



This brochure was created for parents on behalf of Philip Morris USA Youth Smoking Prevention by Meredith Integrated Marketing in conjunction with an expert advisory board. As the manufacturer of a product intended for adults who smoke that has serious health effects, Philip Morris USA is committed to helping prevent kids from smoking cigarettes. We have a dedicated Youth Smoking Prevention department that supports positive youth development programs, produces advertising for parents and conducts ongoing research to help prevent youth smoking.

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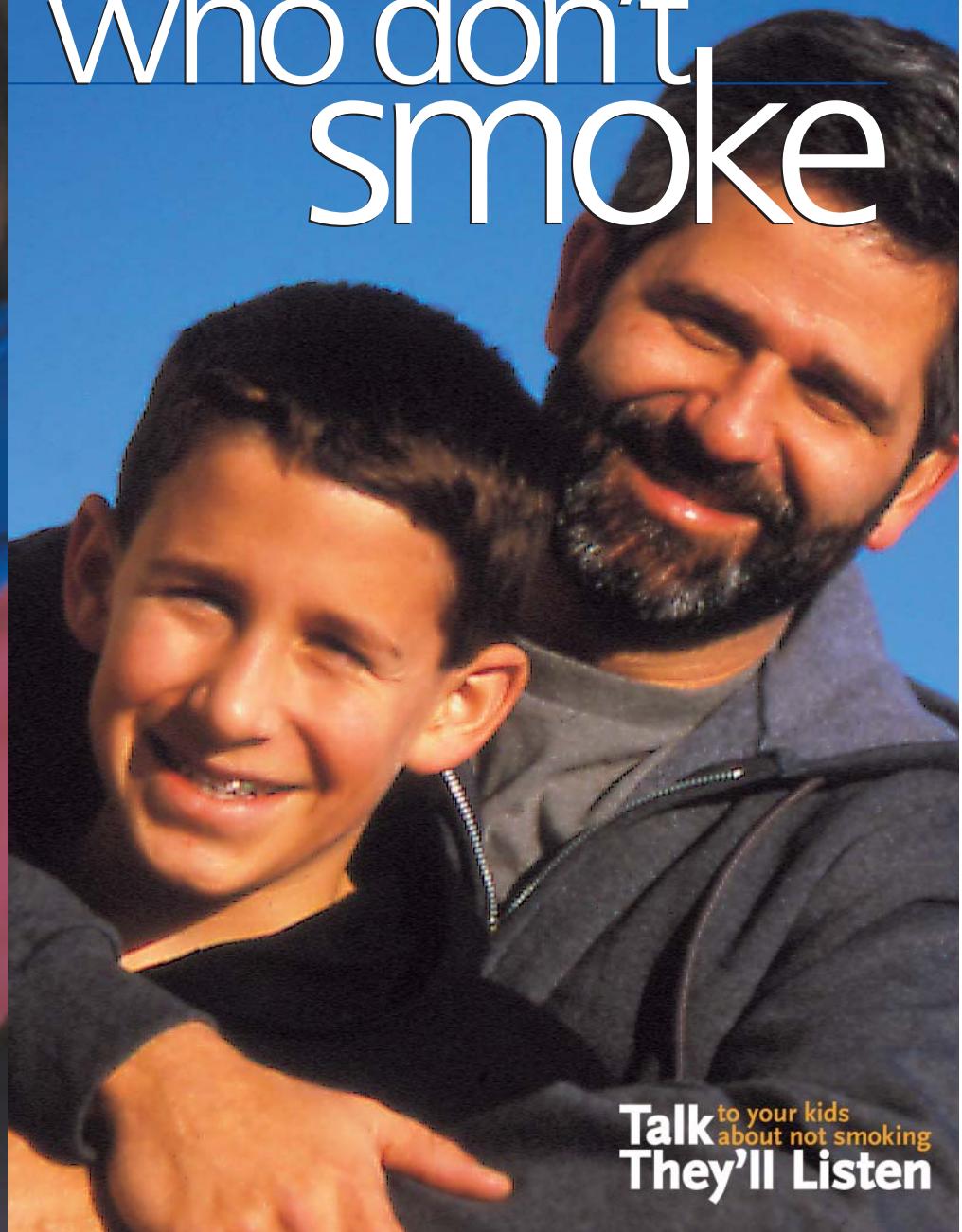
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Raising kids, who don't smoke



Talk to your kids
about not smoking
They'll Listen



What's Inside

Whether your kids are in elementary school or high school, it's never too early—or too late—to talk to them about not smoking cigarettes. The information on these pages will give you some tools you'll need in order to have this important discussion.

