



Pennsylvania's Youth Tobacco Resistance Unit

WHO WE ARE

The **Tobacco Resistance Unit (TRU)** is a movement throughout all of Pennsylvania to help youth, ages 12 to 18, stay tobacco-free. It's time that young Pennsylvanians got serious about exposing BIG TOBACCO and its marketing lies. TRU aims to prevent and stop youth tobacco use through education, advocacy, and community outreach. As statewide movement, TRU is funded by a grant through the Pennsylvania Department of Health and managed by the Pennsylvania Alliance to Control Tobacco (PACT) and the American Lung Association.

WHAT MOTIVATES US

Our Mission

To protect Pennsylvania youth from all tobacco products, through community outreach, education, prevention, and cessation activities

Our Vision

For all Pennsylvania youth to be tobacco-free



OUR GOALS

- Educate other youth and your community about the dangers of tobacco & nicotine addiction and expose BIG TOBACCO's marketing lies
- Grow TRU – Recruit your friends to join TRU members through community outreach
- Make TRU's mission visible and increase participation in the movement throughout your region
- Host fun youth programs that encourage participation in the TRU movement
- Monitor and influence public policy related to all tobacco products
- Help youth who want to QUIT – promote cessation through Not on Tobacco (N-O-T)
- Keep TRU around for years to come and to help stop youth tobacco use in Pennsylvania



Make a difference in your community today & for years to come!

412-324-4197 | @TRUinPA | TRUinPA.org



JOIN TRU TODAY

All Pennsylvania youth, ages 12 - 18, who wish to see a future free of tobacco and nicotine in their state are invited to become a TRU member. Join us in the movement and spread the TRU-th about the dangers of nicotine & tobacco in your community!

Members enjoy these TRU-ly great benefits:

- Help create a statewide movement that will change the way youth think about tobacco
- Attain and develop leadership skills you'll use now and in college
- Learn to develop and utilize your talents and skill set
- Gain volunteer hours that benefit you personally and professionally
- Cultivate a positive, purposeful identity
- Connect with youth from around the state who have similar interests and ambitions
- Play an important role in keeping Pennsylvania tobacco-free



OUR TRU ADVISORS

Like our youth members, TRU advisors play a crucial role in keeping the TRU movement alive. Each TRU group is managed by a TRU advisor, who guides youth members as they learn about the dangers of tobacco, advocate for tobacco-free policies, and host community outreach events.

Are you passionate about keeping PA youth tobacco-free? Are you at least 21 years old? Then it's time to [start your own TRU group!](#)



CONTACT US

Do you have a question about TRU? Whether you are interested in joining, becoming a TRU advisor or have an idea to share, we want to hear from you!

Julia McAfee, Health Promotions Specialist
Julia.McAfee@Lung.org | 412-324-4197



Join TRU & help fight against BIG TOBACCO in PA!

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