

newsworthy trends

And the Survey Says...Parents Are Talking Tough, but Not About Smoking "Take 10" Program Challenges Parents to Start a Dialogue with Their Kids About Not Smoking

(NAPSA)—Parents: Did you know that talking to your kids about not smoking encourages them to stay smoke-free? Though a study published by the American Academy of Pediatrics indicates that kids are less likely to smoke if they think it would upset their parents, most parents still aren't talking. In fact, a recent survey conducted by Impulse Research on behalf of Lorillard Tobacco Company's Youth Smoking Prevention Program revealed that 79 percent of parents ranked other issues like drugs, alcohol and sex as more important to discuss with their kids than not smoking.

"Kids face so many tough issues today that it's hard for parents to know where to begin," says Dr. Michael Popkin, spokesman for "Take 10: Start Talking So Your Kids Don't Smoke," part of the Youth Smoking Prevention Program. "With more than 3,000 kids trying their first cigarette each day, it has never been more important for parents to encourage their kids to make healthy decisions in the future. The good news is it takes just 10 minutes to begin." Dr. Popkin is also author of the new book *Getting Through to Your Kids*.

Who's Talking?

How often are parents talking to their kids about not smoking? According to the "Take 10" survey, not as often as they should be. While 84 percent of parents agree that talking to their kids about not smoking is important, one-fourth of those parents have not



talked to their kids about the issue in the last six months. Moms are most likely to raise the subject. In fact, 10 percent more moms than dads have discussed not smoking with their kids in the last six months.

Take the "Take 10" Challenge Today

While parents may want to start a dialogue with their kids about not smoking, many have no idea where to start. This year, to help parents make that commitment, Lorillard Tobacco Company's Youth Smoking Prevention Program is issuing the "Take 10" Challenge encouraging parents to take a written pledge to discuss not smoking with their children. Parents who want to take the pledge can visit www.2take10.com, fill out the online form and get free resources to help them make those conversations easier.

Here's how it works:

- Log on to www.2take10.com and complete the online pledge form.
- Parents without online access can send a postcard, including their name, address and phone number to "I Want to Take the Pledge" c/o Liza Michaels, Weber Shandwick Worldwide, 676

N. St. Clair, Suite 1000, Chicago, IL 60611.

• Once you've taken the pledge, watch the mail for a "pledge pack" that includes tools to help you keep your commitment.

The All-Star Search Is On

As part of the Challenge, "Take 10" is searching for parenting "All-Stars"—moms and dads who successfully use communication to encourage their kids to make wise and healthy choices. Five parents will receive a \$5,000 donation to the children's charity of their choice. Log on to www.2take10.com for official contest rules and an entry form.

The "Take 10" Program was developed by Lorillard Tobacco Company's Youth Smoking Prevention Program, in conjunction with Dr. Popkin, to encourage parents to discuss not smoking with their children. The program offers resources including an educational brochure, an instructional video for parenting groups and the 2take10 Web site to assist parents in beginning this important dialogue.

Lorillard Tobacco Company's voluntary Youth Smoking Prevention Program is a corporate commitment to address the problem of underage smoking on a national scale with initiatives directed at three influence areas: peer pressure, parental influence and retail access. The effort includes national advertising; grassroots communications; retail employee training and signage to discourage youth access to tobacco products.