



Tips for parents who smoke

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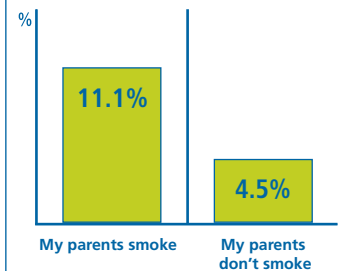
Kids today may be influenced to smoke by many factors, including peer pressure, whether their family members smoke, and the media. Having one or two parents who smoke has a strong effect on a kid's likelihood of smoking. Children of smokers are twice as likely to smoke as children the same age whose parents don't smoke.¹

But research also shows that parents who make it clear that they disapprove of youth smoking have children who are less likely to smoke – even if those parents smoke.^{2,3} That's why it's particularly important for parents who smoke to talk to their kids about not smoking, even if the conversation may seem hard or awkward. Make it clear why you don't want your child to smoke. Don't be afraid to admit it if you wish you hadn't started smoking. Your child will respect you for your honesty.

And remember that just because your children used to complain to you about your smoking doesn't mean that they won't try cigarettes themselves. Peer pressure and easy access to cigarettes can make some children start to experiment. That's why all children need to know that their parents don't want them to smoke.

➤ See back page for tips ➤

Kids Whose Parents Smoke Are More Than Twice As Likely To Smoke As Kids Whose Parents Don't Smoke⁴



Percent of 11-17 year-olds who reported smoking a cigarette at least once in the past 30 days.

SOURCE: Philip Morris USA Youth Smoking Prevention (2006). Teenage Attitudes and Behavior Study – 2005 Results.

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Tips for Parents

- If you discover that your kid may be smoking, **act quickly**. Children of smokers are more likely to go from experimenting with cigarettes to smoking regularly than the children of nonsmokers.⁴
- **Talk about both the short-term and long-term consequences** of smoking. Most teenagers are not as concerned about the long-term health risks, so make sure you also talk about things like bad breath, smelly clothes, and poor performance in sports.
- **Don't leave cigarettes around the house**. Easy access to tobacco may increase a child's temptation to try smoking.
- **Consider where you smoke** – kids whose parents smoke anywhere, including inside the house and in front of them, are significantly more likely to smoke than kids whose parents smoke only when they are not around.⁵
- If you're a smoker who has decided to quit, it can significantly reduce your kid's likelihood of smoking. **When both parents quit**, the odds of their children becoming regular smokers go down by about 40 percent.⁶
- If you've tried to quit in the past, **let your children know what that was like**. Preteens and teens often greatly underestimate how difficult it is to quit smoking. If you're trying to quit now, ask them to be supportive.
- **Have clear and consistent rules** about your children not smoking.
- Keep talking about the issue. Sometimes teenagers act like they're not listening to you. **Remember that they really are**.

Talk to your kids about not smoking. They'll listen.

Resources for Parents from Philip Morris USA

For more information, please visit the Parent Resource Center at www.philipmorrisusa.com where you'll find tools and tips from child development experts to help you talk to your kids about not smoking.

You can also download copies of resources in the *Raising Kids Who Don't Smoke* series, including:

- *Raising kids who don't smoke*
- *Peer pressure & smoking*
- *Could your kid be smoking?*
- *Educando a los niños para que no fumen*
- *¿Podría su hijo estar fumando?*

as well as more parent Tip Sheets like this one.



Additional Resources

Centers for Disease Control and Prevention

www.cdc.gov/tobacco/youth/information_sheets/yuthfax1.htm

www.cdc.gov/tobacco/quit_smoking/how_to_quit/index.htm

National Cancer Institute

www.cancer.gov/cancertopics/tobacco

National Women's Health Information Center

www.4woman.gov/quitsmoking/parents/

QuitAssist®

www2.philipmorrisusa.com/en/quitassist/index_flash.asp

Note: Website addresses and content are subject to change. This Tip Sheet contains citations to a number of third-party information sources. The inclusion of these sources and websites in no way indicates their endorsement, support or approval of the contents of this Tip Sheet or the policies and positions of Philip Morris USA and its Youth Smoking Prevention department.

This Tip Sheet was created for parents on behalf of Philip Morris USA Youth Smoking Prevention by Health Communications Consultants, Inc. in conjunction with an expert advisory board. As the manufacturer of a product intended for adults who smoke that has serious health effects, Philip Morris USA is committed to helping prevent kids from smoking cigarettes. We have a dedicated Youth Smoking Prevention department that supports positive youth development programs, produces advertising for parents and conducts research to help prevent youth smoking. Please visit the online Parent Resource Center at www.philipmorrisusa.com for any updates to the information in this Tip Sheet.

References:

1. U.S. Department of Health and Human Services (2001). Changing adolescent smoking prevalence. Smoking and Tobacco Control Monograph 14, 87-89.
2. Jackson, C., & Henriksen, L. (1997). Do as I say: Parent smoking, antismoking socialization, and smoking onset among children. *Addictive Behaviors*, 22(1), 107-114.
3. Sargent, J.D. & Dalton, M. (2001). Does Parental Disapproval of Smoking Prevent Adolescents From Becoming Established Smokers? *Pediatrics*, 108(6):1256-1262.
4. Bricker, J.B. et al. (2006). Prospective predictions of children's smoking transitions: role of parents' and older siblings' smoking. *Addiction*, 101:128-136.
5. Philip Morris USA Youth Smoking Prevention (2006). *Teenage Attitudes and Behavior Study – 2005 Results*.
6. Bricker, J.B. et al. (2003). Nine-year prospective relationship between parental smoking cessation and children's daily smoking. *Addiction*, 98:585-593.