



FACT SHEET

WHO: The American Lung Association of Hawaii's **MUSIC WITH A MESSAGE®**, tobacco awareness assembly, that focuses on the student performance indicator "Advocacy for Health." Each student/celebrity will make a clear "stand" or position regarding tobacco control and back it up with valid data, reasons, or information. The message will be personal and would convey his/her conviction about tobacco control in a persuasive way to the specific audience. (Message varies with performers.)

18th Year

WHAT: 45 minutes – 1-hour assembly or depends on your assembly schedule.

WHEN: Held during the school assembly period. Neighbor island tour depends on funding.

WHERE: Held in the cafeteria, gymnasium or outdoors. The sound system must have some kind of covering if held outside. The radio station brings their own sound system and sound tech.

WHY: Almost two-thirds of current smokers (MS and HS) want to quit and have tried to quit at least once in the past year. Unfortunately, one in five MS and one in eight HS have participated in a program to help them quit using tobacco. The ALAH would like to inform your students about our **Not On Tobacco® (N-O-T) program geared for teens who want to quit smoking.**

PEERS & CELEBRITIES: Each show may vary, depending on availability of **celebrities:** Power 104.3's DJs (KC, Micah Banks and/or Island Boy), Life 360 (Featuring the Men of W.A.R. & the Blessing Crew), I. A., Beach 5, Afatia, Barefoot Samurai, Max Louie, Da ACE and Jay Deuce, and etc. (Updated 01-07-08)

SPONSORS: Power 104.3 Radio Station, Walter from RSS Limited, Word of Life Christian Center, Sassy & "G" Magazine, Hipromo, and Ryde or Die Movement. New partners are always welcome (10-12-07)

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 **AMERICAN LUNG ASSOCIATION®**
of Hawaii