

How To Use This Toolkit

- 1 Review the materials below promoting the Tobacco Stops With Me **It's Like They're Smoking** and **The Cloud** campaigns. Everything within this toolkit is sharable.
- 2 Each image is linked to downloadable social media posts. Click to get the images. Use these posts to help share the messages through your social media outlets.
- 3 When sharing the campaign materials, feel free to use the messages and imagery from this toolkit as is — or adapt any wording or style to better fit your audiences and brand voice.



Thirty minutes of exposure to secondhand smoke is enough to cause lasting harm to a child. It increases their chances of ear infections, bronchitis, pneumonia and more.



When one adult smokes inside a home, the children living in it miss one more day of school per year.



Children who live with secondhand smoke are more likely to develop nicotine addictions as adults. In Oklahoma, 1 in 5 kids is exposed to secondhand smoke at home, meaning the number of Oklahomans who use tobacco will continue to rise.



How can you protect your kids from secondhand smoke? Enjoy smokefree parks and restaurants, make sure their daycare is completely smokefree and talk with other parents before playdates.



In Oklahoma, it's still legal to smoke in cars with children present. When kids are exposed to secondhand smoke in a car, where it is highly concentrated, risks like ear infections and bronchitis increase substantially.

YouTube

Watch and share the campaign videos:

IT'S LIKE THEY'RE SMOKING

THE CLOUD



It only takes 30 minutes of secondhand smoke exposure for kids to feel the harmful effects.

What is secondhand smoke?

- Secondhand smoke is the toxic cloud produced by cigarettes, cigars, vapes and pipes. Cracking a window or smoking in certain rooms is not enough — secondhand smoke travels through walls and lingers on surfaces for days.
- Thirty minutes of secondhand smoke can cause long-lasting damage to kids' developing brains and bodies.
- There is no safe level of exposure to secondhand smoke. The only way to fully protect people who do not smoke is with smokefree policies.

Secondhand smoke contains **more than 7,000 chemicals;** 250 are harmful, and at least 70 cause cancer.

Secondhand smoke kills **nearly 50,000 nonsmokers** each year.

Exposure to secondhand smoke is detrimental to children's developing bodies. Children can be affected in different ways, including:

- Asthma attacks
- Bronchitis
- Ear infections
- Lung damage
- Respiratory infections
- Sudden Infant Death Syndrome (SIDS)

What can you do?

- If your kid attends daycare, make sure it's completely smokefree — even after hours.
- Choose to enjoy smokefree restaurants, parks and bars.
- When your kid has a playdate, talk with other parents to ensure it happens in a smokefree environment.
- Turn your house into a tobacco-free zone.

Learn how to protect our youth against secondhand smoke at StopsWithMe.com.



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