

RAISING KIDS WHO DON'T SMOKE VOL.1: ISSUE 3


# Could your kid be smoking?



**Youth  
Smoking  
Prevention™**

Philip Morris USA

**Talk. They'll Listen.**



No parent wants to discover that his or her child has been smoking. Knowing how to spot the warning signs, how to talk with your child about her smoking, and how to keep the lines of communication open, can go a long way toward steering her away from cigarettes or helping her quit. Here are some important and practical tools that could help.

## What's inside

4

page 4

### **YOUTH SMOKING**

The risk for kids is real

6

page 6

### **COULD YOUR KID BE SMOKING?**

Things to look for, ways to ask

8

page 8

### **TAKE A DEEP BREATH**

Ways to respond if your child is smoking

11

page 11

### **GETTING READY TO QUIT**

Ways to support your child's efforts to stop

14

page 14

### **RESOURCES**

Where to get more information

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

# Parents: a note for you

A friend recently described her feelings when she discovered that her teenage son had started smoking. She was shocked, disappointed, angry with him, and angry with herself. What had she done wrong?

She quickly set her emotions aside and focused on helping her son quit. He needed her support. Tobacco is addictive. Many teenage smokers become addicted much sooner than they'd expected, and have a more difficult time quitting than they'd hoped.

I thought back to my own parents, both of whom had become addicted to tobacco when they were teens. By the time I was a teenager, they had both died of cancer, probably due to their having been long-term smokers. I don't want that to happen to anyone else.

---

**"Parents can be a key influence on a child's decision not to smoke.<sup>3</sup> You can give your child the tools and support he needs to make better choices."**

---

The first two brochures in this series – *Raising kids who don't smoke* and *Peer pressure & smoking\** – were designed to help prevent kids from starting to smoke. This brochure is designed to help you figure out whether your children are already smoking and offer suggestions on what you can do about it.

Only a relatively small percentage of people – teenagers or adults – report being able to quit the first time they try.<sup>1,2</sup> Most report needing repeated efforts. Have patience. Your encouragement and involvement can make a big difference.

Finally, if you're a smoker, we've included extra information for you. Remember, adolescent smokers are twice as likely to quit when their parents quit, too.<sup>3</sup>

This brochure was created in conjunction with an advisory board of health professionals who are deeply committed to preventing children from smoking, and to encouraging those who do smoke to quit.

Parents can be a key influence on a child's decision not to smoke.<sup>4</sup> You can give your child the tools and support he needs to make better choices. Remember, you have the right to intervene, and the power to make a difference.



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

## ADVISORY BOARD

### Chair:

Lawrence Kutner, Ph.D.  
Harvard Medical School

### Board Members:

Jonathan Bloomberg, M.D.  
University of Illinois  
College of Medicine

Jane R. Littmann, Ph.D.  
University of South Carolina  
School of Medicine

Cheryl K. Olson, M.P.H., S.D.  
Harvard Medical School

The organizations that the Advisory Board members are affiliated with are listed for identification purposes only and their inclusion 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.

1. Moolchan, E.T., Ernst, M., Henningfield, J.E. (2000). A review of tobacco smoking in adolescents: Treatment implications. *Child & Adolescent Psychology*, 39(6), 682 - 693.
2. U.S. Public Health Service (2000, June). Treating tobacco use and dependence. Fact sheet. [www.surgeongeneral.gov/tobacco/smokfact.htm](http://www.surgeongeneral.gov/tobacco/smokfact.htm).
3. Farkas, A.J., Distefan, J.M., Choi, W.S., Gilpin, E.A., & Pierce, J.P. (1999). Does parental smoking cessation discourage adolescent smoking? *Preventive Medicine*, 28, 213-218.
4. Johnson, P.B., & Johnson, H.L. (2000). Reaffirming the power of parental influence on adolescent smoking and drinking decisions. *Adolescent & Family Health*, 1(1), 37-43.

\* see page 14 for ordering information



# Youth smoking

## the risk for kids is real

Adolescence can be a time of rebellion, experimentation and extraordinary peer pressure. Some teens engage in risky behaviors to fit in with their friends, to find their place in the world, or to deal with stress. Sometimes, despite our best efforts, even the most sensible kids – the ones we think should know better – take up smoking.



