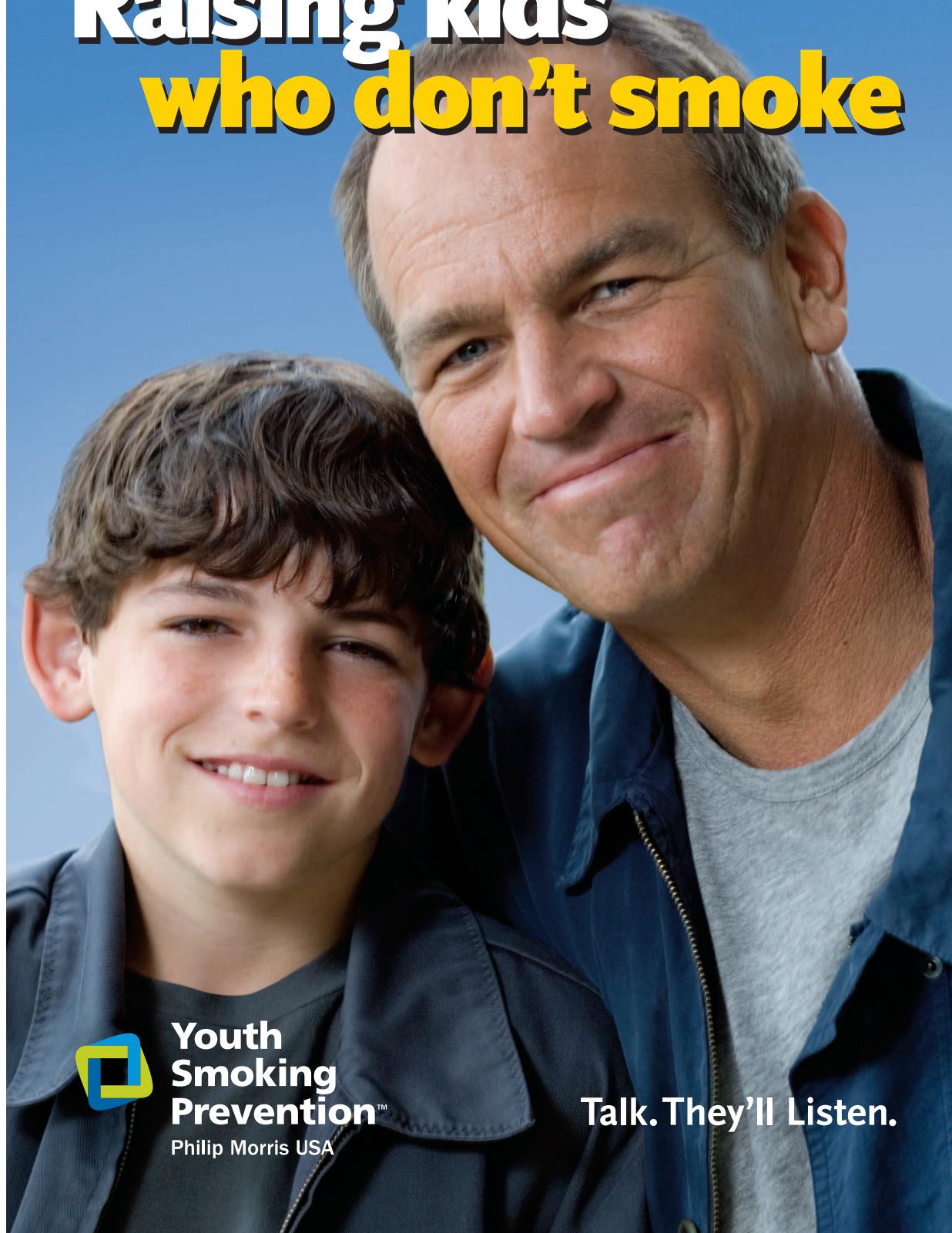


The RAISING KIDS WHO DON'T SMOKE Series

VOL. 2: ISSUE 1

Raising kids who don't smoke



Youth
Smoking
Prevention™

Philip Morris USA

Talk. 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 offers some tools you can use to have this important discussion.

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The quotes from individuals throughout this brochure are intended to offer insights and tips. Your own experience with your children may vary. The photographs and names are illustrative only and are not those of the quoted individuals.

Parents: a note for 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 most important resource in preventing teen substance abuse, including smoking.¹

Research on child development has repeatedly shown:

- **Parents are the Number One influence on their children's lives.** Your kids may 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 that is deeply committed to preventing children from becoming addicted to cigarettes. We've tried to make our advice as useful as possible.

