

A youth-based curriculum to prevent tobacco use

# OPERATION STOREFRONT

**The goal of *Operation Storefront* is to raise awareness among youth that they are being targeted by the tobacco industries through advertising.**

This program develops youth's critical thinking skills through (1) learning the industry's manipulative marketing strategies, (2) documenting the amount of tobacco advertising at local retailers, and (3) advocating for community change.

## **5-Session Curriculum Outline:**

### **1. Lesson One**

Uncover the basic facts and statistics related to tobacco use and history.

### **2. Lesson Two**

Discuss tobacco product advertising, and allow participants to create their own anti-tobacco advertisements.

### **3. Fieldwork**

Youth will go out into the community stores that sell tobacco products and collect the advertising data.

### **4. Lesson Three**

Youth analyze, interpret, and discuss their thoughts from the data collected.

### **5. Lesson Four**

Youth will advocate for change, and share their conclusions and findings related to the program with others in their community.

**Youth reporting a high level of exposure to tobacco advertising are more likely to be smokers than those who report a lower level of exposure to tobacco advertising.**



## **For Additional Information Contact:**

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