



## Iowa Breath of Fresh Air Challenge: Volunteer Toolkit

### What Is the Breath of Fresh Air Challenge?

This is a light, flexible, and impactful 5-day volunteer challenge. Each day asks you to take one small action that helps grow support for stronger tobacco prevention and cessation policies in Iowa. Every action strengthens our voice before Lobby Day.

**Small steps, big impact. You choose when, where, and how you complete each day's task.**

### Toolkit Contents

- Purpose & Talking Points
- The 5-Day Challenge Checklist
- How to Start Strong
- Sample Scripts for Each Day
- Social Media Templates
- Tips for Success
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### Purpose & Talking Points

Purpose: To empower volunteers to take small, meaningful actions each day that help increase petition signatures and elevate awareness of Iowa's tobacco prevention effort.

### Key Talking Points

Use these anytime you reach out:

- "We're building momentum for a healthier, tobacco-free Iowa."
- "Stronger tobacco policies protect kids, support families, and save lives."
- "Adding your name to the petition helps us show lawmakers that Iowans care."
- "This only takes a few seconds, but it truly matters."

## Your 5-Day Challenge Checklist

**Day 1: Text 5 friends the petition link** - Send a quick message to your circle — family, friends, neighbors, anyone who cares about Iowa's health.

**Day 2: Ask 3 coworkers to sign during a break** - Perfect for lunchroom chats, breakroom moments, or before/after a shift. Retired or between jobs? Reach out to 3 more friends!

**Day 3: Post the petition link on social media with a personal reason why** - A short, heartfelt sentence encourages others to act.

**Day 4: Ask a local business to share the QR code at their checkout counter** - Coffee shops, gyms, boutiques, barbershops, pharmacies — anywhere with friendly foot traffic.

**Day 5: Phone-a-Friend Friday** — call or message 3 people - A personal ask is powerful. This one-to-one outreach makes a real difference.

## How to Start Strong

- Save [the petition link](#) and [QR code](#) to your phone.
- Set aside 5–10 minutes per day — that's truly all it takes.
- Choose a friend to take the challenge with you for extra accountability.
- Celebrate your progress — every signature counts!

## Sample Scripts

**Day 1 — Text 5 Friends:** Hi! I'm taking a quick 5-day challenge to support tobacco prevention in Iowa. Would you add your name to this petition? It takes only a few seconds, and it really helps! <https://act.fightcancer.org/a/iowatobacco>

**Day 2 — Ask Coworkers:** Hey! I'm participating in a quick health advocacy challenge this week. Would you be willing to sign this petition supporting stronger tobacco prevention in Iowa? Here's the link — it only takes a moment: <https://act.fightcancer.org/a/iowatobacco>

**Day 3 — Social Media Post:** I'm adding my voice for a healthier, tobacco-free Iowa. Stronger prevention policies save lives, support families, and protect kids. Join me and sign the petition: <https://act.fightcancer.org/a/iowatobacco>

**Day 4 — Asking a Local Business:** Hi there! I'm volunteering with the American Cancer Society Cancer Action Network. We're collecting signatures in support of stronger tobacco prevention policies in Iowa. Would you be willing to display [this QR code](#) at your counter for the week? Community support like yours makes a big difference.

**Day 5 — Phone-a-Friend Friday:** I'm doing a quick advocacy challenge this week and thought of you. Would you sign this petition supporting stronger tobacco prevention policies in Iowa? Your voice really matters. Here's the link: <https://act.fightcancer.org/a/iowatobacco>.

## Social Media Templates for Volunteers

Pair your social media posts with a personal photo or by utilizing our [graphic template](#).

Instagram/Facebook: I'm taking the Breath of Fresh Air 5-Day Challenge to support stronger tobacco prevention policies in Iowa. Small actions make a big impact — join me by signing the petition today! ❤️ <https://act.fightcancer.org/a/iowatobacco> @ACSCANIowa #ACSCAN #Iowa #SmokeFreeAirAct #IowaHealthInitiative #TakeDownTobacco

X/LinkedIn: Taking the 5-Day “Breath of Fresh Air” Challenge to support stronger tobacco prevention in Iowa. Add your name: <https://act.fightcancer.org/a/iowatobacco> @ACSCANIowa #ACSCAN #Iowa #SmokeFreeAirAct #IowaHealthInitiative #TakeDownTobacco

### Daily Story Ideas

- Photo of the [QR code](#)
- Screenshot of sending texts
- A short “why I care” video
- Photo at a local business displaying the QR code

## Tips for Success

- Keep the tone friendly and positive
- Share why you personally care — authenticity inspires action
- Don't worry about perfect wording — the heart matters most
- Follow up with people who said they'd sign but got busy
- Celebrate each signature — every name strengthens our message to lawmakers

## Report Back

When you finish your 5-day challenge, please share:

- Estimated number of signatures you helped collect
- Any photos or screenshots (optional)
- Businesses that agreed to display the QR code
- Any stories or meaningful interactions

[ACS CAN Report Back Form](#): Your efforts truly make a difference — thank you for helping us make Iowa healthier for everyone.