

## OVERVIEW

- To celebrate the 50-year anniversary of the release of “*Cold Turkey*,” Above + Beyond Cancer through a donor grant from the Reichardt Family foundation have created a tobacco cessation contest for Iowa small towns under 5,000 in population.
- This is a two-month contest with begin and end dates as listed below.
- An application (attached) requests 3-10-person local committees to oversee the project in their local community.
- A key part of the program is a tobacco cessation program that covers smoking, vaping and chewing created in conjunction with a local medical organization and includes periodic testing for tobacco products for at least 20 registered competitors.
- The small town and its various community partners must agree on a community project to benefit from the prize money, and include a thank you to the various community members (aka “The Fighters”) who successfully complete the two-month cessation program.

## BACKGROUND

This year is the 50th anniversary of the release of the movie “*Cold Turkey*.” The movie, filmed in Greenfield, Iowa, is a comedy about a small Iowa town’s attempt to quit smoking. The movie’s 50-year anniversary inspired Doug Reichardt from the Reichardt Family Foundation to reach out to Above + Beyond Cancer’s Founder Dr. Richard Deming to create an opportunity to bring visibility to the health implications associated with tobacco use, while at the same time, creating a unique funding opportunity for small towns.

Above + Beyond Cancer created the Cold Turkey Challenge, loosely based on the fictional story told in the movie “*Cold Turkey*,” and is challenging small towns in Iowa to reduce tobacco use in their own communities through a friendly competition, the winner of which will receive \$50,000 to use for a community project.

## WHO CAN APPLY

The contest is open to any small town in Iowa (population 5,000 and below). Ultimately the application should be managed through a City Department or a 501c3 community-betterment organization or charitable foundation working in close partnership with the City. The application (attached) should list the City and/or a community-betterment organization as partners in the endeavor, with other partners and committee members working together to raise awareness, change habits, and deliver some cash for an agreed-upon community project.

Enrollment Date: All community applications need to be in to organizers by November 26, 2020

Begin “Go” Date: January 1, 2021 at 12:01am

End “Stop” Date: February 26, 2021 at 11:59pm

All completed Fighters and Allies application/pledge forms and score sheets are due to organizers by: March 5, 2021.

## APPLICATION

There are five pieces of the community application: Name, Community, Committee, Partners, Project and Waiver. Each section of the application is outlined below.

**NAME** – In all cases, the person filling out the application must live and/or work in the town for which he/she is applying. The person filling out the application should also be prepared to be the Project Lead of the Committee (more on that later). This name will be the main contact for the project’s organizers and partners.

**COMMUNITY** – This is your community’s name. Basic information (requested but not required) will be population, demographics, a brief history, overview of arts and culture festivals and events, and any famous residents, businesses or accomplishments.

**COMMITTEE** – There should be a project committee in place at the time of the application. The committee should be between three and 10 members and should be representative of the partners in the project. The person in charge of filling out the application form should be listed as the Project Lead, and will act as the main contact for the project. A Second Lead should be listed next on the list. All committee members should be willing to commit to the (roughly) two-month length of the competition.

## APPLICATION (CONTINUED)

**PARTNERS** – A list of partners should be inclusive of areas of your community that reflect the community’s unique population. These partners may include local business and industry, schools, colleges, service groups, chambers, hospitals or clinics, churches or other groups. It is highly recommended that the main partners in any community application also should be represented with a seat on the main committee.

**THE PROJECT** – All partners and committee members need to agree on one project for which the contest winnings will be invested. All projects will be considered but should reflect an actual need in the community. Regardless this should be a project with a basic idea, plan and design in place. Ideal projects could be underway but missing a crucial piece of funding; for example a Wellness Center, a public park, a swimming pool, a trail or some other community project that is at least \$50,000 short of its funding goal.

**THE WAIVER** – The waiver and signature contains the standard legal release and waiver of liability information. Two community leaders must sign said waiver before the application can be considered for approval. In most cases, the signatures of a City official AND a representative of a 501c3 community organization will be sufficient.

## GUIDELINES

To be considered, all applicants must have an approved application in place and be ready to compete by the contest’s “go” date. The “go” date is the beginning of the actual contest. The “stop” date will be approximately two months after the “go” date. All towns that have an approved application in place are welcome to begin the process of recruiting smokers, chewers and vapers who wish to give up tobacco for two months to benefit their community. For our purposes, we will refer to these people as our “Fighters.”

Communities will be judged on two criteria:

1. The rate of Fighters’ successful tests during the eight-week competition.
2. The number of pledges completed and signed by community “Allies”

Once the community application is received and approved, the Project Lead will receive official Fighter applications and Ally pledge forms. As soon as these forms are received, all members of the committee can begin recruiting both Fighters and Allies. The Fighters should be in place before the “Go” date. The Allies can continue to be signed up throughout the contest.

## FIGHTERS

Communities that choose to compete must have at least 20 people signed up who are willing to undergo two months of smoking, chewing and vaping cessation. A community can sign up as many smokers, chewers and vapers as they like with the understanding that each participant must be willing to submit to a medical test prior to the contest (to verify the addiction), and periodically throughout the contest to measure the rate of success. These participants will be known as Fighters.