### All kids are vulnerable

It doesn't matter if your child is an athlete, an "A" student, a preteen, or has even spent years nagging you or other relatives to quit smoking. All children are at some risk. You may think your child is immune from smoking because:

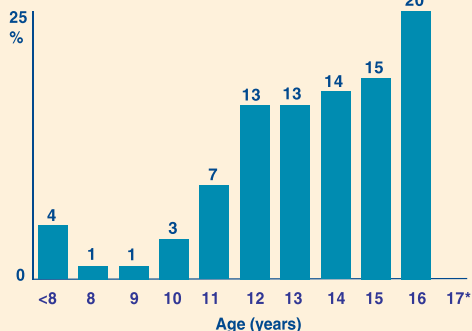
- She's too young.
- He's too smart to smoke; he knows how bad smoking is.
- Nobody in our family smokes.
- We do smoke and she hates it – she nags us to quit.
- He doesn't have enough spending money to buy cigarettes.
- He plays sports.
- We had a close relative die of lung cancer.

Unfortunately, these factors don't guarantee that your child will steer clear of cigarettes. According to recent research from the Centers for Disease Control and other organizations:

- Even though youth smoking is on the decline nationally, nearly 22% of high school students report having smoked a cigarette in the past month.<sup>1</sup>
- Each day, more than 2,000 adolescents become daily smokers.<sup>2</sup>
- Children start young: Nearly one in five high school students say they first smoked a cigarette before age 13.<sup>1</sup> Other research is consistent with these findings. As shown in the chart on the next page, some 17-year-olds reported that they tried their first cigarette before age 8.<sup>3</sup>

## AGE OF FIRST TRIAL<sup>3</sup>

% of 17-year-old current smokers who reported that they tried their first cigarette at age:



\*This chart does not depict the 8% of 17-year-old current smokers who reported that they first tried cigarette smoking at age 17. This percentage may be underrepresented in that each 17-year-old respondent had completed a different portion of their 17th year and none had completed their entire 17th year. It is therefore anticipated that by the completion of their 17th birth year, smoking behaviors of this group may change.

## The time to talk is now

It's essential to talk with your teen about smoking – especially if you have any suspicions that he may have tried it. While the conversation may be uncomfortable at first, it's important not to put it off because:

- Some teens and preteens report signs of addiction with only occasional (non-daily) smoking.<sup>4,5</sup>
- The younger kids are when they start smoking, the more likely they are to become addicted to smoking.<sup>6</sup>
- It has been estimated that more Americans die from cigarette-related illnesses than from alcohol, car accidents, suicide, AIDS, homicide and illegal drugs combined.<sup>7</sup>

If you think your child may have tried smoking, act now. Smoking is addictive and your intervention is important.

## You can make a difference

Most kids who smoke say they want to quit. Research tells us that 71% of current smokers age 11-17 report having tried to quit.<sup>3</sup> But sadly, only a small percentage of teens are successful – in part because they don't know how to quit and don't know where to turn for help. Many say they have difficulty doing it on their own. Their friends aren't likely to be of much help, and many may hesitate to turn to their parents, for fear of being punished.<sup>8</sup>

Research also shows that teens who talk with their parents first when they have serious problems are less likely to become regular smokers.<sup>9</sup> Let your teen know that she can talk openly with you about smoking, even though you disapprove of her behavior. It's important to keep the lines of communication open. The following pages can help you do that.



1. Centers for Disease Control and Prevention (2004, May 21). Youth risk behavior surveillance – United States, 2003. *Morbidity and Mortality Weekly Report*, 53(SS-02). 2. Substance Abuse and Mental Health Services Administration. (2003). *Results from the 2002 National Survey on Drug Use and Health: National Findings* (Office of Applied Studies, NHSDA Series H-22, DHHS Publication No. SMA 03-3836). Rockville, MD. 3. Philip Morris USA Youth Smoking Prevention (2005). *Teenage Attitudes and Behavior Study – 2004 Results*. 4. McNeill, A.D., West, R., Jarvis, M., Jackson, P., Bryant, A. (1986). Cigarette withdrawal symptoms in adolescent smokers. *Psychopharmacology*, 90, 533 - 536. 5. 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. 6. 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: U.S. Government Printing Office. 7. Mokdad A.H., Marks J.S., Stroup D.F., Gerberding, J.L. (2004) Actual causes of death in the United States 2000. *Journal of the American Medical Association*, 291, 1238 - 1245. 8. Mermelstein, R. (2003). Teen smoking cessation. *Tobacco Control*, 12(Suppl 1), i25-i34. 9. Distefan, J.M., Gilpin, E.A., Choi, W.S., & Pierce, J.P. (1998). Parental influences predict adolescent smoking in the United States, 1989-1993. *Journal of Adolescent Health*, 22, 466-474.

