

January

- Start the new year off right by sending a letter to the MPAA urging them to rate all movies with smoking "R".
- Put a Screen Out! advertisement in your Alliance's newsletter and encourage members to join the campaign.
- Start planning for a spring petition drive by



conducting a Screen Out! session in your community. Recruit community members to help you with the petition drive.

February

- ♥ International Week of Action is February 18-25! Show your support for children's health by gathering petition signatures outside movie theatres, video rental stores and retailers that sell youth-rated movies featuring tobacco imagery.
- ♥ Start an endorsement campaign by visiting local organizations to give Screen Out! presentations. Don't forget to visit the website for all the Screen Out! resources available to you!
- ♥ February is Oscars month! Host an Oscars party and ask guests to write letters to movie studios.

March

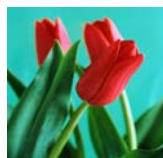
- March is Girl Scout Month. Visit your local chapter and encourage parents and community leaders to get involved in Screen Out! Don't forget to take a petition!
- March 8th is No Smoking Day in the UK. Bring the celebration to the US by printing out letters from our website and asking community members to sign and mail them to the six largest movie studios.
- The National Advocacy Conference is March 29-April 2. Encourage members to attend the Screen Out! presentation.

April

- Celebrate National Public Health Week (April 3-9) by gaining an endorsement from your local and/or state health department.
- April 5th is Kick Butts Day. Schedule a meeting with local teachers to tell them about the importance of getting smoking out of youth-rated films. Don't forget to collect signatures for a petition!
- April is Youth Protection Month. Help protect youth health by getting petition signatures from parents and community members.

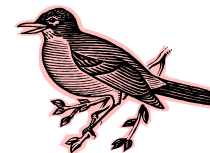
May

- Spring is the season for 5K walk/runs. Start your spring petition drive by setting up a Screen Out! table at a walk/run event. Have runners and spectators sign up for the campaign and put their signature on the petition.
- Honor Mother's Day by having a women's organization endorse the campaign.



June

- The year is halfway over. Evaluate your action strategies. What has been successful? What hasn't?
- School's out for summer! Ask students to participate in a petition drive. Tell them to get their friends and parents involved.



July

- It's summertime and you know what that means—lots of blockbuster movie releases. Engage your local theatres in Screen Out! by telling them your concerns about on screen smoking.
- Throw a summer barbecue and ask guests to write letters to the CEOs of the six largest movie studios. Their addresses can be found on page 13 in the Member's Guide. Visit the website for customizable letters.

August

- Beat the heat by hosting a pool party. Set up a table so that guests can sign the petition and pick up Screen Out! materials.
- Celebrate summer by hosting a lemonade party. Have your guests sign petitions and tell them a little about Screen Out! Don't forget to direct them to our new website, www.screenout.org



September

- Celebrate World Heart Day (September 25th) by writing a letter to your local newspaper encouraging the community to get involved in Screen Out!
- Back to school time means PTA meetings! Get your local PTA and/or the School Board to endorse the campaign.



October

- Set up a booth at your local fall festival and encourage attendees to sign the Screen Out! petition.
- Potlucks provide a great venue for telling your community about Screen Out! Distribute Screen Out! materials and ask potluck attendees to sign the petition.
- Don't forget to collect petition signatures at Halloween parties and other local haunts!



November

- Start gearing up for the holiday season by planning a petition drive.
- November is World Lung Cancer Awareness Month. Visit local hospitals and clinics to collect petition signatures and endorsements.
- Don't forget about Screen Out! on Turkey Day! This is a great time to talk to family and friends about Screen Out! and ask them to sign the petition.

December

- Hold a holiday petition drive at local retailers that sell DVDs that feature smoking. Ask involved community members to set up tables around your community during the busy holiday shopping season!
- Congratulate yourself for participating in a year of Screen Out! Keep up the great work!

