

Northwestern Health Unit



Series 4: TOBACCO-FREE LIVING

Part B

Title: Youth and Tobacco Use - How to Talk to Your Kids About It

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Introductions

Christine McLeod

Youth Advisor

Northwestern Health Unit

75-D Van Horne Avenue

Dryden, Ontario, P8N 2B2

cmcleod@nwhu.on.ca



Audio and PPT

This presentation is part B of a series about Tobacco-Free Living by the Northwestern Health Unit.

Should you choose, an audio presentation accompanies these slides. Please follow along.



Youth and Tobacco Use – How to Talk to Your Kids About It

The overall purpose of this presentation is understand the facts about youth and tobacco use and to learn how to talk to your kids about it.

Discussion Topics

- ◆ The Facts: Youth and Tobacco Use
- ◆ Why Teens use Tobacco Products
- ◆ How to Talk to Your Kids About Tobacco Use





The Facts: Youth and Tobacco Use



- ◆ The average age of a first time user of a tobacco product is 13 years
- ◆ 15% of Canadian youth aged 15-19 are current smokers
- ◆ More than 13,000 Ontarians die each year due to tobacco-related disease.

Beyond the Cigarette

Recent studies have shown that youth are experimenting with and using more tobacco products than just cigarettes.

Many of these products are flavoured to make them more palatable to youth and are packaged to appeal to youth.



Chew and Cigarettes

These “youth-friendly” tobacco products include:

- ◆ Chew or smokeless tobacco
- ◆ Cigarettes (mini cigars)



Neither of these products are safe alternatives to cigarettes.

Why Youth Use Tobacco Products



One of the biggest reasons that youth use tobacco products is peer influence.

Other reasons include:

- ◆ to experiment
- ◆ to get attention
- ◆ to deal with stress or depression



Being a Role Model

The hard truth is that a youth is more likely to use tobacco products if their parents do.

If you use tobacco products:

- ◆ try not to use them in front of your children
- ◆ do not offer them to your children
- ◆ do not leave them where your children can easily get them

**The most important, and influential,
thing you can do is quit.**

How to Talk to Your Kids About Tobacco Use

- ◆ Start Early
- ◆ Keep Things Relevant
- ◆ Prepare Them
- ◆ Educate Them
- ◆ Keep Talking





Start Early

It is never too early to start discussing tobacco use with your children.

Parents have the greatest influence on their child's life, despite the impact of friends, movies, TV and music.

Keep Thing Relevant

Talk to your children using language and experiences that are relevant to them:

- ◆ Appearance
- ◆ Athletic performance
- ◆ Money
- ◆ Personal Experience





Prepare Them

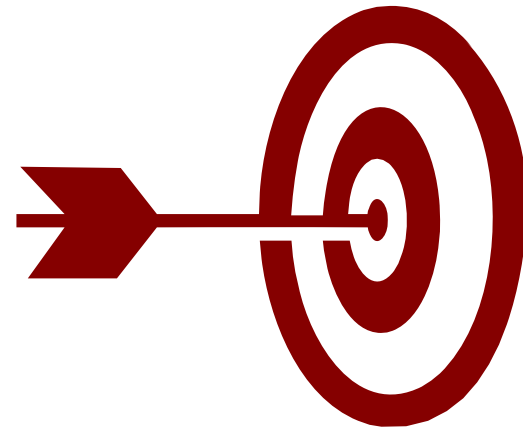


Chances are, your child *will be* offered some form of a tobacco product.

Teach them the skills they will need to say
“no thanks!”

Educate Them

Kids are a target of the Tobacco Industry.



The Tobacco Industry is looking to replace customers who have quit or died and they target youth to find those new customers.



Keep Talking

Research shows that the more you talk to your kids about tobacco use, the less likely they are to start using tobacco products.

Good News!

Chances are, if a youth is tobacco-free by the time they reach the age of 19, they will remain so for the rest of their life.





References

Sources used to complete this presentation include:

- ◆ Canadian Cancer Society
- ◆ Canadian Lung Association
- ◆ Ontario Ministry of Health and Long Term Care
- ◆ Thunder Bay District Health Unit
- ◆ Alberta Alcohol and Drug Abuse Commission
- ◆ Centre for Addiction and Mental Health