Event







"We really need something to die for"

By the American Revolution 1954

©

THEY GOT LIPS? WE WANT THEM

©

THEY GOT LIPS? WE WANT THEM

©









The
BASE OF
BUSINESS
FOR
HIGH SCHOOL
STUDENTS

THEY GOT LIPS?
WE WANT THEM

We really need
something to
die for

The
BASE OF
BUSINESS
FOR
HIGH SCHOOL
STUDENTS

THEY
GOT LIPS?
WE WANT THEM







KILLER QUOTES LESSONS

- Successes
 - 400 New contacts
 - Creative content delivery
 - Strengthened adult partnerships
 - Empowered youth in the areas where we had events
 - Great recruitment for summit
 - Great local media coverage



KILLER QUOTES LESSONS

- Lessons learned
 - Planning events far enough in advance
 - Involving area schools
 - Stress texting campaign more





SUMMIT 2008











TRANSITION TO HEALTHY EATING



- Our transition to HE
- Focus group on HE
- Mini Summit in Duluth
- Website update
- Next steps for Catalyst



FOCUS GROUP ON HE



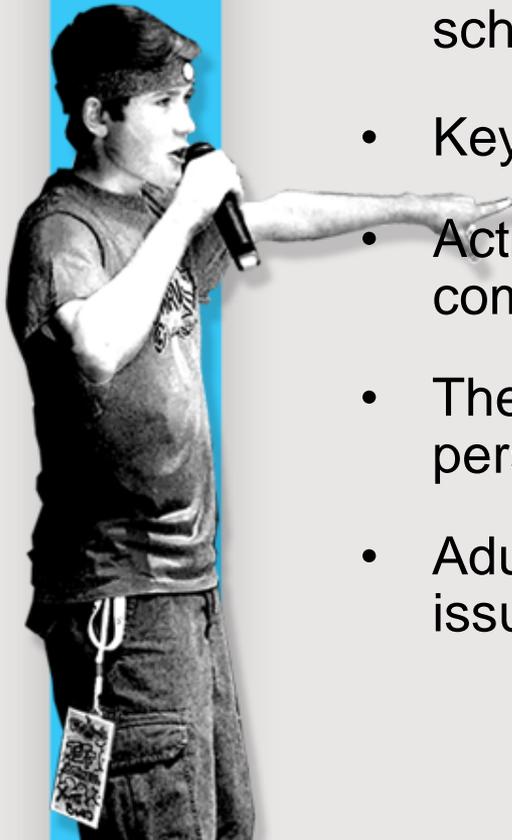
- 4 Focus groups
 - Focus group with our Youth Board
 - Youth focus group in Metro
 - Youth focus group in Elbow Lake
 - Adult focus group in Metro



FOCUS GROUP OBJECTIVES



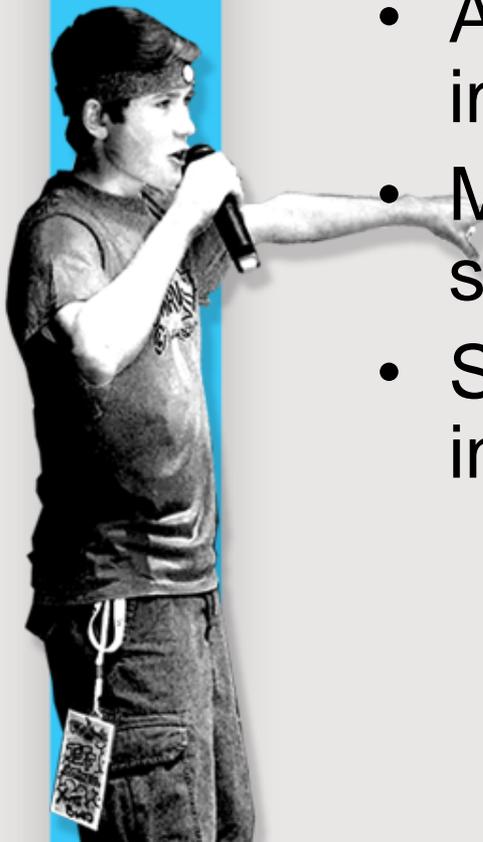
- Youth attitudes toward healthy eating, nutrition, and school policy
- Key messages and message delivery
- Actions that youth are willing to take in their communities and schools to support healthy eating
- The food environment in high schools from a student perspective
- Adults' openness to working with youth on nutrition issues



KEY FINDINGS:



- Attitudes: Price, display and choice are important
- Messaging: Being a role model, having student input
- School Policy: Budgets are a challenge, interest in local foods, taste tests!



