

## ELTAT! Black Rose Initiative

To symbolize the deceptive tactics of the tobacco industry and the 36 Ontarians who die each day from tobacco related illnesses, ELTAT! Reps carried out a Black Rose initiative during February's Heart Month.

ELTAT! Representatives read a love letter from the "tobacco industry" to 36 youth volunteers in homeroom classes. Youth volunteers agreed to wear a sticker, which had a skull with a black rose in its teeth and a number from 1-36 on it. The letter was a symbol of the tobacco industry's deceptive tactics targeting youth.

Overall, youth, smokers and non-smokers alike, responded very well to the presentation. Surprised by the letter and the tobacco industry's motives, students were shocked and impressed at how well the letter was showcased by their fellow students.

ELTAT! Reps, Kelly Nebreda and Jordan Brosseau, model the *Are You A Target?* display showcased at lunch as a follow up to the Tobacco Industry love letter readings.



ELTAT! Representative, Danny Shames, demonstrates that he doesn't want to be a target of the tobacco industry.



ELTAT! Representative, Joanna Dickson, poses with the Love Letter from the Tobacco Industry.



With a Black Rose and numbered sticker, Wes Huff volunteered to represent one of the 36 Ontarians who dies each day needlessly from tobacco related illnesses.



ELTAT! Representative, Jordan Brosseau, exuberates a *fearful* look, showcasing the “Are You a Target?” of the tobacco industry display.