

# GENFREEMS

MISSISSIPPI'S TOBACCO-FREE GENERATION

BREAK THE HABIT  
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BREAK THE HABIT

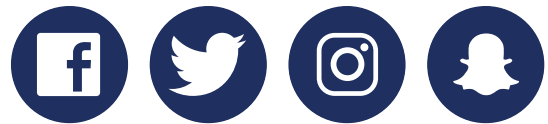
This year Generation FREE™ is enacting our nicotine-free programs at five different schools across Mississippi. Our #BREAKTHEHABIT campaign is combating the rising vaping epidemic across our high school student populations by empowering them with the facts about the dangers of e-cigarettes as well as creating a peer-led community of youth advocates. By working with passionate adult sponsors, within these five versatile private and public schools, we are creating a peer-led movement that is easily scalable to any student or campus population. We are helping the Mississippi youth in our targeted schools #BREAKTHEHABIT one positive choice at a time.



Our goal this year for Generation FREE™ is to embolden and empower the people who make their communities so great. Our grassroots advocacy approach is reflected in our #BREAKTHEHABIT campaign. We have strategically selected key adults who will act as a mentor to two youth advocates who will receive a college scholarship for their advocacy work. Each Sponsor and their teams of student advocates are challenged to build youth advocacy teams that will inform and help them create PSA videos, social media post, articles for the school paper and many other peer-led advocacy inspired activities and events.

## REACHING OVER 2,500 STUDENTS THROUGH GENERATION FREE THIS YEAR

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Generation FREE™ aims to meet students where they are by creating and sharing meaningful and insightful messages that are clear to understand and spoken in a familiar tone. Over the past three years, we have watched our vast variety of social media channels flourish into a landing area for fact driven discovery and conversation. Our current #BREAKTHEHABIT campaign is no different. Each Advocacy team will be empowered to create multiple PSA videos to inform about the harmful effects of vaping and using e-cigarettes. We will continue to highlight the peer-led activities and events, while also being able to provide them with a digital platform for advocacy. This year, we are also working with two college age students who are past members of Generation FREE™, who will help us have the youth perspective on e-cigarette national news articles, e-cigarette illnesses, and other meaningful digital advocacy content that youth will want to engage with.

## GENERATION FREE™ PEER-LED ADVOCACY ACTIVITIES



PEER-LED SMALL TALKS & IN-CLASS PRESENTATIONS



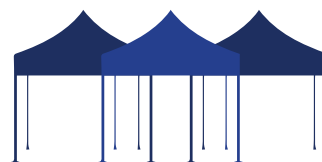
PEER-LED LARGE TALKS & INTERACTIVE ASSEMBLY PRESENTATIONS



PEER-LED EVENTS & INTERACTIVE ATHLETIC EVENT POP-UPS.



MEETING WITH SCHOOL & LOCAL DECISION MAKERS TO CREATE POLICY.



PEER-LED COMMUNITY CONNECTION EVENTS.



POSTING ON SOCIAL MEDIA, CREATING PSA VIDEOS, AND WRITING RELEVANT BLOGS AND NEWS ARTICLES.