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.

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

A handwritten signature in blue ink that reads "Lawrence Kutner, Ph.D."

—Lawrence Kutner, Ph.D.
Chair, Advisory Board

1. The National Center on Addiction and Substance Abuse at Columbia University (August 2003). *National Survey of American Attitudes on Substance Abuse VIII: Teens and Parents*.

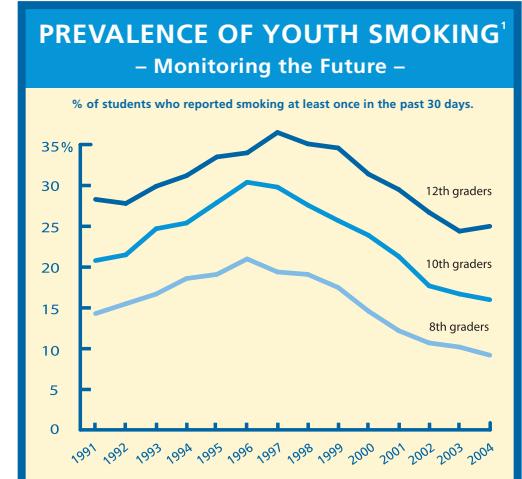
Cigarette smoking & teens

the latest news

According to the 2004 Monitoring the Future study,¹ the number of kids who smoke cigarettes is on the decline. However, 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. Nearly 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. In a 2003 national survey, about three-quarters of first-time smokers were under 18.³



Even though smoking numbers are down since their latest peak in 1997, the chart above shows that in 2004, over 9 percent of 8th graders, 16 percent of 10th graders and 25 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.

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 develop a long-term addiction.⁴
- Some teens and preteens report signs of addiction with only occasional (non-daily) smoking.^{5,6}

Short-term effects

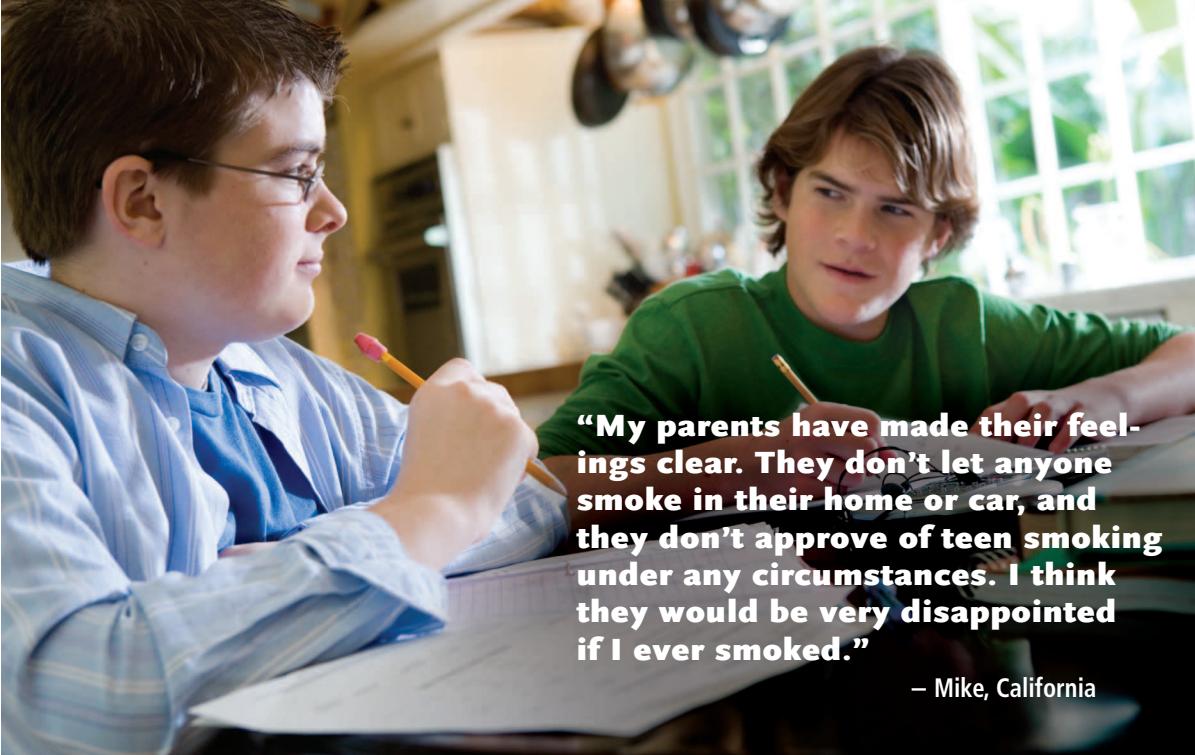
Teens and preteens who smoke:⁷

- Are more susceptible to respiratory illnesses.
- Experience shortness of breath more often than those who don't.
- May have impaired lung growth and function.

