

DON'T ACCEPT TOBACCO INDUSTRY PREVENTION MATERIALS!

Schools throughout Oregon have begun receiving deceptive mailings from Tobacco Industry giant RJ Reynolds.

The mailing is a box with "free, evidence-based youth tobacco prevention program" materials entitled "Right Decisions Right Now; Be Tobacco Free".

This may look similar to prevention curricula offered in education catalogs, but do not be deceived. The introductory letter, describing the merits of the program, may seem very believable; however it uses confusing terminology that tries to convince readers of the program's supposed validity.

Tobacco Industry-developed tobacco prevention programs are NOT a best practice in tobacco prevention. In fact, studies of such tobacco industry programs in recent years proved that they are deceptive and harmful.

Youth who were exposed to previous tobacco company "prevention" ads/programs have:

- Greater intentions to start smoking
- Lower perceived harm of secondhand smoke
- Lower perceived harm of smoking
- Stronger approval of smoking
- Higher likelihood of smoking in the past 30 days

(Wakefield et al. (Dec. 2006). Effect of televised, tobacco-company funded smoking prevention advertising on youth smoking-related beliefs, intentions, and behavior. *American Journal of Public Health*, 96 (12).)

The Tobacco Industry is primarily concerned with improving its public image, while continuing to target youth as potential new smokers.

Tobacco companies spend \$162 million per year in Oregon alone marketing their products. At the same time, they have been increasing the amount of nicotine in cigarettes, especially in brands that appeal to teenagers. **Clearly, the tobacco companies are interested in addicting new customers, not preventing youth smoking.**

What can you do?

1. Tell staff to be on the lookout for Tobacco Industry materials. If received, mark the materials "return to sender" and mail them back – or – forward them to Student Services for return.
2. To request effective tobacco prevention & education materials, contact Heidi Barz, Tobacco Prevention Coordinator, in Student Services: hbarz@pps.k12.or.us or 503-916-5460.
3. *Please be vigilant to enforce PPS No Tobacco Policy by addressing ALL tobacco infractions—with students, staff, and visitors—so students consistently receive the message that we care about their health, and want to discourage them from becoming addicted to tobacco—still the nation's leading cause of preventable death.*
4. Options for addressing tobacco use:
 - Contact primary healthcare provider
 - Contact school nurse or school-based health center
 - Refer students, parents, and staff to the free Oregon Tobacco Quit Line: 1-800-QUIT-NOW or 1-877-2NO FUME

For more information, see PPS Policy [3.30.021-P Tobacco Possession and Use](#)
http://www.pps.k12.or.us/directives-c/pol-reg/3/30/021_P.pdf