

History

The No Cigs For Our Kids campaign started several years ago with the goal of reducing youth access to tobacco. The campaign focuses on educating the retailers on the importance of compliance with the youth tobacco act .

The campaign has been an ongoing joint effort with local law enforcement to combat the problem of vendors selling tobacco to our kids. Local sting operations along with vendor educations have been completed on a regular basis in all 4 Counties, to bring awareness to retailers on the sales of tobacco to minors.



For comments, questions, or more information please contact your local designated youth tobacco use representative:

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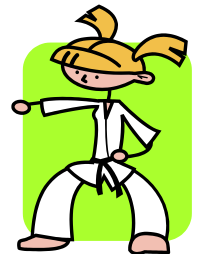
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NO CIGS FOR OUR KIDS



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Responsible Tobacco Retailing
Campaign of Allegan, Berrien,
Muskegon, and Ottawa Counties.

Youth Tobacco Use Information

According to the Campaign for Tobacco-Free Kids in Michigan:

- >17% of Michigan high school students smoke.
- >65,900 kids in Michigan try cigarettes for the first time each year; 21,000 become new daily smokers.
- >Smoking-caused monetary costs in Michigan are over 6.5 billion dollars.

According to the Centers for Disease Control:
Smoking is the leading preventable cause of death; exposure to secondhand smoke is the second leading preventable cause of death.

Today, more than 5,000 children in Michigan will try their first cigarette. About **one third** of those children will eventually die prematurely from a smoking related disease.



According to the American Lung Association, State of Tobacco Control:2006 report,

Michigan received an **E** on efforts to reduce youth access to tobacco!

Goal of The No Cigs For Our Kids Campaign:

Reduce tobacco sales to minors

through:

- >Undercover compliance checks in conjunction with the local and state law enforcement
- >Educating retailers on the importance of compliance with the youth tobacco act.

