



WHERE TO GET HELPFUL TOBACCO-PREVENTION MATERIALS (Instead of Using Those Distributed by the Tobacco Companies)

The major cigarette companies are sending materials to schools, claiming to support school anti-smoking efforts. In fact, these materials are being developed and distributed by the tobacco companies to promote their own public relations goals and political strategies. In addition, the cigarette companies' "anti-smoking" posters, book covers, and other materials have not been proven effective, and using them sends kids a harmful mixed message. Fortunately, schools do not have to rely on the cigarette companies for anti-youth-smoking posters, handouts, videos, and the like. There are plenty of effective tobacco-prevention materials readily available that are not tainted by tobacco-industry links.

The following is a partial list of non-profit and government sources for tobacco-prevention information and materials that is available free of charge or at a very low cost.

National Resources:

- The **U.S. Centers for Disease Control and Prevention – Tobacco Information and Prevention Source (TIPS)** (www.cdc.gov/tobacco) offers a variety of tobacco-related materials. Youth prevention materials can be downloaded from www.cdc.gov/tobacco/youth/index.htm and orders can be placed through the publications catalog (http://nccd.cdc.gov/osh_pub_catalog/Home.aspx). Multi-lingual fact sheets, posters, and other materials are also available.
- The **U.S. Food and Drug Administration** launched **The Real Cost** campaign aimed at at-risk youth aged 12-17. Free materials (posters, factsheets, and postcards) are available through the FDA (<http://www.fda.gov/TobaccoProducts/PublicHealthEducation/PublicEducationCampaigns/TheRealCostCampaign/ucm384054.htm#Youth>). The campaign website, <http://therealcost.betobaccofree.hhs.gov/>, offers video, factsheets, quizzes, and other content directed at youth users.
- The **National Institute of Health's** smokefree.gov website, offers free resources on smoking cessation that are geared towards specific populations, such as pregnant women or recent quitters. The free materials are available at <http://smokefree.gov/free-resources>. Spanish-language materials are also available at <http://espanol.smokefree.gov/recursos-gratuitos>. There is also a website tailored to women: <http://women.smokefree.gov/>, as well as one directed at teens: <http://teen.smokefree.gov/>.
- Legacy relaunched its **truth** campaign to empower youth to FINISH IT – to be “the generation that ends smoking.” The campaign website, <http://www.thetruth.com/>, is focused on adolescents and provides them with creative and social outlets to help them quit or prevent them from starting.
- The **American Lung Association** (www.lungusa.org) offers smoking prevention and cessation programs. For more information on programs in your area, call your local American Lung Association at 1-800-LUNG-USA.
- **Tar Wars** (<http://www.aafp.org/patient-care/public-health/tobacco-nicotine/tar-wars.html>), supported by the American Academy of Family Physicians, targets fourth- and fifth-graders with an award-winning education program and poster contest. Classroom presentations and program guides are available for teachers and presenters, as well as posters and merchandise, at <https://nf.aafp.org/shop/tobacco-prevention-cessation>. For more information, call 1-800-TAR-WARS or send a request via email to tarwars@aaafp.org.
- **NSTEP** (<http://oralhealthamerica.org/programs/nstep/>), Oral Health America's National Spit Tobacco Education Program, has both print and video materials available on the dangers of spit tobacco. These materials can be ordered online (<http://oralhealthamerica.org/wp-content/uploads/reviseNSTEPcatalog.pdf>) or by phone at 312-836-9900.

- **Tobacco Free U** (<http://www.tobaccofreeu.org>), from the BACCHUS Network, provides resources and information for college students working on tobacco prevention and policies. Materials, including postcards, posters, and manuals, can be ordered at <http://www.bacchusnetworkstore.org/collections/tobacco>.

State Resources Available to Others:

- The **Tobacco Education Clearinghouse of California (TECC)** (www.tecc.org) provides materials free of charge to agencies and schools funded by the state's tobacco control program. Other agencies and schools, including those in other states, may order low-cost educational materials from the TECC Education Materials Catalog online (www.tobaccofreecatalog.org/), by calling 1-800-258-9090 x103, or by emailing teccorder@tecc.org.
- The **Massachusetts Tobacco Education Clearinghouse** (<http://massclearinghouse.ehs.state.ma.us/category/TOB.html>), through the Massachusetts Department of Public Health, provides materials and other services to support tobacco education efforts across that state. Materials can be ordered online, by emailing clearinghouse@hria.org, or by calling 617-279-2240 x326.
- **Oregon Tobacco Education Clearinghouse** has a catalog of print materials such as pamphlets, palm cards, and flyers, available to download for free at <http://public.health.oregon.gov/PreventionWellness/TobaccoPrevention/EducationalResources/Pages/index.aspx>.

Campaign for Tobacco-Free Kids, August 21, 2015 / Becca Knox

More information is available at

http://www.tobaccofreekids.org/facts_issues/fact_sheets/misc/parents_schools/ and
http://www.tobaccofreekids.org/facts_issues/fact_sheets/toll/tobacco_kids/.