



We are excited to announce our newest partnership with the [Campaign for Tobacco-Free Kids \(CTFK\)](#), a leading force in the fight to reduce tobacco use and its deadly toll in the United States and around the world. FCCLA and CTFK are partnering to support our Student Body program and joining forces to engage FCCLA members in trainings that will help them understand the dangers of tobacco use and how their voices can help their generation #BetheFirst tobacco-free generation!

We are officially launching our partnership with an opportunity for our chapters across the nation to win **CASH PRIZES** by participating in or hosting trainings that take place on [Kick Butts Day](#), a national day of activism that empowers youth to speak up and take action against tobacco use. **This year Kick Butts Day is Wednesday,**

March 15 - JUST TWO WEEKS AWAY! Your chapters should also be on the lookout for additional opportunities with FCCLA and CTFK now and throughout the 2017-2018 school year.
GET INVOLVED & [REPORT YOUR EFFORTS](#) FOR A CHANCE TO BE ONE OF THE FIRST 25 CHAPTERS TO RECEIVE A CASH PRIZE OF \$100!

What:

- [Sign up for the *Taking Down Tobacco*](#) online training program and complete the ***Taking Down Tobacco 101*** course on Kick Butts Day.
 - The training takes about 45 minutes and is perfect for a full class time lesson. The training is completely online and chapter advisers can show the training for an entire class (or entire school!)
- Already completed the ***Taking Down Tobacco 101*** online training?
 - Take the next step and have your members complete the [Train the Trainer](#) program so they are eligible to train their peers and other community members- and then be able to win more cash prizes for your chapter!

Who:

- FCCLA chapter advisers, members and other youth in your school or community
- **We encourage your chapters to partner with your school's health classes to host a large training at your school!**

Where:

- Trainings can take place in the classroom, auditorium, gym, online at home or even at a community center!

When:

- **Kick Butts Day - March 15, 2017 until March 31, 2017**
- (Kick Butts Day is March 15th; however, trainings may be planned through March 31, 2017)

Why:

- This is a great Student Body program activity and the ***Taking Down Tobacco 101*** shows youth how tobacco is still a problem and what they can do to help #BetheFirst tobacco-free generation
- Participants will learn the history and dangers of tobacco use, how and where tobacco is made, who is most affected by tobacco, the facts about other tobacco products such as e-cigarettes, how the tobacco industry is still using harmful marketing tactics, and how the power of their voice can help take down tobacco!

THE FIRST 25 FCCLA CHAPTER ADVISERS OR MEMBERS TO COMPLETE THIS [BRIEF SUMMARY FORM](#) - SHOWING THAT THEY HAVE HOSTED A TRAINING FOR KICK BUTTS DAY, NO LATER THAN FRIDAY, APRIL 7 AT 5:00 PM ET - WILL RECEIVE A \$100 CASH PRIZE!