

Youth 4 Action



Canadian Cancer Society Youth 4 Action Program

What is Youth 4 Action?

The Canadian Cancer Society is inviting youth groups ages 14-24 from across Ontario to use their skills and creativity to educate their peers about cancer prevention and advocate for policy change in their communities.

As part Youth 4 Action, youth receive training, guidance, and resources, and can also apply to receive a grant of up to \$300 to put towards their prevention, advocacy, and fundraising activities.

What topics can participants choose from?

Youth groups can select one of the 4 topics below to be the focus of their initiative:

- **Big Tobacco Lies:** Join a movement of youth determined to expose the deceitful and manipulative ways that the tobacco industry markets their products to youth while advocating for tobacco control
- **Tanning is Out:** Encourage your peers to embrace their natural glow while protecting their skin from the harmful effects of the sun and tanning beds.
- **Rethink Sugary Drinks:** Educate your peers about sugary drinks and how to choose healthy beverages while also learning more about the marketing tactics used by food companies to make sugary drinks more attractive to youth.
- **Get Active, Stay Active!:** Set up opportunities for youth to have fun while getting active, while learning about the positive benefits of physical activity on preventing cancer.

What resources are available to participants?

At no cost, participants will receive training and a toolkit related to the topic of your choice. The toolkit includes information, resources, and ideas to get you started, as well as posters, brochures, videos, giveaways, and more.

Youth 4 Action Grants Program

Participating Youth 4 Action groups are eligible to apply for a \$300 grant to help you create a successful initiative. Apply online at www.cancer.ca/youth4action.

For more information about Youth 4 Action, please contact:

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