



WHERE TO GET HELPFUL TOBACCO-PREVENTION MATERIALS (Instead of Using Those Distributed by the Tobacco Companies)

The major cigarette companies are sending materials to schools, claiming to support school anti-smoking efforts. In fact, these materials are being developed and distributed by the tobacco companies to promote their own public relations goals and political strategies. In addition, the cigarette companies' "anti-smoking" posters, book covers, and other materials have not been proven effective, and using them sends kids a harmful mixed message. Fortunately, schools do not have to rely on the cigarette companies for anti-youth-smoking posters, handouts, videos, and the like. There are plenty of effective tobacco-prevention materials readily available that are not tainted by tobacco-industry links.

The following is a partial list of non-profit and government sources for tobacco-prevention information and materials that is available free of charge or at a very low cost.

National Resources:

- The **U.S. Centers for Disease Control and Prevention – Tobacco Information and Prevention Source (TIPS)** (www.cdc.gov/tobacco) offers a variety of tobacco-related materials. Youth prevention materials can be downloaded from www.cdc.gov/tobacco/youth/index.htm and orders can be placed through the publications catalog (apps.nccd.cdc.gov/osh_pub_catalog/PublicationList.aspx). Multi-lingual fact sheets, posters, and other materials are also available.
- The **American Lung Association** (www.lungusa.org) offers smoking prevention and cessation programs for teens and on asthma education and indoor air quality through their Not On Tobacco program (www.notontobacco.com). For more information on programs in your area, call your local American Lung Association at 1-800-LUNG-USA.
- **Tar Wars** (www.tarwars.org), supported by the American Academy of Family Physicians, targets fourth- and fifth-graders with an award-winning education program and poster contest. Classroom presentations and program guides are available for teachers and presenters, as well as posters and merchandise. You can call 1-800-TAR-WARS or send a request via e-mail to tarwars@aafp.org.
- The **National Clearinghouse for Alcohol and Drug Information** (www.health.org) offers a range of tobacco-specific materials, including pamphlets, posters, booklets, etc. available through its catalog (ncadistore.samhsa.gov/catalog/). Orders can be made by phone 1-800-SAMHSA-7 (toll-free) or through the website.
- The **Center for Substance Abuse Prevention** (<http://www.samhsa.gov/about/csap.aspx>) lists tobacco-related materials (ncadi.samhsa.gov/govpubs/ms704/) available through the National Clearinghouse for Alcohol and Drug Information (see above).
- **National African American Tobacco Education Network** (www.naaten.org/index.html) provides resources on tobacco-use prevention specific to African American communities and populations, including materials for physicians and dentists. For more information, visit their Resources online (healthedcouncil.org/naaten/resource.html) or call (888) 442-2836.
- **NSTEP** (www.nstep.org), Oral Health America's National Spit Tobacco Education Program, has both print and video materials available on the dangers of spit tobacco. These materials can be ordered online (<http://oralhealthamerica.org/wp-content/uploads/revisedNSTEPCatalog.pdf>) or by phone at (312) 836-9900.
- **Tobacco Free U** (<http://www.tobaccofreeu.org>), from the BACCHUS Network, provides resources and information for college students working on tobacco prevention and policies. Materials, including postcards, posters, and manuals, can be ordered at <http://shop.bacchusnetwork.org/shop/shopdisplaycategories.asp?id=33&cat=Tobacco>

State Resources Available to Others:

- The **Tobacco Education Clearinghouse of California (TECC)** (www.tecc.org) provides materials free of charge to agencies and schools funded by the state's tobacco control program. Other agencies and schools, including those in other states, may order low-cost educational materials from the TECC Education Materials Catalog online (www.tobaccofreecatalog.org/), by calling 1-800-258-9090 x230 or x103, or by emailing teccorder@tecc.org.
- The **Massachusetts Tobacco Education Clearinghouse** (<http://www.maclearinghouse.com/CatalogTobacco.htm>), through the Massachusetts Department of Public Health, provides materials and other services to support tobacco education efforts across that state. Order online at <http://www.maclearinghouse.com/OnlineOrdering.htm>.
- **Oregon Tobacco Education Clearinghouse** (oregon.gov/DHS/ph/tobacco/otec/index.shtml) has a catalog of posters, videos, pamphlets and booklets available online (some for free download) or by calling 1-800-874-7917. *Materials provided by the Clearinghouse are available free of charge, but will not be shipped outside of Oregon without prior Division approval.*

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More information is available at

http://www.tobaccofreekids.org/facts_issues/fact_sheets/misc/parents_schools/ and
http://www.tobaccofreekids.org/facts_issues/fact_sheets/toll/tobacco_kids/.