Long-term effects

- It has been estimated that more Americans die from tobacco-related illnesses than from alcohol, car accidents, HIV/AIDS, firearms and illegal drugs combined.⁸
- Lung cancer is the leading cause of cancer deaths in the U.S., and most cases are caused by cigarette smoking. Smoking is a major cause of heart disease, emphysema and stroke, and increases the risk of oral cancer and gum disease.⁷
- The CDC estimates that between 1995 and 1999, cigarettes took approximately 14 years off an adult smoker's life.⁹
- Secondhand smoke contains 69 chemicals that are known to cause cancer.¹⁰
- Smoking is the leading cause of preventable death and disease in this country.¹¹

1. Johnston, L.D., O'Malley, P.M., Bachman, J.G., & Schulenberg, J.E. (2005). *Monitoring the Future National Results on Adolescent Drug Use: Overview of Key Findings, 2004* (NIH Publication No. 05-726). Bethesda, MD: National Institute on Drug Abuse. 2. Centers for Disease Control and Prevention (May 21, 2004). 2003 Youth Risk Behavior Surveillance – United States, 2003. *Surveillance Summaries, MMWR 2004;53 (No.55-2)*. 3. Substance Abuse and Mental Health Services Administration (2004). *Results from the 2003 National Survey on Drug Use and Health: National Findings* (Office of Applied Studies, NSDUH Series H-25, DHHS Publication No. SMA 04-3964) Rockville, MD. 4. U.S. Department of Health and Human Services (1994). *Preventing Tobacco Use Among Young People: A Report of the Surgeon General* (DHHS Publication No. 017-001-00491-0). Atlanta, GA: US Government Printing Office. 5. McNeill, A.D., West, R., Jarvis, M., Jackson, P., Bryant, A. (1986). Cigarette withdrawal symptoms in adolescent smokers. *Psychopharmacology, 90*, 533-536. 6. Barker, D. (1994, October 21). Reasons for tobacco use and symptoms of nicotine withdrawal among adolescent and young adult tobacco users – United States, 1993. *Morbidity and Mortality Weekly Report, 43*(41), 745-750. 7. U.S. Department of Health and Human Services (2004). *The Health Consequences of Smoking: A Report of the Surgeon General*. Atlanta, GA. 8. Mokdad, A.H., Marks, J.S., Stroup, D.F., Gerberding, J.L. (2004). Actual causes of death in the United States. *JAMA, 291*, 1238-44. 9. Centers for Disease Control and Prevention (2002). Annual smoking-attributable mortality, years of potential life lost, and economic costs – United States, 1995-1999. *MMWR, 51*(14), 300-3. 10. American Lung Association (November 2004). *Smoking 101 Fact Sheet*. Retrieved August 11, 2005 from: <http://www.lungusa.org/site/apps/s/content.asp?c=dcvLUK9O0&b=34706&t=66713>. 11. National Center for Health Statistics (2004). *Health, United States, 2004*.



"My parents have made their feelings clear. They don't let anyone smoke in their home 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 AT RISK OF SMOKING?

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

- Does your child hang around with other kids who smoke cigarettes?
The smoking rate among kids who have three or more friends who smoke is 10 times higher than the rate among kids who report that none of their friends smoke.¹
- Do you or your spouse smoke?
Studies have found that kids who have a parent who smokes cigarettes are at least twice as likely to smoke.^{1,2}
- Do any of your child's siblings smoke?
Having an older brother or sister who smokes triples a child's odds of smoking.¹
- Is your child having trouble in school?
Smoking has been linked repeatedly to poor academic achievement.¹
- 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.³
- Is your child depressed?
Several studies have associated cigarette smoking and symptoms of depression among adolescents.⁴
- 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.⁵

1. U.S. Department of Health and Human Services (2001). *Changing adolescent smoking prevalence, Smoking and Tobacco Control Monograph 14*, 85-89. 2. Philip Morris USA Youth Smoking Prevention (2005). *Teenage Attitudes and Behavior Study – 2004 Results*. 3. Simantov, E., Schoen, C., Klein, J.D. (2000). Health-compromising behaviors: Why do adolescents smoke or drink? *Archives of Pediatrics and Adolescent Medicine, 154*(10), 1025-1033. 4. U.S. Department of Health and Human Services (1994). *Preventing Tobacco Use Among Young People: A Report of the Surgeon General* (DHHS Publication No. 017-001-00491-0). Atlanta, GA: US Government Printing Office. 5. U.S. Department of Health and Human Services (2000). *Reducing Tobacco Use: A Report of the Surgeon General*. Atlanta, GA.