# Could your kid be smoking?

## things to look for, ways to ask

If you're concerned your teen might be smoking, you may be afraid to say the wrong thing, dread his reaction, or worry about losing your cool. Maybe you experimented with cigarettes as a kid, and tell yourself it's not such a big deal. But it is a big deal and you do need to talk about it – the sooner the better.

There are ways to make this easier:

- Raise the subject while you're doing something together such as riding in the car, playing with the dog, watching TV, or any activity that doesn't require your child's full concentration.
- Don't insist on eye contact; sometimes it's easier for kids to talk when they don't have to look you straight in the eye.
- Start by saying something like, "I've noticed your clothing smells like cigarette smoke. Let's talk for a minute."
- Don't feel you have to address all your concerns at once. This should be the first of many conversations.

### If he says "I don't smoke."

If he denies smoking and you believe him, continue to check in with him from time to time. Make sure he knows that you're willing to talk about this, and to answer any questions he has – or to help him find the answers.

You might also point out that being a "smoker" can mean different things to different people. Some kids think that just smoking once in a while, at parties or in the car for example, doesn't count.<sup>1</sup>

But it does count. Tell him: "You know, if you ever feel tempted to try smoking, even once or twice, you can tell me about it and I won't get mad." For more information on youth smoking prevention, see *Raising kids who don't smoke* and *Peer pressure & smoking* (ordering information on page 14).

### If you think she's lying

If your teen denies smoking and you don't believe her, don't let this shut down communication between you and your child. It's not unusual for teens to lie about smoking. If you've done a good job of communicating your values, your child knows that you disapprove of her smoking, and she's probably worried about your reaction.

Many teens try to explain away evidence: "I was holding the cigarettes for my friend," "My clothes got smelly because some kids were smoking in the car," or simply, "You don't trust me!"

Being lied to can be very upsetting. Try not to overreact or label your child a liar. Don't argue the evidence – this will just turn into a power struggle. Remember, your goal is not to prove your case but to open and maintain a dialogue with your teen.

Don't focus on the lying; focus on the smoking. Say something like, "Well, OK, maybe you didn't smoke, but let's talk about cigarettes anyway."



## If she admits to smoking

If your teen admits to smoking, give her credit for her honesty: “I’m impressed by your maturity in admitting this to me. Let’s talk about what’s going on.”

Diane was grateful when 13-year-old Danny confessed to smoking. She expressed her disapproval, but kept the lines of communication open. “I’m glad he trusts me enough to tell me the truth,” she says. “If he had lied to me, it could have been years before I found out. I told him how much I loved him and how this is not something I want to see him continue.”

### EXTRA FOR PARENTS WHO SMOKE

- Children of parents who smoke are significantly more likely to smoke than children of parents who do not smoke.<sup>2</sup>
- Many teenage smokers take cigarettes from their parents’ packs. If you smoke, don’t keep your cigarettes where your children can easily get them.
- Keep in mind that you may be less attuned to the smell of smoke in the house or on your child’s clothing and watch closely for other signs listed in the box below.



**“He got away with smoking longer than he should have. There were little signs along the way that we should have keyed into more.”**

— Christine, mother of a 13-year-old

## STAY ALERT FOR WARNING SIGNS

Some of the warning signs of teen smoking are subtle and easy to miss while others may be more obvious. For example:

- **Have you smelled smoke on her clothing or hair?**
- **Have you seen matches in his bedroom or a lighter in his backpack?**
- **Has she started making excuses to go outside?**
- **Has he been leaving the windows in his bedroom open for no reason?**
- **Are there burn holes in her clothing?**
- **Has he started using mouthwash, breath mints or gum?**
- **Does she have friends who smoke? Kids whose friends smoke are nine times more likely to be current smokers compared to kids whose friends don’t smoke.<sup>3</sup>**

1. Mermelstein, R. (2003). Teen smoking cessation. *Tobacco Control*, 12(Suppl 1), i25-i34. 2. Philip Morris USA Youth Smoking Prevention (2005). *Teenage Attitudes and Behavior Study - 2004 Results*. 3. Abdelrahman, A.I., Rodriguez, G., Ryan, J.A., French, J.F., & Weinbaum, D. (1998). The epidemiology of substance use among middle school students: The impact of school, familial, community and individual risk factors. *Journal of Child & Adolescent Substance Abuse*, 8(1), 55-75.



