

Pointers For Parents

Program Helps Parents Talk To Kids About Smoking

(NAPSA)—No matter what parents do, they're never going to seem as cool to their kids as the "cool kids" in school. Even so, studies show that what parents do and say can make a dramatic difference in the choices kids make.

The way parents approach their children about the issue of smoking will be most greatly influenced by their age. Studies also indicate that children start experimenting with smoking as early as age 8, with the majority being between the ages of 12 to 14. This statistic, while staggering, clearly emphasizes that it's important to start talking early, and to keep talking often about this critical issue.

Lorillard Tobacco Company's position on underage smoking has always been quite clear—kids should never smoke. To address this issue and broadly communicate its position, the company launched its voluntary Youth Smoking Prevention Program (YSPP) in 1999.

For 2005, Lorillard has deepened the focus of its existing parent education program to prompt parents to talk early and often with their children about the dangers of smoking. The program has two TV spots, along with a Web site that provides tips and tools for parents to use to conduct these important conversations. The parent-focused program continues to use the expertise of Dr. Michael H. Popkin, a renowned parenting expert who has been part of YSPP since its inception.

Overall, the company's efforts have evolved into a highly effective means of communicating with mil-



To prevent kids from smoking, parents need to talk to them early and often.

lions of parents. With the help of YSPP and a growing roster of impressive youth anti-smoking efforts, teen smoking rates are on a dramatic decline and have reached historic lows. Lorillard is committed to the basic principle that children should never smoke and continues in its resolve to make even more of a difference in the efforts to prevent youth smoking.

Free brochure

The free "Talk Early, Talk Often" brochure is filled with tips and suggestions to help parents find easy and effective ways to talk with their kids about the importance of leading a smoke-free life. Inside, you'll find ways to determine if your child is at risk, discover how to create an open and honest dialogue with helpful conversation starters and talking tips, as well as creative ways to help your child say "no thanks" to cigarettes.

To order a copy of the brochure, to download it in PDF format or for additional tips, visit the Web site at KeepKidsFromSmoking.com.