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Parents: A Note to You

My work as a child psychologist, as a journalist and as a teacher has shown me how important it is for parents to take the lead in preventing children from using tobacco.

But I also have personal reasons for getting involved in this project. My teenage son feels the same social pressures as your children do. Also, when I was a teenager, both of my parents died from cancers that were probably caused by their having been smokers.

"Parents are the single most important influence on children's decision to smoke, drink or use drugs, yet many parents do not fully understand the extent of their influence."

(The National Center on Addiction and Substance Abuse at Columbia University, Malignant Neglect: Substance Abuse and America's Schools. 2001.)

Research on child development has repeatedly shown important things you should know about smoking:

- Parents are the Number One influence on their children's lives. They may argue or seem to tune you out, but they're still listening to what you have to say.
- You can significantly reduce the odds that your child will smoke, drink alcohol, use other drugs and engage in premature and unsafe sex. While smoking may not be your greatest concern, it's worth close attention because of its direct health dangers and also because it's associated with other risky behaviors.

This brochure was created in consultation with an advisory board of respected psychologists, psychiatrists and public health professionals who are deeply committed to preventing children from becoming addicted to cigarettes. We've tried to make our advice as practical and as useful as possible.

But the people who will have the greatest effect on today's children are you, the parents. Remember, talking about not smoking is not something that you do once and then forget about. It's a series of conversations that you'll have many times while your children grow and change.

Sometimes they'll agree. Sometimes they'll argue. Sometimes they'll seem to ignore you. Keep at it.

By helping to prevent them from smoking, you're giving them a valuable gift that they will thank you for when they are older.



—Lawrence Kutner, Ph.D.

Cigarette Smoking & Teens

The Latest News

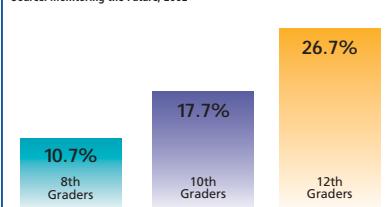
According to the 2002 Monitoring the Future study,¹ the number of teenagers who smoke cigarettes is on the decline. However, more than one in four high school seniors reported smoking in the past 30 days.

If you think your child is too young to try smoking, think again. More than 20 percent of high school students report that they smoked a cigarette before age 13.² Elementary school is not too early to talk to your child about not smoking or to even have conversations on an ongoing basis. If your child is 15 and doesn't smoke, the discussions shouldn't stop—she's still at risk.

If you can prevent teens from smoking in high school, chances are greater that they won't smoke as adults. More than one-third of all kids who try smoking go on to smoke daily.³ And approximately 80 percent of adult smokers started before they turned 18.⁴

Percent of adolescents who report having smoked a cigarette in the past 30 days.

Source: Monitoring the Future, 2002



Even though smoking numbers are down, the chart above shows that in 2002, nearly 11 percent of 8th graders, nearly 18 percent of 10th graders and nearly 27 percent of 12th graders had smoked a cigarette in the past 30 days. And that's too many. We hope you'll agree that the time is now to talk to your kids to help prevent them from smoking cigarettes.

1. Monitoring the Future Study National Results on Adolescent Drug Use. National Institute on Drug Abuse. 2002. 2. Youth Risk Behavior Surveillance System Results, Centers for Disease Control and Prevention. 2002. 3. Centers for Disease Control and Prevention. Selected cigarette smoking initiation and quitting behaviors among high school students—United States, 1997. 4. Centers for Disease Control and Prevention. Tobacco Information and Prevention Source—Overview. Retrieved from www.cdc.gov/tobacco/factsheet.htm. 5. U.S. Department of Health and Human Services. Preventing Tobacco Use Among Young People. A Report of the Surgeon General. 1994. 6. DiFranza JR et al. Initial symptoms of nicotine dependence in adolescents. *Tobacco Control*. 2000. 7. Cohen et al. Smoking, alcohol consumption, and susceptibility to the common cold. *American Journal of Public Health*. 1993. 8. American Cancer Society. Cigarette Smoking. 2002. 9. American Dental Association. Frequently Asked Questions—Tobacco Products. 2002. 10. Centers for Disease Control and Prevention. Health Effects of Smoking Among Young People. 1996. 11. American Lung Association Fact Sheet—Environmental Tobacco Smoke (ETS). 1997. 12. U.S. Department of Health Monograph 14. Changing Adolescent Smoking prevalence. 2001. 13. Simontov E et al. Health-compromising behaviors: why do adolescents smoke or drink? *Archives of Pediatrics and Adolescent Medicine*. 2000. 14. U.S. Department of Health and Human Services. Reducing Tobacco Use: A Report of the Surgeon General. 2000.