# Take a deep breath

## ways to respond if your child is smoking

Finding out that your child has been smoking can be very upsetting. In the heat of the moment, it's tempting to confront your teen angrily. But this approach – asserting your authority, punishing her or making her feel ashamed – can turn the scene into a battle, making a teen even more defensive.

When Darcy found out her son was smoking, she said, “I wanted to punish him the minute I heard. I needed to give myself some time to absorb it, talk to my husband...and get my head together.”

### Stay calm and cool

What works is calm, compassionate communication. This is something you may not be able to manage right away. So take a breath and cool off. You might even say, “I’m pretty upset by this right now and we’ll need to talk about this later.” Remember, the fact that your child has tried cigarettes is serious, but it doesn’t mean she’s destined to a lifetime of smoking. While you can’t force her to quit, there are many ways you can encourage her to stop.

### Ask the right questions

If you simply ask a teen, “Why are you smoking?”, chances are she won’t be able to answer. Make it easier by being more specific: “Let’s talk about why you might be smoking. Are you worried about fitting in?”

Try to gather information about how much she smokes, how often, how she got started. Remember, you’re not an interrogator (“I demand to know who gave you those cigarettes!”); you’re a parent. Your aim is to find out what appeals to your child about smoking and what other problems she may be trying to solve by using tobacco.

For example, she may tell you that she smokes in situations that are socially stressful. This is an opportunity to acknowledge her feelings and find out more about what’s going on in her life: “Tell me more about what you feel. What stresses are you under these days?”


While children may know that cigarettes are bad for them, some still experiment with smoking. Ask your child: “What were you wondering about? Did the actual experience of smoking match up with what you thought it would be?” Once he knows you’re really listening, you can add your thoughts: “You know that smoking is dangerous, and it’s very easy to get addicted to cigarettes. I’m concerned that this doesn’t happen to you.”

### REASONS FOR SMOKING<sup>1</sup>



Selected responses to a national survey of 333 girls and 280 boys in 7th through 12th grade who said they were regular smokers.





**“I was floored. I get compliments up and down from other adults about what a good kid he is – and here he is smoking.”**

**— Brian, father of a 13-year-old**

#### **EXTRA FOR PARENTS WHO SMOKE**

- Kids are good at making parents feel guilty. Your teen may say, “Well, you smoke, so why shouldn’t I?” Even though you may feel hypocritical, you have the right to protect your child’s health.
- Research shows that kids whose parents talk to them regularly about not smoking are less likely to smoke, even if their parents smoke.<sup>2</sup>

