

## In a Nutshell

- T.A.T.U. is a fun, creative, interactive program that teaches teens about the hazards of tobacco and in turn these trained teens give anti-tobacco presentations to 4th-6th grade classes.



## Telling It Like It Is

- Smokers start smoking as children. In fact, seventy-five percent of adult smokers started before age 18.
- About 3,000 children begin smoking every day; about 1,000 of them will die prematurely as a result of smoking.
- Tobacco companies target youth. "Today's children are tomorrow's nicotine addicts and the key to future sales." These children are targeted as replacements for the 440,000 smokers killed by tobacco companies each year.



- Younger children are impressed by T.A.T.U. teens. They understand and accept the information presented by these teens.

## Teaching Teens To Talk Back

T.A.T.U. turns teens from consumers to consumer advocates and shows tobacco companies that teens mean business (in a way the tobacco companies never intended)!

## Now You're Talking

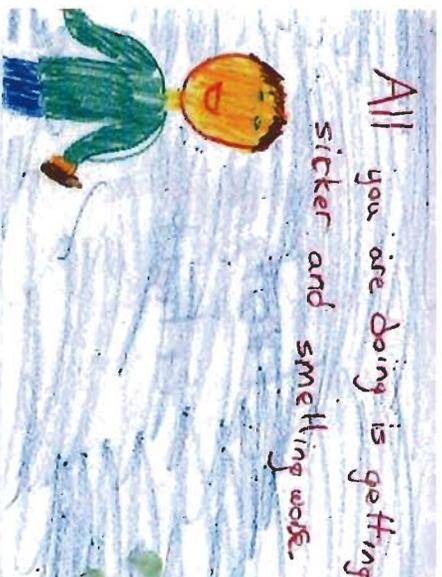
Participating teen teachers benefit by:

- Reinforcing their decision not to use tobacco
- Providing valuable service learning experience and credits
- Accepting responsibility
- Becoming leaders
- Acquiring information and skills for future use
- Increase social life, fun, adventure, and creativity

## A Word About Effectiveness

T.A.T.U. employs a peer teaching model. Several studies have indicated the effectiveness of this approach;

- According to the book *Growing Up Tobacco Free: Preventing Nicotine Addiction in Children And Youths*, peer led programs and programs dealing with social influences were more effective than other models.
- An article in the March 1998 *Journal of School Health* documents the effectiveness of peer education in reducing alcohol, tobacco and other drug use among youth.



The above picture was drawn by a fourth grade student after learning about the hazards of tobacco from a T.A.T.U. presentation by Eagle High School Students.

Don't just take our word for it. . .

*"The students listened and identified with the high school kids."  
elementary teacher - Grace*

*"This was really worth while. Our kids enjoyed it and were really engaged."  
elementary teacher - Nampa*

### For More Info. . . .

*If you are interested in this program or you would like to know more about the programs offered by the American Lung Association please call a Tobacco Education Coordinator:*

*Your Idaho Tobacco Education Coordinators are:*

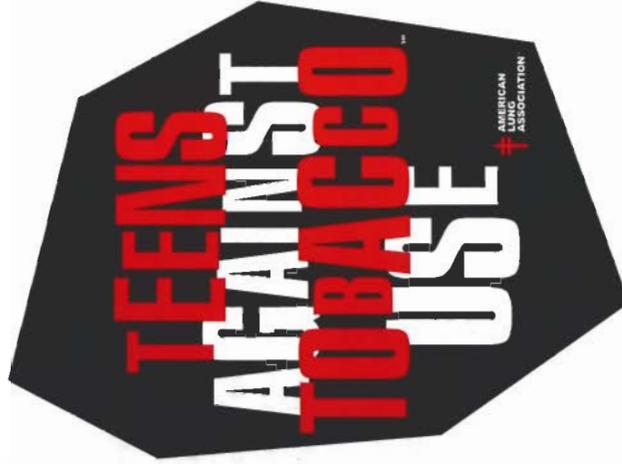
*Kera Yost  
208-336-2373  
kyost@lungs.org*

*or*

*Kim Edmondson  
208-336-2375  
kedmondson@lungs.org*

### Top 10 myths teens believe before a T.A.T.U. training:

1. Tobacco is not a drug.
2. Chewing tobacco is safer.
3. Tobacco is cool.
4. Tobacco won't hurt me.
5. I can quit whenever I want.
6. It relaxes me.
7. I smoke because I choose to.
8. Smoking keeps my weight down.
9. I'm not hurting anyone else.



A tobacco use prevention program brought to you by the American Lung Association



1111 S, Orchard, Ste.245  
Boise, Idaho 83705

Phone: 208-345-LUNG (5864)  
Fax: 208-345-5896  
<http://www.lungs.org>