YOUR CHILD'S HEALTH IS AT RISK

Why should you have a conversation about not smoking with your child? Here are some important points from the public health community.

Addiction

- The younger people are when they start smoking, the more likely they are to become strongly addicted to nicotine.⁵
- Symptoms of addiction (having strong urges to smoke, feeling anxious or irritable, or having unsuccessfully tried not to smoke) can appear in teens and preteens within weeks or only days after they become "occasional" smokers.⁶

Short-term effects

Teens and preteens who smoke:

- are more susceptible to colds.⁷
- experience shortness of breath more often than those who don't.⁵

Long-term effects

- More Americans die from cigarette-related illnesses than alcohol, car accidents, suicide, AIDS, homicide and illegal drugs combined.⁸
- Almost 9 out of 10 lung cancer deaths are caused by smoking cigarettes.⁸ Smoking is a major cause of heart disease, emphysema and stroke,⁸ and may increase the risk of oral cancer and gum disease.⁹
- A person who smokes a pack or more of cigarettes each day lives, on average, seven years less than someone who has never smoked.¹⁰
- Secondhand smoke contains 43 chemicals that are known to cause cancer.¹¹
- Smoking is the most preventable cause of premature death in this country.⁵

My parents have made their feelings clear. They don't let anyone smoke in their house or car, and they don't approve of teen smoking under any circumstances. I think they would be very disappointed if I ever smoked.

Mike, California

Is your child a smoking risk?

The quick answer is, yes, every child is in danger of smoking cigarettes. But this quiz might help assess YOUR child's risk:

1. Does your child hang around with other kids who smoke cigarettes? Kids who have three or more friends who smoke are 10 times more likely to smoke than those who report that none of their friends smoke.¹²
2. Do you or your spouse smoke? Studies have found that kids who have a parent who smokes cigarettes are twice as likely to smoke.¹²
3. Do any of your child's siblings smoke? Having an older brother or sister who smokes triples a child's odds of smoking.¹²
4. Is your child having trouble in school? Smoking has been linked repeatedly to poor academic achievement.⁵
5. Does your child have a lot of unsupervised time after school? Students who are engaged in structured after-school programs, such as sports or clubs, have a lower risk of regular smoking.¹³
6. Is your child depressed? Several studies have associated cigarette smoking and symptoms of depression among adolescents.⁵
7. Is your child an adolescent? Children ages 11 through 15 in grades six through ten are the most vulnerable. That's the time when most kids who smoke say that they tried their first cigarette.¹⁴

Talk to Your Child

Keep the Communication Lines Open

One conversation with your kids about not smoking isn't enough. Introduce the subject when a child is still very young, in simple language and with clear rules. As your child grows, repeat the message in terms he can relate to. Here are some suggestions to help you decide what to say, when to say it, and how.

Even if smoking is a hot-button issue for you, it's important that you remain calm and relaxed when raising the subject with your child. Keep it light. Nothing turns off teens and preteens more than a lecture. Don't do all the talking. Ask questions and truly listen to your child's answers, without judging.

LOOK FOR OPENINGS

On the opposite page, you'll find ideas on how you can initiate a conversation about not smoking, but at other times your child may open the door for a frank discussion. Be alert for these opportunities. If your daughter asks for permission to go to a party on Friday night, talk about



the situations she might encounter there and how she can deal with them. If your teenage son is talking about the rules his high school coach has set down for the team, discuss some of the health reasons for those rules.

WHAT MATTERS TO YOUR CHILD

You know your child better than anyone, so you're in a great position to know which messages about not smoking may make the biggest impression. Here are some reminders of points

you may want to make about smoking. Of course, you'll want to talk about these subjects in your own words, geared to your child's level of understanding.

- **State your own values clearly.** Younger children may respond well to simple rules, such as "In this family we don't smoke. I don't want you to smoke and will be disappointed if you do." As your child grows older, she may be more concerned with fitting in with her peers. But she's still listening closely to what you have to say—even if it doesn't feel that way at times!

- **Focus on short-term consequences.** As adults, we know that smoking leads to life-threatening illnesses such as heart disease, emphysema and lung cancer. But most teenagers don't worry about long-term risks. They can't imagine what it's like to be older or to be sick. You'll catch their attention better if you focus on the immediate consequences of smoking—things such as bad breath, smelly clothes, yellow teeth or poor performance in sports. You might also point out that teens who smoke cigarettes could get addicted quickly.¹

- **Run a reality check.** Preteens and teens tend to overestimate the number of children their age and older who engage in all sorts of risky behaviors, including smoking, using drugs and drinking alcohol. Make sure your child knows that the large majority of high school students don't smoke.