## **WHAT IF MY CHILD SAYS...**

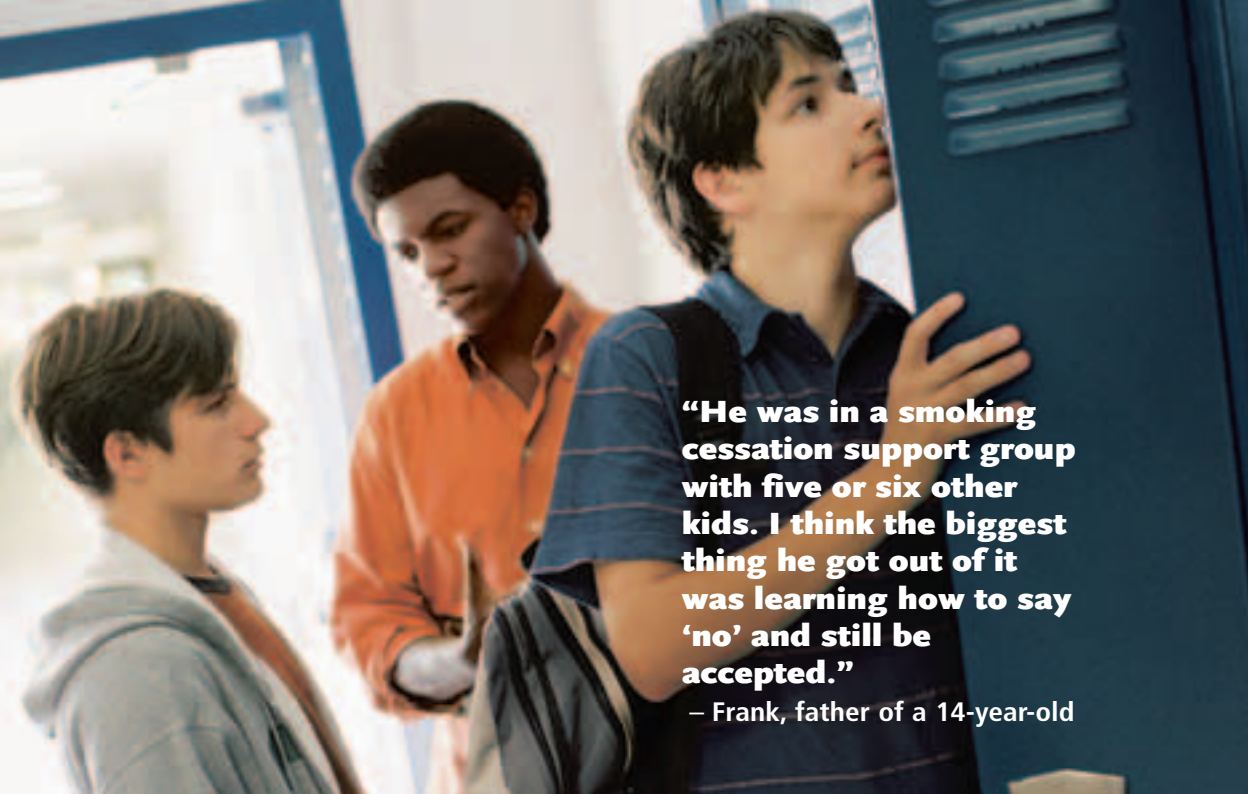
**“I can quit any time I want.”** Lots of kids say this, whether they believe it or not. Rather than arguing the point, try asking, “What would it take for you to want to quit? A lot of people have tremendous difficulty.” Also ask, “How would you quit?” This can help him start focusing on a solution.

**“You can’t tell me what to do!”** Teens often become defiant when they feel cornered. Instead of getting into a power struggle, you might say, “You’re right. It’s your life, and I can’t always tell you what to do. But you’re smart, and you know how important quitting is.”

**“Lots of people smoke and don’t get cancer.”** Instead of arguing about statistics, focus on her emotions and thinking. For example, “I know you aren’t worried about your health now. But I am, and for more reasons than just cancer. Let’s talk about this.”

**“I don’t want to talk about it.”** A useful response might be: “We don’t have to talk about smoking this minute, but we do have to talk about it.” When kids get uncomfortable they often seem to tune you out – but don’t give up. Even when teens are arguing or don’t appear to be listening, they do hear you and you do influence their behaviors.

1. Simantov E, Schoen C. & Klein J. (2000) Health-compromising behaviors: Why do adolescents smoke or drink?: Identifying underlying risk and protective factors. *Archives of Pediatrics and Adolescent Medicine*, 154(10), 1025-1033. 2. Jackson, C. & Henriksen, L. (1996). Do as I say: Parent smoking, antismoking socialization, and smoking onset among children. *Addictive Behaviors*, 22(1), 107-114.



**“He was in a smoking cessation support group with five or six other kids. I think the biggest thing he got out of it was learning how to say ‘no’ and still be accepted.”**

– Frank, father of a 14-year-old

## FREQUENTLY ASKED QUESTIONS

**Q: Maybe smoking is just a phase – won’t my kid just grow out of it?**

A: That’s a risk you can’t afford to take. According to the Centers for Disease Control, approximately 80% of all adult smokers started before they turned 18.<sup>1</sup>

**Q: How can I get through to my child about the serious health risks of smoking?**

A: Realistic fears about future health risks can motivate kids to quit.<sup>2</sup> But scare tactics can backfire if your child doesn’t believe them, or if she lacks confidence that she can quit smoking.<sup>3</sup> Be sure to balance health warnings with encouragement that she can quit. In addition, try focusing on immediate consequences such as poor sports performance, smelly clothes, bad breath, or social disapproval.<sup>2,4</sup>

