



YOUTH SMOKING PREVENTION AND CESSATION PROGRAMS IN SOUTH CAROLINA

- 47,093 high school students in South Carolina smoke (18.7%).
- 6,300 South Carolina kids under 18 become new daily smokers each year.
- 10.5 million packs of cigarettes are bought or smoked by South Carolina kids each year.
- 103,000 South Carolina kids now under 18 will ultimately die prematurely from smoking.
- 20.1% of middle school students who have ever tried smoking did so before the age of 11.
- 74% of voters think a cigarette tax is a good idea, particularly if **funding goes directly to youth smoking prevention and cessation programs.**



RAGE AGAINST THE HAZE

South Carolina's youth movement against tobacco use has **6,700 members** throughout South Carolina. **649 new members signed up in 2008.**



Members engage in **local policy-based advocacy efforts** and **educational programs in schools.**



Despite budget cuts which shortened the length of the 2008 Football Tour, **196 new members joined at these events.**



QUICK FACTS ABOUT CESSATION PROGRAMS IN SC

7,436 total callers have registered for services since its launch in 2006.

Of those, 1,651 were Medicaid beneficiaries; 1,910 were uninsured; and 93 callers were pregnant women.

Since its launch in January 2007, **318 youth** have been court appointed into the Youth Support Program.



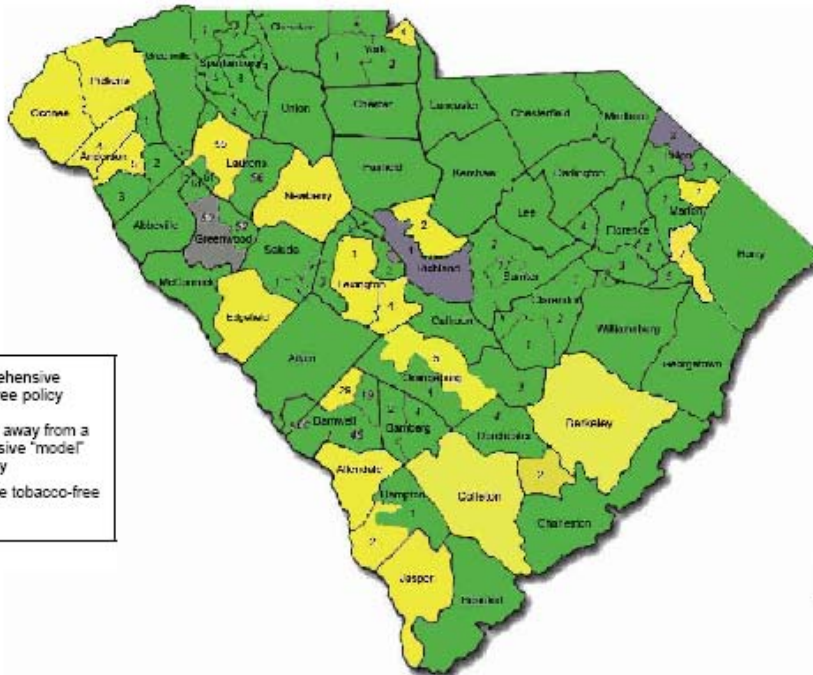
In the fall 2008 and the winter 2009, Rage held a **Dream Prom contest**, which awarded points to S.C. high schools who completed tobacco prevention "missions" in their schools and communities. **The winning school was Greenwood High**, where Rage

organizers **gathered 1,200 students on the football field to represent the number of people who die daily from smoking-related illnesses.** Some of Greenwood High's other efforts included creating and airing **public service announcements** about the dangers of tobacco use on school television stations and during morning announcements, organizing **litter pick-ups** in communities, and creating **memorials and tributes** to people who have died of cancer and other smoking-related disease. **The Dream Prom runner-up was Andrew Jackson High School (Kershaw).**



Blazin' the Way

S.C. School Districts That Have Adopted a 100% Comprehensive Tobacco-Free "Model" Policy*



- Adopted a comprehensive "model" tobacco-free policy
- Policy is one step away from a being comprehensive "model" tobacco-free policy
- No comprehensive tobacco-free policy



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The comprehensive "model" 100 percent tobacco-free policy endorsed by the S.C. School Boards Association and the S.C. Department of Health and Environmental Control includes the following key components:

- 1) Prohibits tobacco use on school property at all times by all people;
- 2) Offers proven and effective science-based tobacco prevention education;
- 3) Provides referrals to cessation programs;
- 4) Includes procedures for enforcement; and
- 5) Prohibits tobacco industry advertising and sponsorship.

*ALL components must be included in a district's written policy for the district to be considered "100 percent tobacco-free" by the S.C. School Boards Association and S.C. DHEC.

INCREASING SOUTH CAROLINA'S CIGARETTE TAX BY 93 CENTS IS A WIN-WIN-WIN

WIN For Kids: 44,000 youth will be prevented from ever starting to smoke.

WIN For State Revenues: It will raise more than \$216 Million in new cigarette tax revenue and will save South Carolina \$999 Million in long term health care costs.

WIN For Lawmakers: A 93-cent per pack increase is supported by 74% of South Carolina voters in a poll released in January 2009.

Data provided by Campaign for Tobacco-Free Kids.

For more information visit www.smokefreesc.org or contact:

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