

Want to Persuade the Young People in Your Life?



We have been talking about the best ways to persuade others to choose healthy behaviors, such as avoiding tobacco. Your student has learned these methods. Try them out for yourself. Remember: you are very influential in the lives of young people.

Be Brief and Direct

State clearly the health behavior you want to encourage.

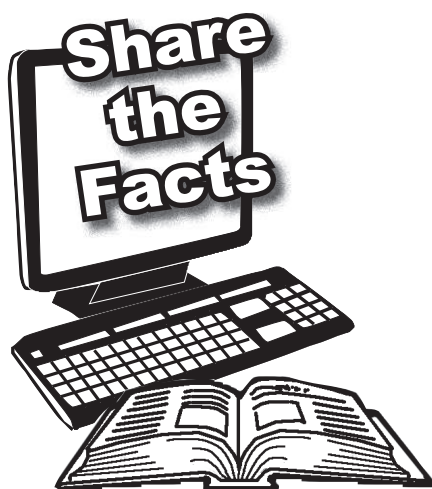
Share the Facts

People are often persuaded when you give them facts. Share your source of information if your facts are different from what the other person believes to be true.

The Centers for Disease Control and Prevention website offers facts about tobacco and other drugs, how frequently they are used by teens and adults, and helpful ideas for how to be an effective educator and influence for your student or a young person you care about. Take a look at www.cdc.gov.

Other good resources are:

- The U.S. Department of Education, Office of Safe and Healthy Students: www2.ed.gov/about/offices/list/oese/oshs/index.html. (202) 245-7896
- The U.S. Department of Education, Parent Information: www.ed.gov/parents/academic/involve/drugfree (800) 872-5327
- The U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Information and Statistics on Alcohol, Tobacco, and Other Drugs: www.samhsa.gov (800) 729-6686
- Michigan Department of Education, 24/7 Tobacco-Free Schools Toolkit: www.michigan.gov/healthed Click on "Tobacco Prevention"



Looking for brochures or books on drug use and abuse? Check out your public health department, your family doctor, or the public library.

If you question whether or not a resource is reliable, ask these questions:



Internet Resources

1. Who is the author? Does he or she have a college degree or is he or she certified by a nationally known organization?
2. Are you using information from sites ending in .gov or .edu? These endings give you university- or government-sponsored information. The information is reliable. Read the "about us" or "contact information" section to learn more about the authors and website.
3. Is the site selling something?
4. How old is the website?
5. Does the information come from a website where anyone can write anything? Some sites allow anyone to write about a topic.
6. Is there something that just "seems wrong" about what is said?

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Books and Articles

1. Has a trusted government or professional group approved the author who wrote the information?
2. Is the author known for giving true facts?
3. Does the author quote research and respected sources?

Companies and People

1. Is the company or person licensed?
2. How long has the company or person been working?
3. Will they give you a list of people who have used their services?
4. Are the claims of success realistic?
5. If there is a cost for the service, is it fair?



Use The Person's or Group's Words → Pay attention to the words the person uses.

Use The Person's or Group's Name → People like to hear their own name.

"I know you think..., and I think...." → Do not tell the person, "You are wrong." The other person may become defensive or angry and less likely to listen to you. It is better to state the other person's point of view first; then, state yours. For example, "I know you think it's okay to go to the park, and I think it's too dangerous."

Use Action Verbs or Phrases → Tell the person what you want him or her to do. Using action verbs may seem a little "pushy." But when you are trying to persuade someone, you need to let him or her know exactly what you want him or her to do. The use of action verbs makes what you want very clear.

Your Attitude Counts → Be enthusiastic! Your excitement will be contagious. Others will "catch" your excitement!

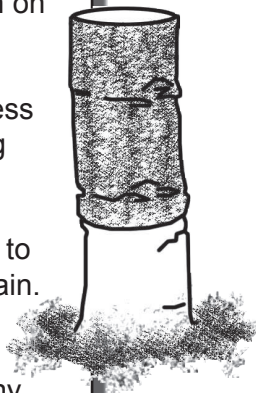
Helping Others Who Decide to Quit Using Tobacco



Deciding to quit using tobacco is a big decision. Your student has learned how to encourage people who have made the decision to quit smoking or chewing.

- Be positive when you talk with the person.
- Understand if the person gets a little irritated while trying to stop.
- Don't get mad at the person if he or she does not succeed the first time.
- Compliment the person on his or her progress.
- Do small acts of kindness while someone is trying to quit.
- Don't tempt the person to start using the drug again.

We have also discussed that quitting smoking or any other drug is a very personal decision. Nagging and lecturing probably won't help.



Helpful Resources If You Want to Quit Smoking

- Centers for Disease Prevention and Control: www.cdc.gov/tobacco/how2quit.htm OR (770) 448-5705
- American Legacy Foundation (in collaboration with Mayo Clinic), Becoming an Ex: www.becomeanex.org
- American Lung Association, Freedom From Smoking: www.ffsonline.org OR (800) LUNGUSA (586-4872)
- American Cancer Society, Guide to Quitting Smoking: www.cancer.org. Click on "Guide to Quitting Smoking" OR (800) ACS-2345 (223-2345)

Check your phone directory or the Internet for services provided by your state, region, county, or community. These are examples of resources for Michigan residents.

- Michigan Health and Wellness: www.michigan.gov/healthyMichigan Select "People," and then click on "Avoid Tobacco."
- Michigan Department of Health and Human Services: www.michigan.gov/mdhhs Click on "Physical Health and Prevention." Then select "Prevention" and click on "Tobacco" OR phone Michigan Tobacco Quitline at (800) 784-8669 OR 1-800-QUIT-NOW

Want to Persuade the Young People in Your Life?

We have reviewed this family resource.

Signature of Adult Family Member or Other
Trusted Adult

Date

Signature of Student

Date