**Q: Are there medicines that could help my child quit?**

A: You should talk to your doctor about whether there are appropriate medicines for your child. Currently, over-the-counter nicotine replacement therapies, such as gums and patches, and prescription medications for help in quitting smoking have not been approved by the U.S. Food and Drug Administration for use by children.<sup>5</sup>

**Q: If I cut off my child’s allowance, won’t that keep him from getting cigarettes?**

A: Not necessarily. They often find another way. In fact, according to a recent study, 55% of 11- to 17-year-old smokers say that they usually get their cigarettes from a friend’s pack and 8% say that they take cigarettes from a family member’s pack.<sup>6</sup> You might try showing him how much he could afford if he wasn’t spending his money on cigarettes. (The website [www.gottaquit.com](http://www.gottaquit.com) has a virtual calculator that shows kids how quickly the cost of cigarettes can add up.)

# Getting ready to quit

## ways to support your child's efforts to stop

It's important to bring up the subject of quitting. Ask, "Have you ever thought about quitting, or tried to quit? How did it go? Have any of your friends quit smoking successfully?" Even though your child has to have the motivation to quit,<sup>7</sup> there are many ways you can get involved.

You and your teenager should work together to find out what smoking cessation (quitting) programs are available in your community. For example:

- Encourage your child to talk with her doctor. It's sometimes easier for a teen to talk openly with a physician than with a parent. Explain that talking to a doctor about quitting is a sign of maturity.
- Talk to a school guidance counselor about whether the school has any smoking cessation programs for its students. If not, find out where he refers students who want to quit.
- Call up local chapters of national organizations such as the American Lung Association to see if they're offering smoking cessation programs for preteens and teens.

### Cessation (quitting) programs

15-year-old Sunny and her mother Audrey, also a smoker, joined a smoking cessation program together on the advice of Sunny's doctor. "Sunny has asthma, but she didn't connect the asthma with her smoking until after we went to cessation classes," Audrey says. Sunny also found "support buddies" in the group whom she could call whenever she felt the urge to smoke.

There is no single "right" way to quit smoking. The key is to find a realistic strategy that your child is willing to try, to support him fully, and to have a backup plan ready in case "Plan A" doesn't work.



**"She needed me to connect her with help. It made her feel like she could trust me with anything. Now we are closer than ever."**

– Audrey, mother of a 15-year-old

*continued on page 12*

1. Centers for Disease Control and Prevention. Tobacco information and prevention source – Overview. Retrieved September 24, 2004 from [www.cdc.gov/tobacco/issue.htm](http://www.cdc.gov/tobacco/issue.htm). 2. Riedel, B.W., Robinson, L.A., Klesges R.C., & McLain-Allen, B. (2002). What motivates adolescent smokers to make a quit attempt? *Drug and Alcohol Dependence*, 68, 167 – 174. 3. Ruiter, R.A.C., Abraham, C., & Kok, G. (2001). Scary warnings and rational precautions: A review of the psychology of fear appeals. *Psychology and Health*, 16, 613-630. 4. Aung, A.T., Hickman, N.J., & Moolchan, E.T. (2003). Health and performance related reasons for wanting to quit: Gender differences among teen smokers. *Substance Abuse and Misuse*, 38(8), 1095-1107. 5. McDonald, P., Colwell, B., Backinger, C.L., Husten, C., & Maule, C.O. (2003). Better practices for youth tobacco cessation: Evidence of review panel. *American Journal of Health Behavior*, 27(Suppl 2), S144-S158. 6. Philip Morris USA Youth Smoking Prevention (2005). *Teenage Attitudes and Behavior Study - 2004 Results*. 7. Dino, G., Kamal, K., Horn, K., Kalsekar, I., Fernandes, A. (2004). Stage of change and smoking cessation outcomes among adolescents. *Addictive Behaviors* 29(5), 935 - 941.

## Give him a break

Adolescent smokers who are addicted to nicotine experience withdrawal symptoms similar to those reported by adults, according to the Surgeon General.<sup>1</sup> Taylor, 15, had some withdrawal symptoms when he first quit. “He was tense for a while, and he liked to argue more,” says his father, Jack. “I got upset with him a few times. But the symptoms didn’t last.”

