

ENUFF – The 84 Movement's Youth Day of Action April 3, 2025

Make smoking history.



New Name, Same Game!

Rebranded Kick Butts Day; lack of association with ‘butts’ tied to tobacco and wanted to integrate nicotine; Not interested in using “Take Down Tobacco” from CTFK; the Statewide Leadership Team collaborated on a new name and MTCP approved!

ENUFF: End Nicotine Use For the Future

Full Name: ENUFF: The 84 Movement’s Youth Day of Action

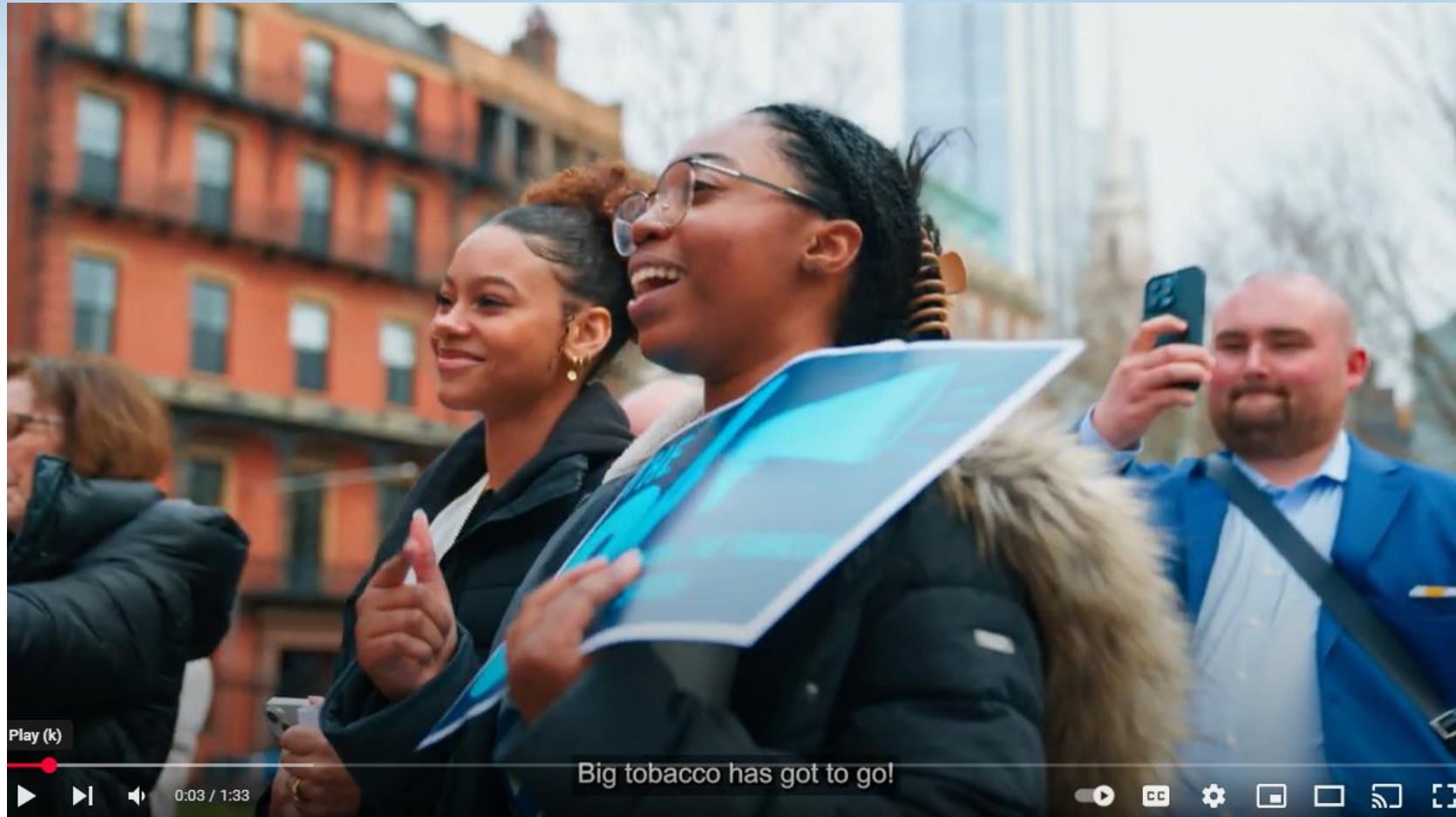
Short Name: ENUFF: Youth Day of Action

Very Short Name: ENUFF Day *or just* ENUFF

The Collective Power of Youth



Promo Video



[Watch Video](#)



MA YOUTH FIGHTING
THE TOBACCO AND
VAPING INDUSTRIES

The 84 Movement Overview

What is The 84?