- **Talk about peer pressure.** Acknowledge some of the tough situations your child may face, and suggest positive ways of dealing with them (*see page 10 for more on this important topic*). Remember, too, that positive peer pressure can help keep her away from tobacco, alcohol and other drugs. Point out classmates and friends she admires who don't engage in these behaviors.

continued on page 8

1. DiFranza JR et al. Initial symptoms of nicotine dependence in adolescents. *Tobacco Control*. 2000.

My parents are involved in everything I do. If I go out I have to leave the phone number and call home to check in.

Jessica, Pennsylvania

Find a good time to talk

Sometimes the most powerful parent-child conversations you have can take place while the two of you are doing something else. Kids tend to be more comfortable if they don't have to look at you directly while they're talking about important issues. Here are a few places and ways to talk about not smoking so that kids can make the right decisions.

- **Shooting hoops.** This is a great time to mention how smoking can affect one's fitness and athletic abilities.
- **Driving.** Smart parents have often utilized this "captive audience" opportunity. Don't launch into a lecture. Instead, ask your child for her opinions.
- **Shopping.** Discuss the price of a carton of cigarettes. Figure out how much smoking costs someone each year. Then talk about what else he could buy for the same amount of money.
- **Watching TV.** Wonder aloud why the director or writer had a particular character smoke. Use this to reaffirm your disapproval of smoking.

• **Going out to dinner.** Ask to be seated in the nonsmoking section and use it as an opportunity to talk about not smoking.

Also, there are some things you can do as a family that will help you talk about both the big and small issues with your children.

- **Have your child teach you something.** It really doesn't matter if it's a computer game or something she learned at school. Most kids feel proud to be able to teach you something new.
- **Eat dinner as a family.** During this important family time, share what each of you has been doing during the day. It's a way for children to learn how you act on your values and beliefs.
- **Adopt bedtime rituals.** These aren't just for younger children. Preteens and teens are often comfortable talking about things that are on their minds when you say good night to them.



continued from page 6

- **Show them the money!** Kids are proud of what they can do with the money they earn. Figure out together how much it would cost each year to smoke and how many hours it would take, at typical teen wages, to earn that. Then talk about what else they might do with that money.
 - **Set the rules.** Tell your child the consequences for smoking in your family, and make sure you follow through on them.

IF YOUR CHILD ALREADY SMOKES

Talking to a teen or preteen who is already smoking is not that different from talking to one who is not. What may be different is your own approach. It's more important than ever to remember to stay calm and focused. Encourage a two-way conversation, and resist the temptation to launch into a lecture.

Take a deep breath. Now ask your child about his smoking. How long has he been smoking? Why? There is a chance that, if your child has been smoking for a while, he may be addicted. Ask about some of the symptoms of nicotine addiction:

- Have you tried to quit but couldn't?
 - Do you ever have strong cravings to smoke?
 - Do you have trouble concentrating or feel cranky, restless, nervous or anxious when you can't smoke?
 - Have you tried to go without smoking but failed?

If your child answers "yes" to any of these questions, he may be addicted. Talk about quitting—now! At this point, you should treat the addiction as a medical rather than a disciplinary problem. Discuss various methods of quitting. Acknowledge that quitting can be hard, but reassure your child that the most intense symptoms go away after a few weeks. Continue to support his efforts.

EXPECT SOME REBELLION

Finally, expect your child to rebel on occasion. That's part of what adolescence is all about. If you accept safer ways of rebelling—perhaps through fashion, hairstyles or music—your child may feel less of a need to rebel through smoking, drinking and drug abuse.



Finding common ground

Here's an exercise that will help you understand your kids, and help them understand you.

Answer the questions *below* in one of the sets of boxes. Then, cover up your answers and ask your teen to answer in the other set of boxes. Compare your answers. Where do you agree, and why? Where do you disagree, and why? Try prioritizing. Which issues are the most important? This is a great way to begin some powerful conversations. And a good way for each of you to share the reasons behind your beliefs and opinions.

Should teens be allowed to...

