

The 84 is a statewide movement of youth fighting tobacco in Massachusetts. The 84 represents the 84% of Massachusetts youth who choose to do positive things and NOT smoke. Chapters of passionate young people and dedicated adult advisors have sprung up across the state ready to fight against tobacco in their schools and communities. During the 2010-2011 year, over 80 Chapters joined the Movement to take action! In total, The Chapters have exposed over 100,000 high school-aged youth to The 84 message and many decided to fight back against the tobacco industry. This year, we want **YOU** to join us!

Accomplishments of The 84

- ★ Banning tobacco sales in pharmacies in **5 major MA cities**, including Boston
- ★ Surveying their communities to learn about people's knowledge and attitudes about tobacco advertising and the pricing and packaging of other tobacco products (OTPs) in **13 different cities and towns**
- ★ Educating local and state government legislators on youth tobacco prevention strategies
- ★ Changing local ordinances to restrict and limit tobacco advertising in communities
- ★ Exposing **over 100,000 youth** to The 84 message that most youth DON'T smoke

The perks of being a Chapter

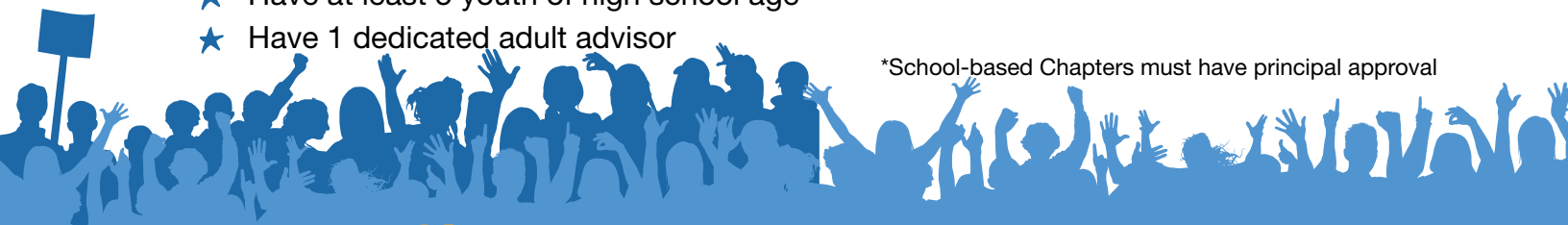
- ★ Exclusive invites to **statewide events** (e.g. Statewide Kickoff & Training and Kick Butts Day at the State House) **and free trainings** to learn about tobacco prevention and network with other youth around the state
- ★ Eligibility to **apply for the funding** to take on a number of tobacco prevention projects
- ★ Opportunity for recognition at the State House
- ★ Meeting with your lawmakers
- ★ Access to **The 84 promotional toolkit** with free stuff for youth, a binder with activity ideas, and more
- ★ **A custom page on The84.org** to highlight your Chapter's successes and get attention
- ★ The chance to participate in **statewide competitions** and earn **group rewards**

Ready to sign up? Register your Chapter at The84.org/chapters

Eligibility Criteria:

- ★ Be a part of a high school* or community-based organization
- ★ Have at least 5 youth of high school age
- ★ Have 1 dedicated adult advisor

*School-based Chapters must have principal approval



Sign up at The84.org/chapters

Need more info? Contact us at word@the84.org