The Second Lead listed on the committee roster will need to take charge of the testing of all Fighters taking part in the program. For measurement purposes, a test should be taken at least three times during the course of the contest in coordination with a weekly meeting or class devoted to the cessation program. Fighters are not required to attend to every class, however, they must take three nicotine tests during the contest (at the beginning, toward the middle, and at the end); and complete a self assessment on Weeks No. 2 and No. 6 as listed on the Fighter application form.

All Fighters must be signed up and prepared to check in once a week prior to the “Go” date. The class should be developed in coordination with a local medical organization. All Fighters will be asked to attend the periodic class throughout the two-month length of the contest. Although the weekly class is not mandatory for Fighters to attend, a periodic test for tobacco use is required, as well as two self assessments as outlined in the official Fighter application.

Fighters will have access to optional resources to help with tobacco cessation including those offered by services such as Quitline Iowa. Nicotine Replacement Therapy (NRT) is allowed but it will not be paid for by the contest organizers.

The test for nicotine will need to be taken from each Fighter three times throughout the course of the contest (at the beginning, toward the middle and at the end). A single positive test for nicotine does not disqualify the Fighter, but is counted as if the Fighter received a positive test (meaning tobacco use present) for that week. A missed test will be counted as if the Fighter received a positive test.

## ALLIES

Allies are community members who agree to support the project by 1) encouraging others in the community to refrain from smoking, chewing or vaping for the two months of the project, and 2) encouraging others to become either a Fighter or an Ally. Communities are measured by the number of Allies that are signed up throughout the two-month contest. The first 50 Allies that sign up will be included in the community scoring. Each community should have a completed application for each Fighter signed up prior to the “Go” date, and a signed pledge form on file for each Ally as they are signed up (these can continue to be taken throughout the two-month contest period).

There is no age limit to those agreeing to sign up as an Ally.

Allies don’t necessarily have to agree to quit smoking, chewing or vaping, but must agree to support others in their cessation efforts. The first 50 Allies signed up will be counted in the final scoring criteria, although a community can sign up as many Allies as is possible.

## EXPECTATIONS OF THE PROJECT LEAD

Ultimately the Project Lead is responsible for filling out the original application, creating the original committee, and, working with the committee, recruiting partners and seeing to it that all of the committee’s tasks are completed and up to date throughout the process.

## EXPECTATIONS OF THE SECOND LEAD

This is arguably the most difficult volunteer position within the committee and should be taken up by someone preferably with a medical background. The Second Lead is responsible for creating or partnering with a medical organization to create a smoking cessation class for the 20-plus Fighters who agree to quit smoking, vaping and chewing tobacco products.

The Second Lead will ultimately be responsible for managing the metrics of the contest by working with the cessation class organizers to facilitate a fair contest, and seeing to it that each Fighter is tested as per the contest guidelines.

The weekly self-assessment tool will be created and administered by the Second Lead.

## EXPECTATIONS OF THE COMMITTEE

The three-to-10-person committee is responsible for facilitating the experience under the guidance of the organizers and partners. The committee’s main responsibility will be recruiting Fighters and Allies.

Every community will be responsible for recruiting at least 20 Fighters to take part in the tobacco cessation program; and as many Allies as is possible. Therefore it is imperative that each community create partnerships early in the process. Below is a list of some partnerships that might help in recruiting both Fighters and Allies:

Businesses (including bars, restaurants, retail and service businesses)

City Councils

Community School Districts

Garden Clubs

Industry Representatives

Local Churches

Local Colleges

Local Parks and Rec teams and programs

Local Police and Fire

Local Sports Teams

Service Organizations

Youth Organizations (such as 4H, FFA, Scouts)

The committee is also responsible for managing the communication between the organizers and the various committee members, Fighters and Allies, and will have the opportunity to delegate communication back to Above + Beyond Cancer, if desired (see community application).

## EXPECTATION OF THE ORGANIZERS

Above + Beyond Cancer and the Reichardt Family Foundation have created this funding project with the sole purpose of calling attention to the harmful effects of smoking, vaping and chewing of tobacco products, and as a means to bring monies to small communities in need.

The application process, the project's website and all statewide marketing and PR will be managed by Above + Beyond Cancer and the Reichardt Family Foundation. The communities that are chosen to participate are to consider the organizers to be full partners in the process, and as such, will refer any state or national media inquiries to the organizers through the official website.

The contest is built to be self-administered by the communities themselves. That said, at the end of the contest, each community will send in their weekly metrics as described above, and a judging panel created solely by the Organizers shall agree to pick a winner or winners based on metrics received, and will share that information with the participating communities. Metrics received after the agreed-upon date shall be considered null and void.

The judging panel's decision(s) are final and there will be no appeals process.

## THE FINAL CHECK(S)

The final check(s) will be delivered within 30 days after the judging decision has been made. The organizers would like to request that the financial gift be recognized as coming from the Reichardt Family Foundation on behalf of Above + Beyond Cancer.

All of the successful Fighters, that is the local citizens who successfully completed the two-month cessation program, should be listed as individual contributors to the benefitting community project.