



Announcement Release

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[REGION] Launches Tobacco Resistance Unit Youth Movement

[CITY, PA] – The Tobacco Resistance Unit (TRU) is a 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 was started by the Pennsylvania Alliance to Control Tobacco (PACT) to get young Pennsylvanians from the [region] to help peer educate their friends and class-mates about the truth behind tobacco.

The [REGION] serving [County Names] counties have started a TRU Group 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:

- According to the CDC, nearly 90% of cigarette smokers first try smoking by age 18
- E-cigarette use among middle school students increased by 48% from 2017-2018 (CDC)
- E-cigarette use among high school students increased 78% from 2017-2018 (CDC)
- According to the Journal of American Medicine, youth using e-cigarettes are over three times more likely to become frequent smokers
- If this current rate continues, 5.6 million of youth younger than 18 today will die prematurely from a smoking-related illness (CDC)

TRU is committed to prevent youth from ever starting to use tobacco or e-cigarettes, and helping those who do smoke –quit. Young Pennsylvanians do not know about the very real dangers of tobacco and nicotine-use; TRU aims to teach them. “TRU is committed to preventing tobacco and nicotine use by Pennsylvania youth and exposing Big Tobacco’s lies,” says National VP of Health Promotions, 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].

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