Christian Badillo

ADMINISTRATIVE COORDINATOR

he/they



Ed Rand

SENIOR PROGRAM MANAGER

he/him



Maria Dueñas Lopez

PROGRAM ASSOCIATE

she/they

Statewide Leadership Team





Mini-grants and Stipends





Youth Power Summit





ENUFF: MESSAGING

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ENUFF 2025 Overall Messaging

Overall messaging:

- The name change to ENUFF shows progress in the fight against the tobacco and vaping industries.
 - It celebrates that youth use of cigarettes has declined (3.2%) to the point that teens don't think of cigarettes when they hear the word "butts."
 - And with it, we celebrate that the most recent data show 84% of youth don't vape.
- Still, youth are fed up with being targeted with new products and approaches to addict them to nicotine at a young age.
- To overcome the significant health and economic impacts of nicotine, we encourage a comprehensive approach to tobacco and vaping.
 - In a just and equitable world, a variety of policies and strategies would protect future generations through prevention while also addressing those already dependent on nicotine.

ENUFF 2025 Overall Messaging

- Overall message framing then allows people to focus on the specific policy interest they want to educate about (e.g., menthol, nicotine pouches, retail density, etc.)
 - Youth will talk with their legislators about tobacco as a racial justice issue and what they see in their communities around tobacco and other issues important to them
 - Adults (without youth) can educate legislators about tobacco issues (upstream work, other issues in the community)
- Call to Action for youth during their visits:
 - Come to a Chapter event in their community (if relevant)
 - Support the Governor's outside section of the budget to add synthetic nicotine to the list of products covered by the tobacco excise tax
 - Come to the program at 1pm today in the Great Hall
- Advocates may talk about the budget and other relevant bills

