

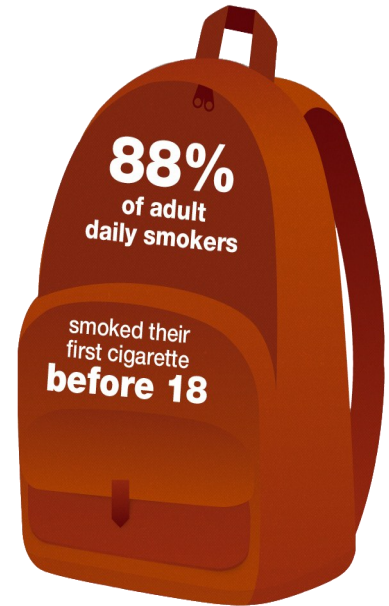
# Keeping Kids Tobacco-Free

## Facts.Tools.Tips.

*A Pathway to a Healthier Jefferson County*

**Fact: The tobacco industry spends 23 million dollars each day on marketing, much of it to attract kids.<sup>1</sup>**

- Teens are influenced by cigarette ads three times more than adults. For teens, ads are stronger than peer pressure.<sup>2</sup>
- Each day 3,800 kids smoke their first cigarette.<sup>3</sup>
- A third of all youth who smoke will die prematurely as a result of tobacco related causes.<sup>4</sup>
- At this rate, 92,000 Colorado children alive today will die sooner than they should have as a result of tobacco use.<sup>5</sup>
- **Together, we can educate youth and reduce the influence of tobacco companies and tobacco's harms.**



### Tools and Tips to Keep Kids Tobacco-free:

- Avoid exposure to others using tobacco. Not only is the smoke dangerous, but seeing others use tobacco increases the likelihood that youth will use as well.
- Learn about and identify the manipulative marketing tactics of tobacco companies at [TobaccoFreeKids.org](http://TobaccoFreeKids.org).
- For interactive games and to learn how the tobacco industry targets kids, visit [TheTruth.com](http://TheTruth.com).
- For telephone support, coaching and resources to help you or a loved one become tobacco-free, call the Colorado Quitline at 1-800-QUIT-NOW.
- For adults who use tobacco, visit [iamasmoke-freezone.org](http://iamasmoke-freezone.org) for ideas to help keep kids tobacco-free.

**Find a path. Help yourself and others navigate a tobacco-free world.**

For more information, visit

[www.tobaccofreejeffco.com](http://www.tobaccofreejeffco.com) or call 303-275-7555

# References

---

1. [Tobaccofreekids.org](http://www.tobaccofreekids.org/research/factsheets/pdf/0072.pdf): <http://www.tobaccofreekids.org/research/factsheets/pdf/0072.pdf>
2. Pollay, R, et al., "The Last Straw? Cigarette Advertising and Realized Market Shares Among Youth and Adults," *Journal of Marketing* 60(2):1-16, April 1996.
3. 2012 US Surgeon General Report on Tobacco: [http://www.cdc.gov/tobacco/data\\_statistics/sgr/2012/consumer\\_booklet/pdfs/consumer.pdf](http://www.cdc.gov/tobacco/data_statistics/sgr/2012/consumer_booklet/pdfs/consumer.pdf)
4. 2012 US Surgeon General Report on Tobacco: [http://www.cdc.gov/tobacco/data\\_statistics/sgr/2012/consumer\\_booklet/pdfs/consumer.pdf](http://www.cdc.gov/tobacco/data_statistics/sgr/2012/consumer_booklet/pdfs/consumer.pdf)
5. [Tobaccofreekids.org](http://www.tobaccofreekids.org), The Toll of Tobacco Use in Colorado: [http://www.tobaccofreekids.org/facts\\_issues/toll\\_us/colorado](http://www.tobaccofreekids.org/facts_issues/toll_us/colorado)