



Tobacco Resistance Unit (TRU)

WHO WE ARE

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

TRU's VISION

TRU's vision is for Pennsylvania youth to be tobacco-free.

TRU's MISSION

TRU's mission is to protect Pennsylvania's youth from all tobacco products through community outreach, education, prevention, and cessation.

TRU's GOALS

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

HOW YOU CAN CONTACT US

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Join us in the movement and spread the TRU-th in your community!



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