

Announcement Release

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[REGION] Launches Tobacco Resistance Unit Youth Movement

Pennsylvania Alliance to Control Tobacco debuts TRU youth movement in PA to prevent peers from tobacco use

[CITY, PA] – The Tobacco Resistance Unit (TRU) is a brand new youth movement throughout the state to protect Pennsylvania's youth from all tobacco and nicotine products, through community outreach, education, prevention and cessation. The movement has been started by the Pennsylvania Alliance to Control Tobacco (PACT) to get young Pennsylvanians from the [region] to help peer educate their friends and classmates about the truth behind tobacco.

The [REGION] serving [County Names] counties have started a TRU Regional Unit in the area. Students ranging from eighth to twelfth grade have joined together with one vision: for all Pennsylvanian youth to be tobacco and nicotine free.

The facts speak for themselves:

130,400 Pennsylvania high school students smoke
17,300 youth in Pennsylvania will become new daily smokers every year
858,000 young Pennsylvanians will be exposed to secondhand smoke at home
300,000 kids now under 18 and alive in Pennsylvania will ultimately die prematurely from smoking
TRU is committed to prevent youth from ever starting to use tobacco, and helping those who do smoke – quit. Young Pennsylvanians do not know about the very real dangers of tobacco-use; TRU aims to teach them. Another big threat to youth is smokeless tobacco and cigars. Products like chewing tobacco and snus can cause cancer of the mouth and are NOT a safe alternative to smoking. “TRU is committed to preventing tobacco and nicotine use by Pennsylvania youth and exposing Big Tobacco's lies,” says PACT executive director Joy Blankley Meyer. “We know that through education, social media and community outreach we can connect with youth in a meaningful way, and change behaviors. And that means we will be saving lives and healthcare dollars.”

To join TRU or for more information Visit [WEBSITE].

PACT kicker.
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