

24/7 Tobacco-Free Schools

Talking Points

- Tobacco use is a **danger** to everyone.¹
- Second-hand smoke is also a danger to everyone, especially children, and particularly to those who have **asthma** and other respiratory illnesses.²
- Even low levels of exposure to tobacco smoke are related to children's **cognitive deficits**.³
- Students who are **low-performing in school are twice as likely to use tobacco**, and ten times more likely to smoke heavily, than high-performing students.⁴
- Tobacco use and exposure interfere with **school attendance**, decreasing opportunities for learning for those who use tobacco, and for those with asthma and other respiratory illnesses.^{5, 6}
- Smoke-free **policies** can prevent youth from starting to smoke, and encourage youth to quit smoking.⁷
- TFS policies change the **social norm** for acceptance of tobacco use.⁸
- Young people are strongly influenced to use tobacco by the **role modeling** of adults and peers.^{9, 10, 11}
- Tobacco **advertising and promotion** (such as signs, clothing, and sponsorships) can influence youth to use tobacco.^{12, 13}
- Most students who smoke **want to quit**. Nearly 60% of students who smoke tried to quit in the past year.¹⁴
- It is important to encourage **cessation services** because without assistance to quit, nearly three-quarters of young people who smoke will continue to smoke five years later.¹⁵

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- ⁸ As above in Endnote 7.
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