ALWAYS SOMETIMES NEVER	ALWAYS SOMETIMES NEVER	
<input type="checkbox"/>	<input type="checkbox"/>	Sneak into an R-rated movie?
<input type="checkbox"/>	<input type="checkbox"/>	Tease younger kids?
<input type="checkbox"/>	<input type="checkbox"/>	Cheat at cards?
<input type="checkbox"/>	<input type="checkbox"/>	Shave their heads?
<input type="checkbox"/>	<input type="checkbox"/>	Try smoking cigarettes?
<input type="checkbox"/>	<input type="checkbox"/>	Hang out with kids their parents don't know?
<input type="checkbox"/>	<input type="checkbox"/>	Pretend to be an adult in an Internet chat room?
<input type="checkbox"/>	<input type="checkbox"/>	Kiss a boyfriend or girlfriend?
<input type="checkbox"/>	<input type="checkbox"/>	Spray-paint their initials on walls?
<input type="checkbox"/>	<input type="checkbox"/>	Be sexually active?
<input type="checkbox"/>	<input type="checkbox"/>	Swear in public?
<input type="checkbox"/>	<input type="checkbox"/>	Drink beer at a party?
<input type="checkbox"/>	<input type="checkbox"/>	Play M-rated video games?
<input type="checkbox"/>	<input type="checkbox"/>	Become a vegetarian, even when nobody else in the family is one?
<input type="checkbox"/>	<input type="checkbox"/>	Talk back to a teacher?
<input type="checkbox"/>	<input type="checkbox"/>	Get a tattoo?
<input type="checkbox"/>	<input type="checkbox"/>	Tell a friend she looks great when she doesn't?
<input type="checkbox"/>	<input type="checkbox"/>	Copy part of a school paper from the Internet?
<input type="checkbox"/>	<input type="checkbox"/>	Get a navel ring?
<input type="checkbox"/>	<input type="checkbox"/>	Get into a car whose driver has been drinking?

Peer Pressure

Helping Them Handle It

One of the most difficult tasks of childhood is learning how to resist social pressure.

As the parent of a teen or preteen, that's something you don't have to be told.

You've probably noticed that your children's friends have more and more influence over their everyday choices—clothing, music, how they spend their free time. What you may not realize, however, is that when it comes to really important issues such as their fundamental values and whether they smoke, parents have more influence than peers.

Teens may not look like they're listening to you. It may feel as if they argue with you over everything. But don't be fooled—they really are listening closely and watching what you do as they try to figure out where they fit in the world.

The challenges to teenagers come from many directions: a challenge to shoplift a pack of gum, a dare to try a cigarette, pressure to have sex.

PRESSURE WORKS BOTH WAYS

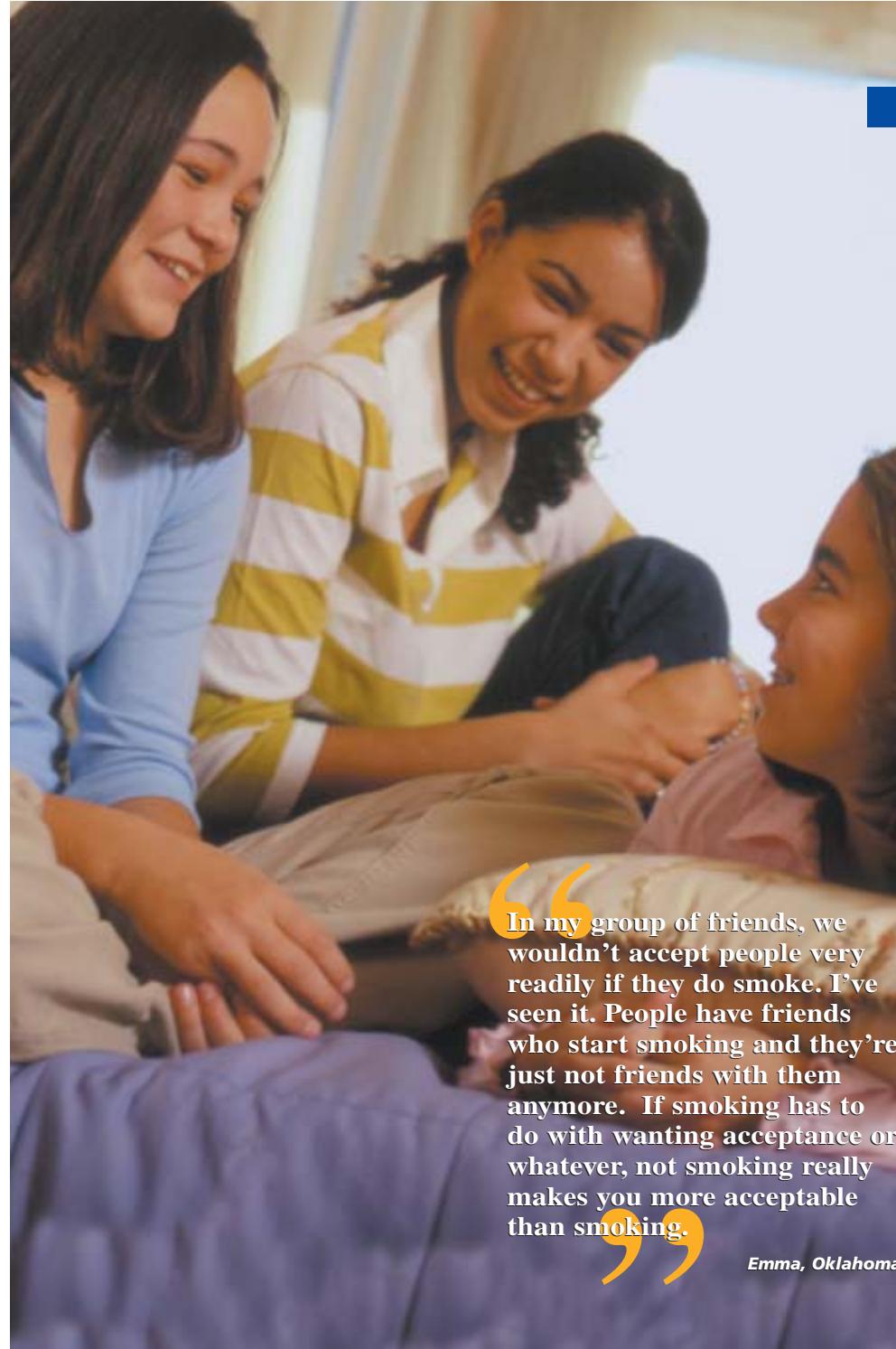
"Sometimes, when I'm out with my friends or at a party, somebody will do something like light up a smoke or sneak in some alcohol," says Quinn, a high school student. "Basically I think it's pretty stupid, but it seems like every year, more and more people I know are doing stuff like that."