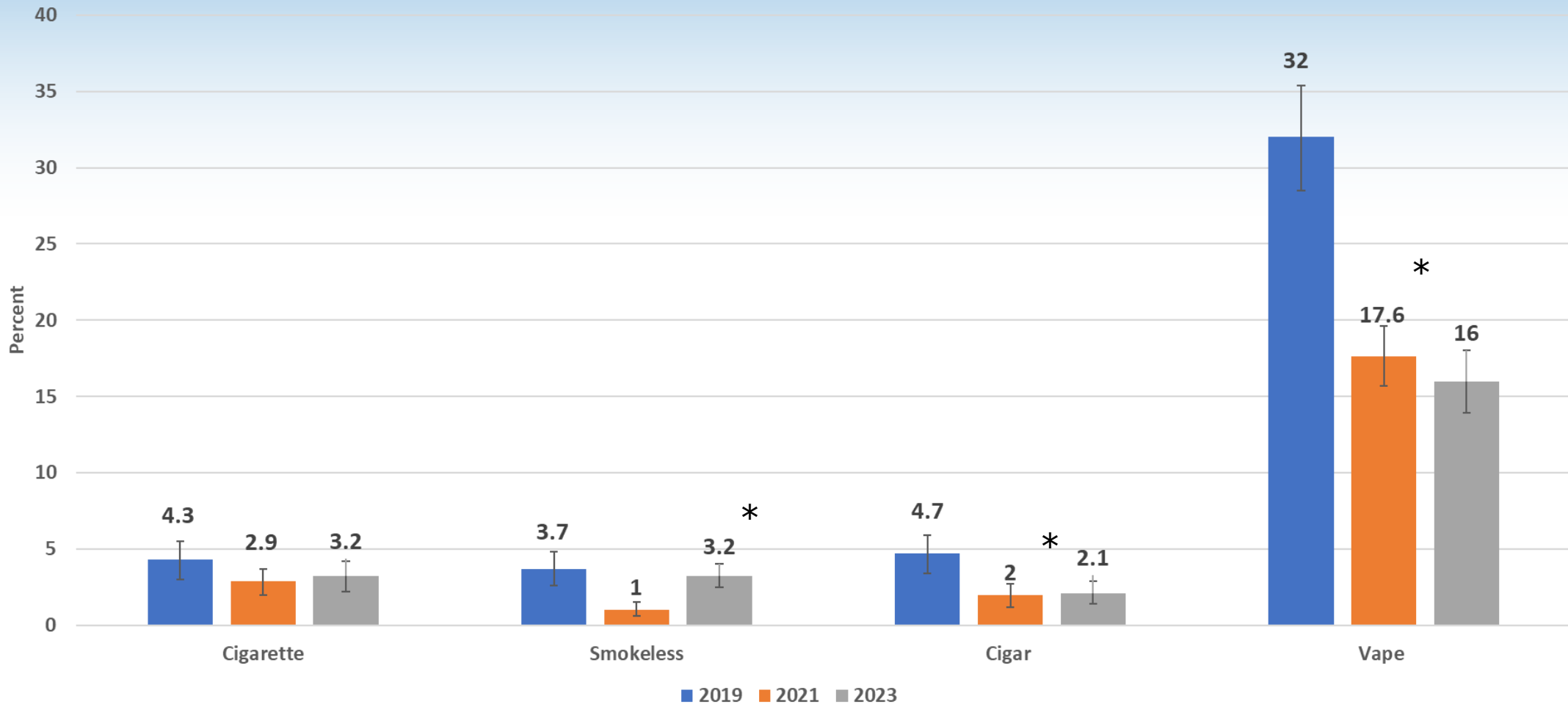
Key Messages to Legislators

- Massachusetts has made a lot of progress combatting the influence of the tobacco and vaping industries.
- Work remains to reduce the tobacco industry's influence in our communities— e.g., racial equity, emerging products such as nicotine pouches, mental health impact, retail density...
 - Youth will share their story of what they see in their community and what matters to them most
 - Adults (without youth) can share the work of The 84 chapters (if not in attendance at ENUFF), issues in their community and their work
- Learn more about what you can do
 - The 84 Movement, MTCP (Legislative Packet), TFM

Be Mindful of Language

Do use	Don't use
Smoking or vaping is an "addiction"	Smoking or vaping as a "bad habit"
Addiction	Habit, choice
Youth/young people	Kids
Language that blames the industry	Language that blames youth
Youth	Youth "at risk"
	"Keeping tobacco out of the hands of youth"
	"Youth getting their hands on tobacco"

Youth Use of Smokeless Products is Increasing, Youth Health Survey (YHS) 2023



Note: *Indicates data point is statistically significantly different from the prior year of data (p<0.05)

LOGISTICS OVERVIEW

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Day-of Itinerary – April 3

Time	Event	Location
9:30 – 10:15am	Youth arrive	Great Hall
10:15 – 11:00am	84 Kick-off and Training	Great Hall
11:30 – 1:00pm	Visits and Lunch	Great Hall and Grand Staircase at the State House
1:00 – 2:00pm	Afternoon Program and Award Ceremony	Great Hall
2:00 – 2:30pm	Transition to rally outside front entrance	Great Hall
2:30 – 2:45pm	Rally and photos outside State House	Stairs outside
2:45 – 3pm	Bus departures/end of event	

Adult Roles

1. Volunteers for Traffic/Flow (can sign-up to volunteer on the registration form; should arrive earlier)
2. Attend the Youth Training
3. Participate in Chapter visits
4. Schedule your own visits
5. Drop-off packets
6. Eat lunch --- *bring your own water bottle!*
7. Enjoy the afternoon program and awards

Asking adults to register: <https://www.surveymonkey.com/r/ENUFF25>

When should adults arrive?

10:00am

*Sign in at the Registration table
with MORE at the Grand Staircase.*

Youth will be trained at 10:15am and start their legislative visits around 11am. Give yourself time to get through security and get settled.

Volunteering? Arrive by 9:15am to support youth entering the building. MORE will send a logistics email to volunteers a couple days before.

Packets for Visits or Drop-offs

- At registration in the Grand Staircase, sign in with MORE, create a name badge, and pick up **one packet for yourself**.
- The Chapters will be responsible for holding onto the **packets** for the legislative visits that they conduct.
- If you signed up for legislative visits on your own and/or packet **drop-offs**, pick up that number of packets, too.

What's in the Legislative Packet?

