

KICK BUTTS DAY

MARCH 23, 2011

A day when thousands of youth in every state and around the world **STAND OUT...SPEAK UP...and SEIZE CONTROL AGAINST BIG TOBACCO.**

Kids and tobacco:

- 22 Wisconsin teens become regular smokers each day
- The tobacco industry spends \$274 million on targeting WI teens every year
- Almost 90% of current adult smokers started when they were teens
- 17.7% of Wisconsin High School students smoke cigarettes

Tobacco Facts:

- Smokeless tobacco use is **not** a safe alternative to smoking
- Smokeless tobacco use can cause oral cancer, pancreatic cancer, and heart disease
- Mint & candy flavors are added to smokeless tobacco products to appeal to kids
- The amount of nicotine in a pinch of snuff=the amount of nicotine in 3-4 cigarettes
- Ammonia is added to cigarettes to get the nicotine to the brain quicker, therefore the person becomes addicted faster
- Secondhand Smoke contains 69 carcinogens (cancer-causing agents)

FACT “Fighting Against Corporate Tobacco”

- A youth-led movement with over 14,000 members in Wisconsin, that takes action and creates change.
- FACT just launched its new Manipulicious Campaign. FACT members are showing the public and their peers how Big Tobacco Manipulates teens by adding Delicious flavors to their deadly and addictive products. This isn't delicious it is Manipulicious.

Prepared by Woodworth Junior High School F.A.C.T. group (Fighting Against Corporate Tobacco) and Sandy Bernier and Julie Jorgensen from “5 Counties for Tobacco Free Living” in partnership with the Comprehensive Service Integration (CSI) Mental Health Services Committee.

With the support of Fond du Lac and North Fond du Lac School Districts and community partners, CSI is families, schools and community working together to support children as they grow. Meeting their physical, social and emotional needs now will result in healthy adults and a safe community for everyone. For more information or to get involved in the CSI Project, visit www.csifdl.org or for more about FACT, please contact Julie Jorgensen at 929-3096 or email Julie.jorgensen@fdlco.wi.gov.