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Press Release

For Release: Immediately

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Reno County, Kan. - March 28, 2022- Take Down Tobacco National Day of Action is April 1, 2022. The day encourages youth to bring awareness of tobacco usage in their community by hosting activities and events, advocating to decision-makers, engaging with the media, and getting active on social media. Take Down Tobacco is a project of the Campaign for Tobacco-Free Kids. For more information, visit www.takingdowntobacco.org.

Smoking is the leading cause of preventable death in the United States. 1,900 youth under 18 try their first cigarette each day. With 20% of high school students now vaping, many of whom were never smokers, new tobacco products are threatening to addict a new generation to nicotine.

The Resist Program, a statewide, youth-led initiative created to reduce youth tobacco use in Kansas, is also working to educate peers and the community about the harmful effects of tobacco use. Resist members are anti-tobacco *company*, not anti-tobacco *user*. The tobacco industry spends over \$68.3 million in marketing every year in Kansas alone. Reno Valley Middle School's Resist Chapter members attended "Take Down Tobacco Day at the Capitol," in Topeka in March and is one of three active Resist Chapters in Reno County. Their theme was "Taking Down Tobacco One Panther at a Time."

Quitting is difficult, but chances of success are greatly improved with assistance. Those who use phone coaching and tobacco cessation products are twice as likely to successfully quit. Confidential help is available 24 hours a day, 7 days a week, online or by phone at KSquit.org or 1-800-QUIT-NOW (784-8669). For youth looking to quit, My Life, My Quit is a free resource available to Kansas teens. Text "Start My Quit" to 855-891-9989 or call to speak with a coach who is ready to listen and offer encouragement. Assistance is also available online at ks.mylifemyquit.org.

These programs are part of KDHE's Chronic Disease Risk Reduction grant. If you would like more information, contact the Reno County Health Department at 620-694-2900.

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