1. Overview of The 84
2. Overview of MTCP
3. Emerging Products: Spotlight on Smokeless Tobacco

Media Relations

- **Joan Rubel** handles media relations for the day with two youth spokespeople who will be available for interviews.
- Media people may arrive at the event any time.
- If you see media people, alert Joan or send them to Joan so she can connect.

MORNING TRAINING AND AFTERNOON PROGRAM

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Training



At the Training

1. Find your Chapters so you can practice and plan where you're going to meet them for visits
2. During the training, ask some hard questions to get youth prepped for the legislative visit. Ask what stories they have around how the tobacco industry is influencing their community.

The Program and Awards

- Youth-led program
- Attorney General Andrea Campbell and Commissioner Robert Goldstein are scheduled to speak
- Governor Maura Healey was also invited
- May hear from legislators
- Youth Leadership, Chapters, and Adult Advisor Awards

LEGISLATIVE VISITS

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What is your role at the Legislative Visit?

1. If you are accompanying youth to a visit:
Let youth take the lead
2. If you are scheduling a visit on your own (without a Chapter):
EDUCATE the legislator/aide on the work you are doing and the issues in the community
3. Drop offs: Simply drop off the packet with an aide

Adults with Chapter Visits

- Ed will send an email out to CPs and BOHs about adding themselves to scheduled legislative visits.
- All scheduling is done by The 84 and the information is stored in a shared spreadsheet document.
- If there are visits you want to go to, you can add your name to the “Adult Attendees” column.
 - This is the ONLY column you will be able to type in.
- The day before ENUFF, go to the spreadsheet and confirm your visit times.

Priority Legislators

- If there is a priority legislator with a lot of influence, we want them to have a visit, regardless of them having a Chapter at ENUFF.
- Statewide Leadership Team members will fill in the gaps.
- If they're in a district you cover, you can attend.



Meeting up with Youth for Visits

- Unless you've met with youth earlier to coordinate, plan to meet with them at the legislator's office.
- This can get a little crazy and you can get lost.
- Sometimes the legislators aren't there and sometimes the youth aren't either.
- SLT wear a different shirt to stand out.
- Be patient and go with the flow!

Adults Without Youth Chapter Visits

- Are you planning to meet with a legislator *without* a Chapter assigned?
 - Make sure that you mark the legislator you plan to visit in the spreadsheet.
 - Grab a packet from MORE at the registration table.

The Scheduling Doc

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File Home Insert Page Layout Formulas Data Review View Automate Help Table Design

Clipboard Font Alignment Number Styles Cells Editing Sensitivity Add-ins Analyze Data

U21 Sen. Cindy Friedman

	A	B	C	D	E	G	H	I	J	K	L	Q	R	S	T
1	Column1	Priority	FIRST	LAST	DISTRICT	ROOM	Commit	Positie	Room	PHONE	EMAIL	Assigned TFM Attendee	Assigned MTCP Attendee	Assigned Youth Group	Schedule Visit Tim
2		YES	Michael	Barrett	Bedford, Carlisle, Chelmsford, Concord, Lexington, Lincoln, Sudbury, Weston, Waltham	109-D		Assissta nt Majority Leader	State House, Room 109-D	(617) 722-1572	Mike.Barrett@masenate.gov				
3			Michael	Brady	Brockton, East Bridgewater, Halifax, Hanson, Whitman, Randolph, Avon	416-A			State House, Room 416-A	(617) 722-1200	Michael.Brady@masenate.gov				
4		YES	William	Brownsberger	Boston (Brighton, Fenway, Kenmore), Allston, Belmont, Watertown, Cambridge	319		Presiden t Pro Tempore	State House, Room 319	(617) 722-1280	William.Brownsberger@masenate.gov				
5			Nick	Collins	Boston (South Boston)	312-D			State House, Room 312-D	(617) 722-1150	Nick.Collins@masenate.gov				
6			Joanne	Comerford	Northampton, Amherst, Hadley, Hatfield, Pelham, Bernardston, Deerfield, Erving, Gill, Greenfield, Leverett, Leyden, Montague, New Salem, Northfield, Orange ,Shutesbury, Sunderland, Warwick, Wendell, Ashburnham, Athol, Petersham, Royalston, Winchendon	413-C	Joint Committ ee on Public Health	Co-Chair	State House, Room 410	(617) 722-1532	Jo.Comerford@masenate.gov				
7		YES	Cynthia	Creem	Brookline, Newton & Wellesley	312-A		Majority Leader	State House, Room 312-A	(617) 722-1639	Cynthia.Creem@masenate.gov				
					Lynn, Lynnfield, Marblehead	520			State House, Room	(617) 722-1350					

Senete House of Reps Overlap Schedule +

If you try to edit another column...