"My parents are really against it, and if you get caught, you get kicked out of activities, and that's too important to me," Quinn says.

Remember, peer pressure works both ways. It can lead to good decisions as well as bad.

"When I see a kid smoking, I lose respect for them," says Emma, a teenager. "Not only do they hurt themselves but they hurt other people around them."

Resistance to peer pressure can be learned by practicing how to respond to the many situations kids are confronted with every day. On the opposite page are some techniques you can share with your child to help deal with pressure from other kids.



In my group of friends, we wouldn't accept people very readily if they do smoke. I've seen it. People have friends who start smoking and they're just not friends with them anymore. If smoking has to do with wanting acceptance or whatever, not smoking really makes you more acceptable than smoking.

Emma, Oklahoma

Teach them coping skills

- Recognize that simply telling kids "just say no" probably won't work. Focus on giving your children the confidence and social skills they need to be able to resist social pressure without ruining a friendship.

- Listen to your teens, even if you disagree with them. If you belittle their opinions or dismiss their problems, they'll stop talking to you. Instead, acknowledge their feelings and help them think through the different ways they might respond.

- Help your kids discover their strengths and talents in order to develop a healthy self-image.

- Prepare teens to deal with pressures by discussing the types of sticky situations they might confront in the future. Role-playing can be useful here. Ask your kids questions like "What would you say if your best friend offered you a cigarette?" or "How can you avoid getting into a car with someone who's been drinking?"

- Acknowledge to your kids that they may face tough situations. They don't want to risk destroying a friendship or seeming "uncool." They may also have practical concerns like how to get home when their driver has been drinking.

- Encourage your children to get involved in after-school activities where they can practice social skills.

Unfortunately, many of the social pressures our kids face aren't good. We should expect them to make a few bad decisions. That's normal. But remember, children often learn more by recovering from their social mistakes and by analyzing what they did wrong, than by making the right decision the first time.

If You Smoke What Should You Say?

You may feel uncomfortable about bringing up the subject with your kids if you smoke. Don't let this stop you.

The children of people who smoke are nearly twice as likely to smoke as their peers whose parents don't smoke,¹ as you can see in the chart below. But research shows that kids whose parents talk to them about not smoking are less likely to smoke—even if their parents smoke.² So it's crucial that you talk to your preteens and teens about the issue clearly, openly and often. The checklist at right can help you identify some key points to consider before your next conversation.

