

Remember the sex talk?

Talk to your kids about not smoking.

It's just as important,
and easier than you think.

Kids tell us that adults do influence their choice not to smoke.*

*According to approximately 300 high school and middle school students surveyed in Sonoma County, May, 2002.

A good time to talk with young people about not smoking is whenever you see it happening . . . on TV, in the movies or on the street.

Use these easy tips to make the “smoking talk” a conversation. . .

1. **SHOW** your child you care by saying: ***“I don’t want you to smoke.”***
 - If your child already smokes, support his or her efforts to quit.
 - For teens & adults who want help quitting, call the California Smoker’s Helpline 1-800-NO-BUTTS
2. **MAKE** it personal.
 - Practice with your child different ways to politely and firmly refuse tobacco or ask that others not smoke around them. Let them know they can say “no thanks.”
 - Talk about personal ways in which tobacco has affected your life. For example: “Remember the health problems your grandfather had because he smoked? Remember how hard it was for him to go fishing because he couldn’t breathe?”
3. **TALK** about problems of addiction (even if you smoke).
 - Nicotine is as addictive as heroin, cocaine or alcohol.*
 - Almost 90% of adult smokers begin smoking before age 19.**
 - Three out of four teen smokers still smoke 8 years after high school graduation.

*Surgeon General's Report, 1988.

**U.S. Department of Health & Human Services data quoted at www.tobaccofreekids.org

4. **REMIND** your child that tobacco companies are in the business of getting young people hooked.
- Tobacco companies need new smokers because about 1,100 of them die every day.
 - Tobacco companies spend nearly \$1,000,000 *per hour* on advertising.*
 - Ask them if they've seen www.wholetruth.com.

*FTC data quoted at www.tobaccofreekids.org

5. **TEACH your child to think for himself.**
- Tobacco advertising tries to make young people think smoking is cool and normal, instead of deadly.
 - Three out of four young people in Sonoma County *don't* smoke.*
 - One in three kids who continue to smoke will eventually die from tobacco-related diseases and health problems.**

*California Health Kids Survey, 2000.

**CDC data quoted at www.tobaccofreekids.org

**Talk to your kids
about *not* smoking.**

**Now that wasn't so hard,
was it?**