

School Newsletter Insert January 2008
National Non-smoking Week January 20 - 27 2008
Keeping our Kids Tobacco Free

BC is enacting new tobacco laws, which will make our community a healthier place to live. There will be greater protection for children and adults from the harmful effects of second hand smoke, a known cause of cancer. The sale of tobacco and tobacco products will be banned in some locations and youth will not be exposed to displays of tobacco and the advertising of cigarettes. Tobacco use continues to be the single most preventable cause of

disease and death and kills over 6000 British Columbians each year. It is estimated to cost the BC economy \$2.3 billion every year and creates increased demands on our limited health care resources.

Tobacco Free

Although smoking rates in Richmond are the lowest in the country, we

have children and youth beginning to smoke every day. Half of them will die as a result. Will your child be one of them?

There are simple steps we can take to improve the odds that our children will be HEALTHY and TOBACCO FREE.

Ensure that children are never exposed to second hand smoke. Make your home and car smoke free.



- There is no safe level of exposure to second hand smoke which contains over 50 chemicals known to cause cancer.
- Second hand smoke has twice as much nicotine and tar as the smoke that smokers inhale. Exposure to second hand smoke for as little as 8 minutes can cause physical

reactions linked to heart disease and stroke.

- Children exposed to smoke are more likely to have asthma, ear infections, reduced lung function and may be more likely to become smokers.

Support our Tobacco Free School

- Tobacco Free Schools create a healthier school environment, prevent our students from starting to smoke, support those who are trying to quit and protect all students, staff and visitors from the health consequences of second hand smoke.
- Support the school's efforts to promote a healthy learning environment by not using any tobacco products while on



school grounds, including playing fields, parking lots and vehicles.

Keep Tobacco Out of the Hands of Kids

- Research shows that reducing youth access to tobacco prevents kids from starting to smoke. Most smokers start before the age of 16 and can quickly become addicted to nicotine.
- Don't provide tobacco to children or teens.
- It is against the law to sell or give tobacco to youth under age 19, punishable by a \$575 fine. Support retailers who don't sell to kids.

Empower your Kids to Say No to Tobacco

- Talk about tobacco use, especially if you are a smoker or former smoker. Be truthful about the powerful impact of nicotine addiction in your life.
 - Let kids know that over 92% of youth don't smoke and discuss how they can make the decision to be tobacco free.
 - Help children and youth to be media savvy and aware of the effect advertising and the entertainment industry have on their choices. www.smokefreemovies.ucsf.edu
- Secondary school students can make their own anti-tobacco video or poster and enter to win prizes at www.cigarette-slayer.com

NO

Encourage Sports Organizations to adopt Tobacco Free Policies

- Youth who participate in sports are less likely to use tobacco but we can strengthen that link by encouraging our sports organizations to adopt tobacco free policies. www.tobaccofreesports.ca
- Some sports are associated with the use of tobacco and it is important for youth to know that tobacco will not enhance their athletic performance.



Promote a Smoke Free Community

- Most people in our community live a tobacco free lifestyle.
 - Provincial legislation and local bylaws protect us from second hand smoke in our workplaces, public buildings and restaurants but we can inform our local mayors, councilors, MLA's and business owners if we and our children would like to enjoy smoke free parks, playgrounds, and restaurant patios.

CLICK OR CALL
quitnow.ca
1-877-455-2233

www.health.gov.bc.ca/tobacco/

For More Information

- www.tobaccofacts.org
- www.gosmokefree.ca

be your best. be tobacco free