If you smoke, here are some great ways to start a conversation with your preteen

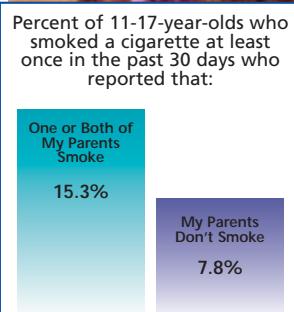
"I smoke, but then I tell you not to. Does that seem inconsistent?"

It's a myth that you can't talk frankly about smoking with your teen just because you smoke. Explain why you don't want him to use tobacco. Talk about why you started smoking. Don't be afraid to admit that you might have made a different choice had you understood them what you do now. Your child will respect your honesty.

"I notice that you haven't complained about my smoking lately. Why is that?"

Often, young children who complained about their parents' smoking grow into teens who are silent on the matter. This doesn't mean they won't try it. Factors like peer pressure and the accessibility of cigarettes might lead them to try smoking. Just because they've stopped talking about it doesn't mean you should.

1. U.S. Department of Health and Human Services Smoking and Tobacco Control Monograph 14. Changing Adolescent Smoking Prevalence. 2001. 2. Sargent JD, Dalton M. Does parental disapproval of smoking prevent adolescents from becoming established smokers? Pediatrics. 2001. 3. Jackson C, Henriksen L. Do as I say: parent smoking, antismoking socialization, and smoking onset among children. Addictive Behaviors. 1997. 4. Centers for Disease Control and Prevention. Got a minute? Give it to your kids. 2002.



Source:
Philip Morris USA Youth Smoking Prevention
Teenage Attitudes & Behavior Study. 2002

I've told my kids that starting to smoke was the worst mistake I've ever made in my life. Ever since they started learning in school about the health risks of smoking, we've talked about it. Of course, they want me to quit, and they see how difficult it is to kick the habit.

Marge, a mother of teenagers from Iowa

More tips for smoking parents

Yes No Have you made it clear that you disapprove of teen smoking?

Adolescents are less likely to smoke if their parents make it clear that they disapprove. This holds true even when the parents smoke.³

Yes No Have you explained the consequences for breaking the rules?

Rules don't carry much weight if there aren't consequences for breaking them and rewards for following them. Spell out the consequences. Then don't hesitate to impose them if necessary.³

Yes No Do you smoke in front of your child?

Actions sometimes speak louder than words, so think about the nonverbal messages you're sending. Remember, you're still a powerful role model for your teen and preteen.³

Yes No Have you shared your struggles to quit smoking?

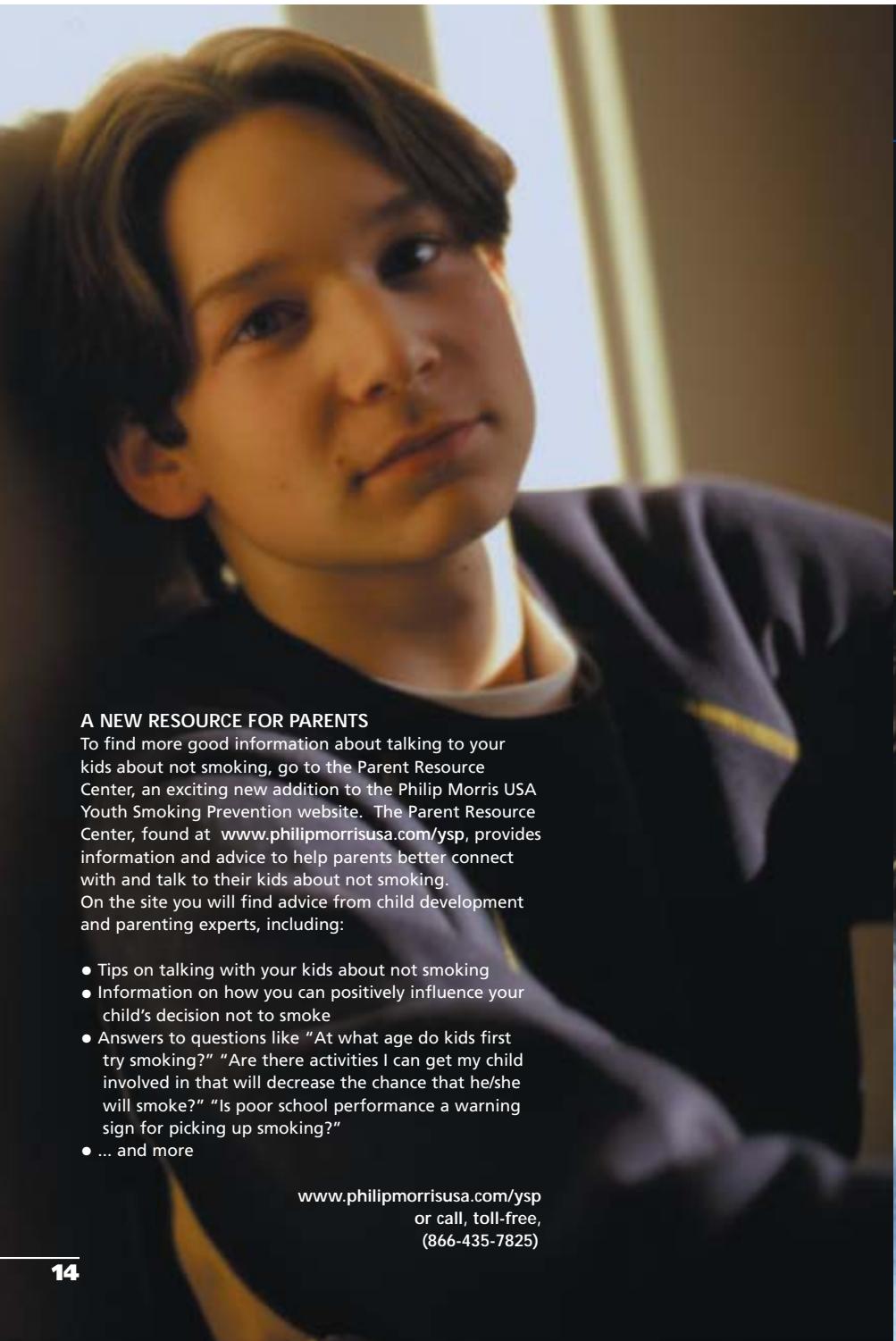
Kids severely underestimate how hard it is to give up smoking. If you've tried to quit in the past, tell your child about how difficult it was. If you're trying to quit now, enlist your family's support and share your daily struggles.⁴