### EXTRA FOR PARENTS WHO SMOKE

- Share your experiences with your child. Talk about the negative effects smoking has had on your life.
- Show him that you understand how difficult the quitting process can be.
- If you are considering quitting, remember that adolescent smokers are twice as likely to quit when their parents quit, too.<sup>2</sup>
- For more information on quitting smoking, visit the QuitAssist<sup>™</sup> Information Resource at [www.philipmorrisusa.com](http://www.philipmorrisusa.com).

Once your child starts quitting, be patient. The first days without a cigarette can be tough. The risk of relapse is the highest during the first week.<sup>3</sup> Help him by scheduling a few low-stress days where he’s away from friends who smoke and other situations that trigger his desire for a cigarette. Be extra supportive. Let your child know that you realize how difficult it can be to quit, and that you’re proud of him for doing it.

## Be prepared for slips

It took several tries, and several months before Jenna, a teenager, quit smoking for good. “She continually stopped and then started smoking again, that was the problem,” says her father, Ken. “It didn’t seem to stick, at least not initially.” Lisa, Jenna’s mother, recalls, “It was a six-month process until there was absolutely no smoking.”

It usually takes a few attempts to quit smoking – and sometimes a lot of them. Help your teen view any setbacks as a chance to learn and adjust. Try not to act disappointed. Stay encouraging.

## SUGGESTED “TIPS”

**DON’T let your punishment for smoking backfire.** If you’re too harsh, your child may simply be angry at you. Remember, your biggest goal is to help her find a way to quit smoking.

**DO talk with your teen about her friends.** If your child hangs out with other kids who smoke, she’ll need a strategy for staying strong in their presence. Ask her to rehearse: “If you decide to give this up, how will you talk to your friends? What will you do when they light up? What will you say if they offer you a smoke?” (For more information on helping kids resist peer pressure to smoke, see Issue 2 of this brochure series, *Peer pressure & smoking*. Ordering details are on page 14.)

**DO set boundaries.** Make it clear that smoking is unacceptable. Make sure that your rules reflect how you feel and how important not smoking is.





## A challenge and an opportunity

Like so many issues of adolescence, helping kids quit smoking is a challenge. But it's also an opportunity for you and your teen to get to know each other better and to build a deeper relationship. Even though your child is struggling for independence, your opinions

still matter, and your guidance is more important than ever. Don't be afraid to speak up about not smoking. You may make mistakes, and there may be setbacks, but your support can make a real difference.

**1.** 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: U.S. Government Printing Office. **2.** Farkas, A.J., Distefan, J.M., Choi, W.S., Gilpin, E.A., & Pierce, J.P. (1999). Does parental smoking cessation discourage adolescent smoking? *Preventive Medicine*, 28, 213-218. **3.** Choi, W.S., Ahluwalia, J.S., & Nazir, N. (2002). Adolescent smoking cessation: Implications for relapse-sensitive interventions. *Archives of Pediatrics & Adolescent Medicine*, 156(6), 625-626.

# Resources for parents from Philip Morris USA

For more information, please visit the Parent Resource Center at [www.philipmorrisusa.com](http://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.

You can order or download copies of resources in the *Raising Kids Who Don't Smoke* parent brochure series, including:

- Issue 1: *Raising kids who don't smoke*
  - Issue 2: *Peer pressure & smoking*
  - Issue 3: *Could your kid be smoking?*
- As well as the Spanish-English bilingual brochure, *Educando a los niños para que no fumen*.

You can also order these parenting publications 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](http://www.cancer.org)

Centers for Disease Control and Prevention (CDC)  
[www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)

Office of the Surgeon General  
[www.surgeongeneral.gov](http://www.surgeongeneral.gov)

### QUIT-SMOKING PROGRAMS AND INFORMATION

American Cancer Society's Complete Guide to Quitting  
[www.cancer.org](http://www.cancer.org)

Center for Tobacco Cessation  
[www.ctcinfo.org](http://www.ctcinfo.org)

CDC's Useful Resources to Quit Smoking  
[www.cdc.gov/tobacco/how2quit.htm](http://www.cdc.gov/tobacco/how2quit.htm)

GottaQuit  
[www.gottaquit.com](http://www.gottaquit.com)

QuitNet  
[www.quitnet.com](http://www.quitnet.com)

Smokefree.gov  
[www.smokefree.gov/info.html](http://www.smokefree.gov/info.html)

