

Pointers For Parents Talking 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.



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

The position of Lorillard Tobacco Company on underage smoking has always been quite clear—kids should never smoke. To address this, the company launched its voluntary Youth Smoking Prevention Program (YSPP) in 1999. Overall, the company's efforts have evolved into a highly effective means of communicating with millions of parents.

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