



# Preventing youth tobacco use

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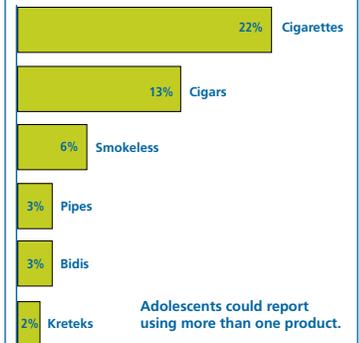
Bidis. Kreteks. Dip. As a parent, you may not be familiar with these terms. But the odds are that your teenagers know them. They're each a form of tobacco. And like cigarettes, they each pose a serious risk to your children.

While cigarette smoking among children and adolescents has decreased over the past ten years, not all tobacco products are following this trend. According to the 2005 Monitoring the Future national survey, nearly 8% of high school seniors reported using smokeless tobacco in the past 30 days. This rate has not declined substantially in the past several years.<sup>1</sup> It's also higher in some parts of the country than in others.<sup>2</sup>

Parents should be concerned about kids who are experimenting with other forms of tobacco, including snuff, chewing or "dip" tobacco, cigars, bidis ("bee-dees"—flavored, leaf-wrapped cigarettes from India) and kreteks ("kree-tex"—clove-flavored tobacco cigarettes).<sup>3</sup> In fact, data show that many teens experiment with several of these.<sup>4</sup>

This means that it's not enough simply to talk to your children about the dangers of smoking cigarettes. You should include all other tobacco products as well. Make sure that your kids don't think that they are safer, less addictive or easier to quit than cigarettes. These forms of tobacco also contain nicotine and have serious health effects such as cancer and cardiovascular disease.<sup>5,6</sup>

National Survey of Tobacco Use Among 9th -12th Graders<sup>3</sup>



Percent of students who reported tobacco use on at least 1 day during the 30 days preceding the survey.

SOURCE: Centers for Disease Control and Prevention (April 1, 2005).

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➤ See back page for tips ➤

## Tips for Parents

- **Make your “No Tobacco” position clear** to your children, and make sure it includes all tobacco products.
- **Look for signs of tobacco use**, such as the smell of smoke, burn holes, and packs of cigarettes, bidis or kreteks. Signs of smokeless tobacco use include bad breath, yellowish-brown stains on teeth, sores or white patches in the mouth, as well as discarded packaging.
- **Talk to your child about what his or her friends are doing.** Teenagers whose friends used smokeless tobacco are up to 11 times as likely to use it as teens whose friends don't use smokeless tobacco.<sup>7</sup>
- **Don't assume that being involved in athletics** means that your child is less likely to use tobacco. While high school students who are involved in organized sports are less likely to smoke cigarettes, there are studies that indicate that they may be more likely to use smokeless tobacco.<sup>8</sup>
- **Let your child know** that all forms of tobacco products can have serious health risks. One recent survey of teenagers found that those who thought that bidis were safer than regular cigarettes were more than 7 times as likely to smoke compared with teens who did not think bidis were safer.<sup>9</sup> However, studies have shown that bidis deliver similar amounts of nicotine and carbon monoxide as regular cigarettes.<sup>10</sup>
- If you use any form of tobacco, **don't let that stop you from talking to your children** about not smoking and not using any tobacco products. Kids whose parents talk to them about not smoking are less likely to smoke – even if their parents smoke.<sup>11</sup>

**Talk to your kids about not smoking. They'll listen.**

### Resources for Parents from Philip Morris USA

For more information, please visit the Parent Resource Center at [www.philipmorrisusa.com](http://www.philipmorrisusa.com) where you'll find tools and tips from child development experts to help you talk to your kids about not smoking.

You can also download copies of resources in the *Raising Kids Who Don't Smoke* series, including:

- *Raising kids who don't smoke*
- *Peer pressure & smoking*
- *Could your kid be smoking?*
- *Educando a los niños para que no fumen*
- *¿Podría su hijo estar fumando?*

as well as more parent Tip Sheets like this one.



### Additional Resources

#### Centers for Disease Control and Prevention

[www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/tobacco\\_industry/bidis\\_kreteks/index.htm](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/bidis_kreteks/index.htm)  
[www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/smokeless/smokeless\\_facts/index.htm](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/smokeless/smokeless_facts/index.htm)

#### National Spit Tobacco Education Program

[www.nstep.org](http://www.nstep.org)

#### National Cancer Institute

[http://dccps.nci.nih.gov/tcrb/less\\_default.html](http://dccps.nci.nih.gov/tcrb/less_default.html)

#### American Academy of Family Physicians

<http://familydoctor.org/177.xml>

#### Nemours Foundation

[http://kidshealth.org/teen/drug\\_alcohol/tobacco/smokeless.html](http://kidshealth.org/teen/drug_alcohol/tobacco/smokeless.html)

Note: Website addresses and content are subject to change. This Tip Sheet contains citations to a number of third-party information sources. The inclusion of these sources and websites in no way indicates their endorsement, support or approval of the contents of this Tip Sheet or the policies and positions of Philip Morris USA and its Youth Smoking Prevention department.

This Tip Sheet was created for parents on behalf of Philip Morris USA Youth Smoking Prevention by Health Communications Consultants, Inc. in conjunction with an expert advisory board. As the manufacturer of a product intended for adults who smoke that has serious health effects, Philip Morris USA is committed to helping prevent kids from smoking effects. We have a dedicated Youth Smoking Prevention department that supports positive youth development programs, produces advertising for parents and conducts research to help prevent youth smoking. Please visit the online Parent Resource Center at [www.philipmorrisusa.com](http://www.philipmorrisusa.com) for any updates to the information in this Tip Sheet.

### References:

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