Microsoft Excel - LEGISLATIVE LIST - ENUFF FY25 Scheduling Doc 4.3.25 - Saved

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Column1 Priority FIRST LAST DISTRICT ROOM Commit Positid Room PHONE EMAIL Assigned TFM Attendee Assigned MTCP Attendee Assigned Youth Group Schedule Visit Time

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2 YES Michael Barrett Bedford, Carlisle, Chelmsford, Concord, Lexington, Lincoln, Sudbury, Weston, Waltham 109-D Assissta nt Majority Leader State House, Room 109-D (617) 722-1572 Mike.Barrett@masenate.gov

3

4

5

6 Northampton, Amherst, Hadley, Hatfield, Pelham, Bernardston, Deerfield, Erving, Gill, Greenfield, Leverett, Leyden, Montague, New Salem, Northfield, Orange, Shutesbury, Sunderland, Warwick, Wendell, Ashburnham, Athol, Petersham, Royalston, Winchendon 413-C Joint Committ ee on Public Health Co-Chair State House, Room 410 (617) 722-1532 Jo.Comerford@masenate.gov

7 YES Cynthia Creem Brookline, Newton & Wellesley 312-A Majority Leader State House, Room 312-A (617) 722-1639 Cynthia.Creem@masenate.gov

8 Lynn, Lynnfield, Marblehead 520 State House, Room (617) 722-1350

Microsoft Excel

The cell or chart you're trying to change is on a protected sheet. To make a change, unprotect the sheet. You might be requested to enter a password.

OK

Senate House of Reps Overlap Schedule +

Ready Accessibility: Investigate

Display Settings 100%

The finished product

2018 MTCP Signup Sheet for Legislative Visits (EXTERNAL USE) ☆

File Edit View Insert Format Data Tools Add-ons Help Last edit was made on May 1, 2018 by anonymous

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MTCP Programs: You can only edit the yellow Column M

	A	B	C	D	E	F	G	H	I	M	N	O	P	Q	R
1	MTCP Programs: You can only edit the yellow Column M														
2	Priority?	First Name	Last Name	Rm #	Committ ee	Comm Position	Towns	Phone	E-mail	Assigned Adult Attendee- MTCP/TFM USE THIS COLUMN	Assigned Youth Group	Schedule Visit Time	Visit with Sen/Rep or Staff	Notes/Confirmatio n Info	Award Winner/Ea rned Media
3		Michael	Barrett	416			Bedford, Carlisle, Chelmsford, Concord, Lexington, Lincoln, Sudbury, Weston, Waltham	617-722-1572	michael.barrett@masenate.gov	Mary Cole	Waltham Trailblazers	12:50	Aide- Sam Anderson or Jacob Mueller	confirmed- samuel.anderson@m asenate.gov	YES - Send advisory to Hannah.walfor d@masenate.g ov
4	PRIORITY	Joseph (Joe)	Boncore	112	Health Care Finance	Vice Chair	Boston, Revere, Winthrop, Cambridge Brockton, East Bridgewater, Halifax, Hanover, Hanson, Plympton, Whitman, Easton	617-722-1634	Joseph.Boncore@masenate.gov	Michelle Kieilty and Bonny Carroll	SLT Group 5	12:30	Juan Jaramillo- Aide	Confirmed- kathi.young@masen ate.gov	
5		Michael	Brady	519	Revenue	Chair		617-722-1200	Michael.Brady@masenate.gov		The 92 Club	DROP OFF			
6		William	Brownsberger	504			Boston (Brighton, Fenway, Kenmore), Belmont & Watertown	617-722-1280	William.Brownsberger@masenate.gov	Steve Shestakofsky/Natalie Miller	Watertown Youth Coalition	11:30	Andrew Bettinelli- Chief of Staff	confirmed- quinn.diaz@masenat e.gov	Yes
7	PRIORITY	Harriette	Chandler	332		Senate President	Boylston, Clinton, Holden,Northborough, Princeton, West Boylston, Worcester	617-722-1544	Harriette.Chandler@masenate.gov	Dr. Lynda Young/Megan DeNubila	Friendly House	11:30	Zoe Magid- Aide	Confirmed with zoe.magid@masenat e.gov	
8		Sonia	Chang-Diaz	111	Education	Chair	Boston (Roxbury Crossing, Jamaica Plain)	617-722-1673	Sonia.Chang-Diaz@masenate.gov	Nikysha Harding	Project RIGHT	12:30	Mala Raynor, youth point person	confirmed- schedule@senatorch angdiaz.com	
9	PRIORITY	Cynthia	Creem	312A		Assistant Majority Leader	Brookline, Newton & Wellesley	617-722-1639	Cynthia.Creem@masenate.gov	Stacey Chacker/Adam DeMolino/Natalie Miller	Brookline High School	12:30	Senator, Lisa Sears, Catherine Anderson	Confirmed- Toby.Kamens@mase nate.gov	
10		Brendan	Crighton	109C			Lynn, Nahant	617-722-2013	brendan.crighton@mahouse.gov	Joyce Redford; Korey Hoffman	Part of the Solution	12:30	DJ Napolitano, Chief of staff	Confirmed- Dulce.Gonzalez@ma senate.gov	
11		Julian	Cyr	218			Aquinnah, Barnstable, Brewster, Chatham, Chilmark, Dennis, Eastham, Edgartown, Gosnold, Harwich, Mashpee, Nantucket, Oak Bluffs, Orleans, Provincetown, Tisbury, Truro, Wellfleet, West Tisbury, Yarmouth	617-722-1570	Julian.Cyr@masenate.gov	DJ Wilson Chris Banthin	MOC Peer Educators	DROP OFF			
12		Viriato (Vinny)	deMacedo	313C			Kingston, Pembroke, Plymouth, Bourne, Falmouth, Sandwich	617-722-1330	Vinny.deMacedo@masenate.gov		The 92 Club	DROP OFF			
13														Confirmed with	

