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**New YSP Brochure to Help Parents
Prevent Underage Tobacco Use**

Research shows that some parents don't realize how much their kids want and need their guidance. That's why PM USA's Youth Smoking Prevention (YSP) Department has ~~put together~~ funded the brochure that's enclosed in this edition of *In the Loop*.

Written by the editor of "Parenting TEENS" newsletter with funding provided by YSP, the brochure offers parents (and other adults) ways to start conversations with kids about not smoking. It offers real-life success stories and important facts kids and parents should know. It also provides perspectives on tobacco use from kids and youth experts alike.

"We've tested the brochure with focus groups," explains Karen Chaikin, manager, Youth Smoking Prevention Programs, "and we believe that this is something parents want and will find useful."

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~~Philip Morris U.S.A. YSP~~ will send this ~~communication brochure~~ to millions of adult smokers, many of whom are parents of “tweens” – kids ages 10 to 14. The brochure lists a phone number readers can call to get additional copies for family and friends who are parents, or for organizations that serve parents or teens.

“Talk – They’ll Listen’ is the tagline for the YSP ad campaign directed at parents,” Chaikin said. “We realized that some ~~people-parents~~ need help starting the conversation with their kids, so we produced this brochure to help meet that need. In addition, research tells us that parents can be the single greatest influence on kids’ behavior.”

Although the brochure is focused directly on how to talk to kids about not smoking, parents will find many of the conversational techniques useful for other subjects. Some of the topics in the brochure include the following:

- How to begin discussions with kids about not smoking.
- How to stay connected with kids
- How parents who smoke can talk to their kids about not smoking.

Individuals or groups who would like additional copies should call (800) 662-3177.

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