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.



continued on page 8



"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.

- **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. Make sure you also 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 even kids who don't smoke daily may report signs of addiction.^{1,2}
- **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.

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.

- **Let your child teach you something new.** A few words in a foreign language she's studying, or even how to play a new computer game. The content doesn't really matter. Most kids feel proud to be able to teach you something, and that boost in confidence may make them more comfortable talking about emotional issues.
- **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.

• **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.

• **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

If you think (or know) that your teen or preteen is smoking, you still need to talk about your values, and all the reasons not to smoke. The hardest part can be managing your own feelings of anger, disappointment or guilt. Resist the urge to punish or shame him, and don't launch into a lecture; your child is likely to shut down and tune you out, just when you really need to have a conversation.

Instead, talk about things you've noticed (friends who smoke, clothes smelling like smoke). "I'm concerned that you might be thinking about smoking, or already using cigarettes." Without accusing, talk about situations, people or feelings that might be encouraging him to smoke.

Describe your concerns: "You know how I feel about smoking, and it's very easy to get addicted to cigarettes." Ask about some of the symptoms of cigarette addiction:³

- Do you ever have strong cravings to smoke, or feel like you really need a cigarette?
- Do you have trouble concentrating or feel irritable or anxious when you can't smoke?
- Is it hard to keep from smoking at school or other places you shouldn't smoke?
- Have you tried to quit but couldn't?

And remember, smoking is not just a discipline issue, but a medical problem. Encourage your child to talk to her doctor and look for local resources that can help her quit. Ask her if she's already considered quitting, and what her concerns are.

If she answers "no" to those four questions, or doesn't want to talk, remind her how important this is to her future life and health, and that you plan to keep talking about it.

For more ideas, see Issue 3 of this brochure series: *Could your kid be smoking?* (ordering information on page 14).

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 can help you start talking to your kids about the issues they're facing and the rules and values you set for your family.

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. Share your answers. Where do you agree, and why? Where do you disagree, and why? Talk about your house rules and why you set them, and talk about the consequences for breaking them. 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

- Sneak into an R-rated movie?
- Tease younger kids?
- Cheat at cards?
- Shave their heads?
- Try smoking cigarettes?
- Hang out with kids their parents don't know?
- Pretend to be an adult in an Internet chat room?
- Kiss a boyfriend or girlfriend?
- Spray-paint their initials on walls?
- Be sexually active?
- Swear in public?
- Drink beer at a party?
- Play M-rated video games?
- Talk back to a teacher?
- Get a tattoo?
- Tell a friend she looks great when she doesn't?
- Copy part of a school paper from the Internet?
- Get a navel ring?
- Get into a car whose driver has been drinking?

1. McNeill, A.D., West, R., Jarvis, M., Jackson, P., Bryant, A. (1986). Cigarette withdrawal symptoms in adolescent smokers. *Psychopharmacology*, 90, 533-536. 2. Barker, D. (1994, October 21). Reasons for tobacco use and symptoms of nicotine withdrawal among adolescent and young adult tobacco users—United States, 1993. *Morbidity and Mortality Weekly Report*, 43(41), 745-750. 3. Wellman, R.J., et al (2004). Short term patterns of early smoking acquisition. *Tobacco Control*, 13, 251-257.



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.



"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

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.
- **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?" Practicing specific things to say or do if they are encouraged to smoke can increase their self-confidence.
- **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 and perhaps find more nonsmoking friends.

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 could you say?

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

Children whose parents smoke are much more likely to be smokers than children whose parents do not smoke, as you can see in the chart below.^{1,2} But research shows that kids whose parents quit smoking are almost one-third less likely to smoke.³ And, kids whose parents talk to them regularly about not smoking are less likely to smoke, even if their parents smoke.⁴ 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 pre-teen or teen:

"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 and that you want him to have a healthy life. Don't be afraid to admit it if you wish you hadn't started smoking. Your child will respect your honesty.

