

NYC SMOKE-FREE



Public Health Solutions

REALITY CHECK

Reality Check is a student led, adult supported program for those between the ages of 13 through 18. The statewide program is the youth action component of the New York State Bureau of Tobacco Control Program. RC youth work to educate their peers, legislators, community members and key decision makers on the tobacco industry's manipulative marketing practices and how they target youth to become replacement smokers.

TOBACCO'S TOLL IN NYC:



- Over 21,000 public high school students currently smoke.
- One-third of current student smokers will die prematurely.
- Most adult smokers admit to initiating smoking before age 18.

WHY SHOULD YOUR SCHOOL PARTICIPATE?

- ✓ To educate students and expose the misleading marketing campaigns of the tobacco industry.
- ✓ To help students cultivate strong leadership in their community.
- ✓ To advance students advocacy skills and convey community awareness

WHY SHOULD STUDENTS JOIN?

- Career preparation
- Public speaking skills
- Community service hours
- Travel opportunities
- Build relationships
- Networking

HOW TO GET STARTED:

STEP ONE – Contact your borough Student Engagement Coordinator to set up an interest meeting.

STEP TWO – Organize a recruitment meeting with prospective students.

STEP THREE- Allow students to utilize their creative talents to engage peers and educate on smoke-free topics. Follow the NYC Smoke-Free program tool kit.

CONTACT US ON SOCIAL MEDIA:

www.nycsmokefree.org
<http://realitycheckofny.com/>



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