Yes No Do you leave your cigarettes lying around the house?

Easy access to cigarettes may increase the temptation to try one. Be careful about where you leave your cigarettes.

Yes No Have you talked about the legal issues?

The laws vary from state to state, but in almost every state it's not legal for minors to buy cigarettes.



A NEW RESOURCE FOR PARENTS

To find more good information about talking to your kids about not smoking, go to the Parent Resource Center, an exciting new addition to the Philip Morris USA Youth Smoking Prevention website. The Parent Resource Center, found at www.philipmorrisusa.com/ysp, provides information and advice to help parents better connect with and talk to their kids about not smoking.

On the site you will find advice from child development and parenting experts, including:

- Tips on talking with your kids about not smoking
- Information on how you can positively influence your child's decision not to smoke
- Answers to questions like "At what age do kids first try smoking?" "Are there activities I can get my child involved in that will decrease the chance that he/she will smoke?" "Is poor school performance a warning sign for picking up smoking?"
- ... and more

www.philipmorrisusa.com/ysp
or call, toll-free,
(866-435-7825)

Resources

For more information on this important topic, here are some suggested websites:

GENERAL INFORMATION ON SMOKING

American Academy of Pediatrics
www.aap.org

American Cancer Society
www.cancer.org

Centers for Disease Control and Prevention
www.cdc.gov/tobacco

Office of the Surgeon General
www.surgeongeneral.gov

INFORMATION ON YOUTH SMOKING PREVENTION

CDC's TIPS for Youth program
www.cdc.gov/tobacco/tips4youth.htm

National Parent Information Network
www.npin.org

National PTA
www.pta.org/commonsense

Philip Morris USA
Youth Smoking Prevention
Parent Resource Center
www.philipmorrisusa.com/ysp

The Smoky Reality
www.imaginaire.nu/smoke

QUIT-SMOKING PROGRAMS AND INFORMATION

American Cancer Society's Complete Guide to Quitting
www.cancer.org

CDC's Useful Resources to Quit Smoking
www.cdc.gov/tobacco/how2quit.htm

GottaQuit
www.gott aquit.com

NOTE:
Website addresses and content are subject to change.

This brochure contains citations to a number of third-party information sources. Above are listed some websites you may wish to visit for additional information. The inclusion of these sources and websites in no way indicates their endorsement, support or approval of the contents of this brochure or the policies or positions of Philip Morris USA and its Youth Smoking Prevention department.



“My parents talk to me all the time about different things. Sometimes it's hard. But knowing what they think about important things really helps me make up my mind.”

Jillian, New Jersey