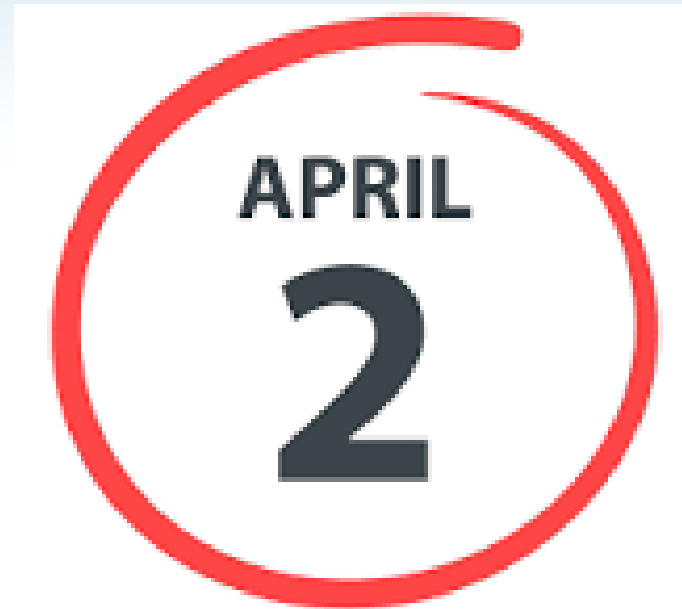
+ Senate House Chapter Meetings at a Glance Explore

Dates to note

- March 24: Spreadsheet will be sent to field
- March 26: Open Office Hours with Ed from 12-2pm
- April 1: Visits are (hopefully) finalized
- April 2: Print your visit list
- April 3: ENUFF Youth Day of Action

The night before ENUFF

**PRINT
YOUR
SCHEDULE**



QUESTIONS?



LOBBYING VS. EDUCATION

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Office Hours

March 28th at noon

Ed to email out Zoom link

Questions?

	Who to Contact	Email
Logistics and Volunteering	Megan Palame – MORE Julia McCrone	mpalame@moreadvertising.com jmccrone@moreadvertising.com
Scheduling Visits	Ed Rand – HRiA	erand@hria.org
Earned Media	Joan Rubel – MORE	jrubel@moreadvertising.com
Advocacy vs. Education	Cheryl Sbarra – MAHB	sbarra@mahb.org