American Council on Science and Health  
[www.theScoopOnSmoking.org](http://www.theScoopOnSmoking.org)

END (Ending Nicotine Dependence)  
[www.tobaccofreeutah.org/end.html](http://www.tobaccofreeutah.org/end.html)

### INFORMATION ON YOUTH SMOKING PREVENTION

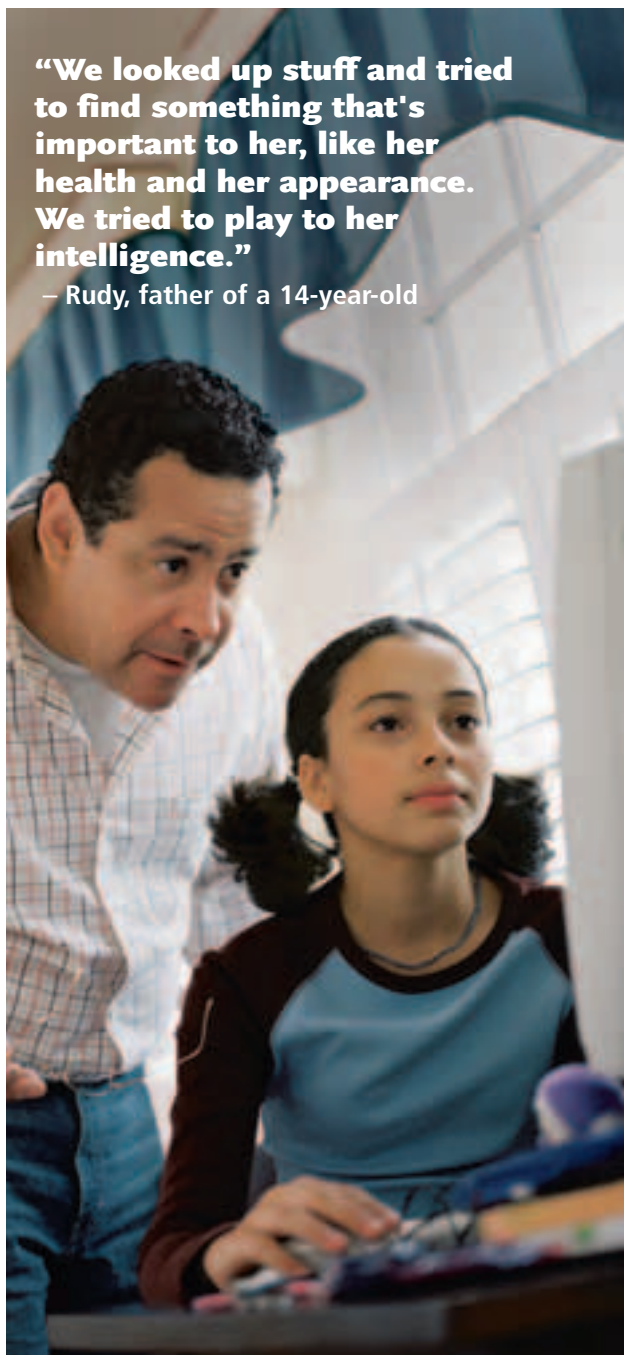
CDC's TIPS for Youth Program  
[www.cdc.gov/tobacco/tips4youth.htm](http://www.cdc.gov/tobacco/tips4youth.htm)

National PTA  
[www.pta.org/commonsense](http://www.pta.org/commonsense)

Smoke-Free Kids  
[www.sph.unc.edu/smokefreekids](http://www.sph.unc.edu/smokefreekids)

**"We looked up stuff and tried to find something that's important to her, like her health and her appearance. We tried to play to her intelligence."**

– Rudy, father of a 14-year-old



*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 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.*





## CREDITS

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 by Sunshine Communications, Inc. 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.

© Copyright 2005 by Philip Morris USA  
All rights reserved. Printed in the USA.

For additional copies please visit  
[www.philipmorrisusa.com](http://www.philipmorrisusa.com) or call, toll-free, 1-800-PMUSA-YSP (1-800-768-7297).

For additional copies please visit  
[www.philipmorrisusa.com](http://www.philipmorrisusa.com) or call, toll-free, 1-800-PMUSA-YSP (1-800-768-7297).



**Youth  
Smoking  
Prevention™**

Philip Morris USA