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

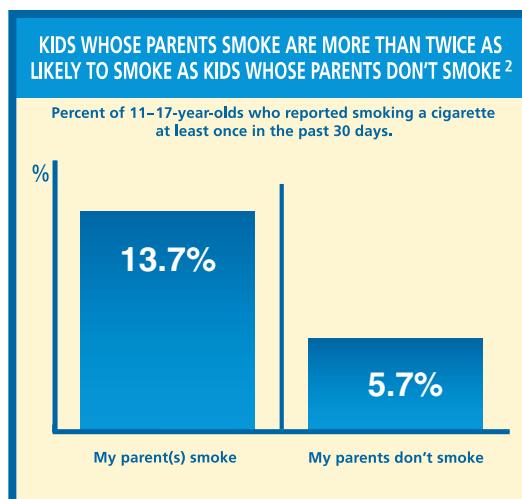
Often, young children who complained about their parents' smoking grow into teens who are silent on the matter. This doesn't mean they won't try it. Factors like peer pressure and the accessibility of cigarettes might lead them to try smoking. Just because they've stopped talking about it doesn't mean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

For tips and information on quitting smoking, check out some of the public health resources listed on page 15, or visit the QuitAssist™ Information Resource at www.philipmorrisusa.com.



"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."

— Mark, a father of teenagers



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.⁴

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.⁴

Yes No **Do you smoke in front of your child?**

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

Yes No **Have you shared your struggles to quit smoking?**

Kids severely underestimate how hard it is to give up smoking.² 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.

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.

1. U.S. Department of Health and Human Services (2001). Changing adolescent smoking prevalence. *Smoking and Tobacco Control Monograph 14*, 85-89. 2. Philip Morris USA Youth Smoking Prevention (2005). *Teenage Attitudes and Behavior Study – 2004 Results*. 3. Farkas, A.J., et al (1999). Does parental smoking cessation discourage adolescent smoking? *Preventive Medicine*, 28, 213-218. 4. Jackson, C., & Henriksen, L. (1997). Do as I say: Parent smoking, antismoking socialization, and smoking onset among children. *Addictive Behaviors*, 22(1), 107-114.

Resources for parents from Philip Morris USA

For more information, please visit the Parent Resource Center at www.philipmorrisusa.com, where you'll find many tools and tips from child development experts to help you talk to your kids about not smoking.

The Parent Resource Center also has interactive versions of the activities in this brochure, links to Public Health Resources, and facts and research information about youth smoking.

Additionally, you can order or download copies of the free publications in the *Raising Kids Who Don't Smoke* parent resource series, including:

Parent Brochures

- *Raising kids who don't smoke*
 - *Peer pressure & smoking*
 - *Could your kid be smoking? and*
 - *Educando a los niños para que no fumen*
- Parent Tip Sheets
- *Parenting styles and youth smoking*
 - *Talking to pre-teens about not smoking*
 - *Preventing kids' access to cigarettes*



These parenting publications are also available by calling, toll-free:

1-800-PMUSA-YSP (1-800-768-7297)



More resources

For more information on this important topic, please visit the suggested websites below:

GENERAL INFORMATION ON SMOKING

American Cancer Society

www.cancer.org

Centers for Disease Control and Prevention (CDC)

www.cdc.gov/tobacco

Office of the Surgeon General

www.surgeongeneral.gov

QUIT-SMOKING PROGRAMS AND INFORMATION

American Cancer Society's Complete Guide to Quitting

www.cancer.org

Center for Tobacco Cessation

www.ctcinfo.org

CDC's Useful Resources to Quit Smoking

www.cdc.gov/tobacco/how2quit.htm

GottaQuit

www.gott aquit.com

QuitNet

www.quitnet.com

Smokefree.gov

www.smokefree.gov/info.html

American Council on Science and Health

www.theScoopOnSmoking.org

END (Ending Nicotine Dependence)

www.tobaccofreeutah.org/end.html

INFORMATION ON YOUTH SMOKING PREVENTION

CDC's TIPS for Youth Program

www.cdc.gov/tobacco/tips4youth.htm

Smoke-Free Kids

www.sph.unc.edu/smokefreekids



NOTE: Website addresses and content are subject to change.

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



This brochure is not intended to offer individual medical or psychological advice.

This brochure was created for parents on behalf of Philip Morris USA Youth Smoking Prevention 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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