

BE IN THE KNOW: WHAT PARENTS SHOULD KNOW ABOUT YOUTH AND TOBACCO

DID YOU KNOW THAT:

- Despite the impact of movies, music, and TV, parents can be the **GREATEST INFLUENCE** in their kids' lives.



• Spit tobacco and cigars are not safe alternatives to cigarettes; low-tar and additive-free cigarettes are not safe either.

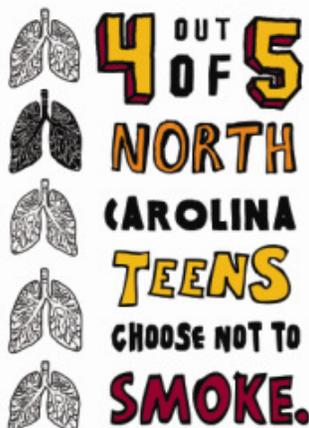
- Tobacco use is the single most preventable cause of death in the United States, causing heart disease, cancers and strokes.

KIDS WHO USE TOBACCO MAY:

- Cough and have asthma attacks more often or develop other respiratory problems, leading to more sick days, more doctor bills, and poorer athletic performance.
- Be more likely to use alcohol and other drugs such as marijuana.
- Become addicted to tobacco and find it extremely hard to quit.

WHAT YOU CAN DO:

- Talk directly to children about the risks of tobacco use; if friends or relatives died from tobacco-related illnesses, let your kids know.
- Know if your kids' friends use tobacco. Talk about ways to refuse tobacco.



- Start the dialog about tobacco use at age five or six and continue through their high school years. Most smokers start experimenting with tobacco by age 11 or 12 and many are addicted by age 14.
- Discuss with kids the false glamorization of tobacco in the media, such as movies, TV, and magazines.
- If you use tobacco, you can still make a difference. Your best move, of course, is to try to quit. Meanwhile, don't use tobacco in your children's presence, don't offer it to them, and don't leave it where they can easily get it.

From: Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, Centers For Disease Control and Prevention. www.cdc.gov/tobacco

IF YOU OR SOMEONE YOU KNOW WANTS TO QUIT SMOKING OR DIPPING PLEASE CLICK OR CALL:



About the Tobacco Prevention and Control Branch (TPC)

The North Carolina Tobacco Prevention and Control Branch works to improve the health of North Carolina residents by promoting smoke-free environments and tobacco-free lifestyles. Our goal is to build capacity of diverse organizations and communities to carry out effective, culturally appropriate strategies to reduce deaths and health problems due to tobacco use and secondhand smoke.



About TRU:

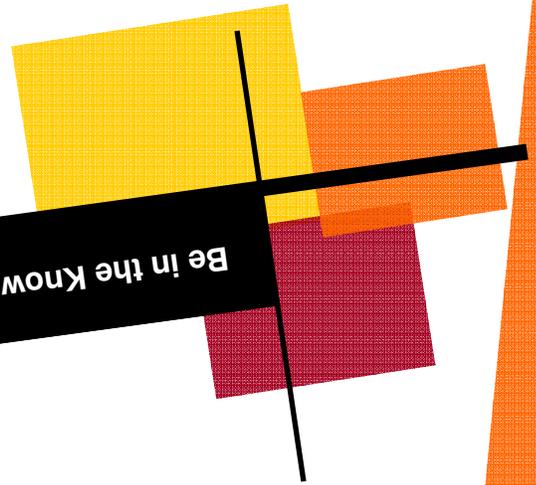
TRU is North Carolina's youth-led grassroots movement that has helped bring our state's teen smoking rates to the lowest on record. TRU stands for Tobacco.Reality.Unfiltered. Our name says a lot about us. We bring home the reality of tobacco use and are on our way to creating the state's first tobacco-free generation. The TRU movement rallies teens to take a stand against tobacco use and get the message out with activities like working with the media, encouraging local businesses to go tobacco-free or holding "cigarette butts pick-up" events.

To find out more about TRU, please visit: www.realityunfiltered.com



TRU IS MAKING A DIFFERENCE. For more information about **TRU** in your community and how you (or your child) can get involved, contact me to learn more:

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Join the movement

**WE ARE A
FORCE OF
TOBACCO-FREE
GOODNESS**



WHAT WILL YOU DO AS A TRU TEEN?



It's official: teen smoking is now at an all-time low. Across the state, teens are making sweeping changes. And you can help. As a TRU teen you will:

- Encourage others to become tobacco-free,
- Educate your peers,
- Speak to community leaders and decision makers,
- Meet with other teens in your region and across the state, and
- Develop fun, creative activities

Meet New People

Build Your Resume

Express Yourself

Show Your Care



TRU is making a difference. Contact me to learn more:
CONTACT INFORMATION:
INSERT COORDINATOR NAME
INSERT AGENCY NAME and ADDRESS
INSERT PHONE NUMBER
INSERT EMAIL ADDRESS

GET INVOLVED
LIVE TRU

SPREAD THE MESSAGE
STAY TRU

TAKE THE PLEDGE
BE TRU