COME TO THE

CATALYST

MINI

SUMMIT

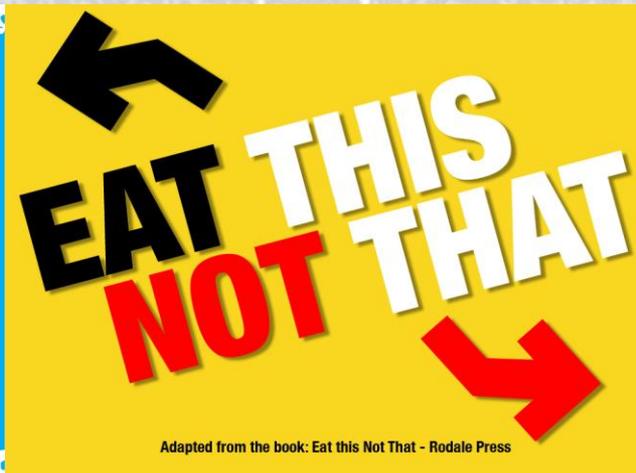
SATURDAY
JANUARY, 17
DULUTH, MN



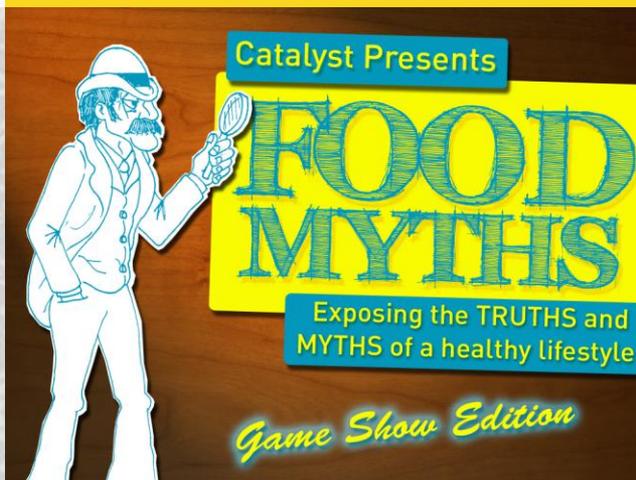
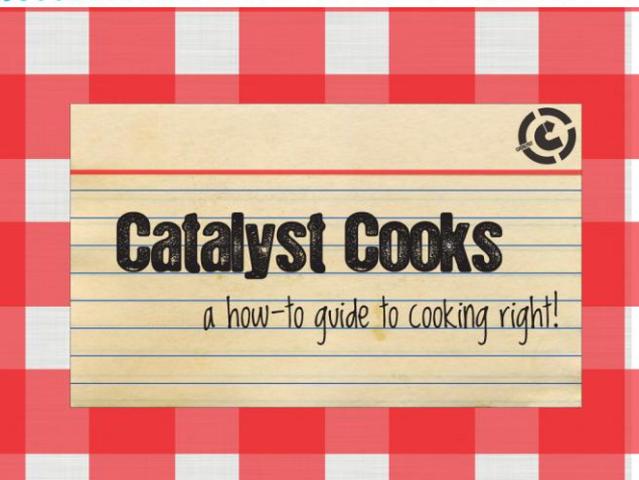




NEW NUTRITION CONTENT



Adapted from the book: Eat this Not That - Rodale Press



STUDENT INVOLVEMENT IN HEALTHY EATING



- Having students on wellness committee's
- Student group partner with local chef to come up with new menu item
- School store overhaul
- Mini-grants for student groups
- Always looking for new ideas



OUR CORE ISSUES



- Eating real, fresh food
- Learning to cook
- Student involvement in wellness policies
- Farm to school
- Snacks meeting IOM standards
- Menu labeling
- Walking or biking to school
- Being active in life



ACTIVE WASTE: U

ACTIVE IN WHAT YOU EAT
AND WHAT YOU DO





catalyst summit 2k10





Catalyst Cooks

a how-to guide to cooking right!











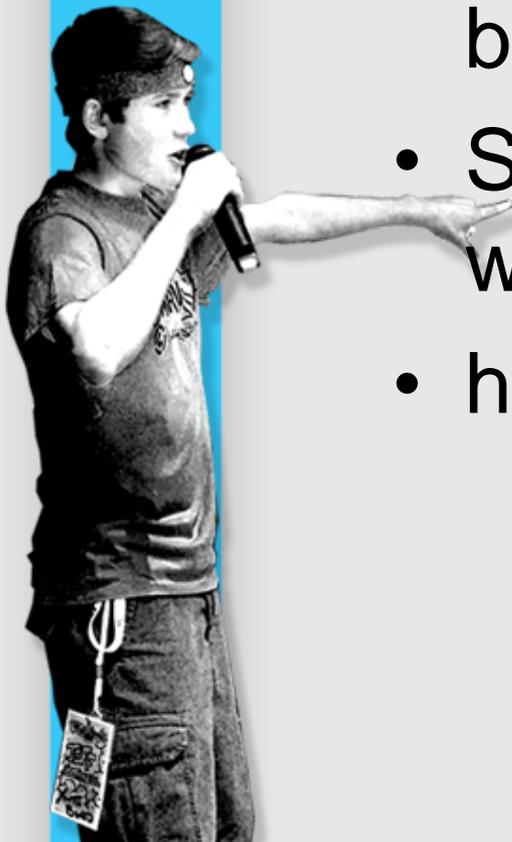




BUTTONS AND SCREENPRINTING!



- Button makers are from buybuttonparts.com
- Screenprinting tutorial on our website.
- <http://c.ataly.st/catalystscreen>



WHAT'S NEXT?



- Check out our website for our resources
- Email me if you have student groups that would be interested in working on these issues – andy@bethecatalyst.org

