

## Talk to your children

- Listen to what your children say about smoking and talk about:
- the benefits of being smokefree – smooth skin, less wrinkles, a fresher smell and better fitness
  - how the Maori world used to be *auahi kore*
  - how hard it is to quit smoking.

## Avoid arguments about smoking

Talk about the facts, for example:

- cigarettes contain over 4000 chemicals, including nicotine, tar and carbon monoxide
- one in every two continuing smokers will die early
- nearly half of those who die from smoking die in middle age
- a quarter of all cancer deaths and 42 percent of Maori cancer deaths are caused by smoking
- cigarettes kill 4500 people a year, yet are still advertised and sold in New Zealand shops.

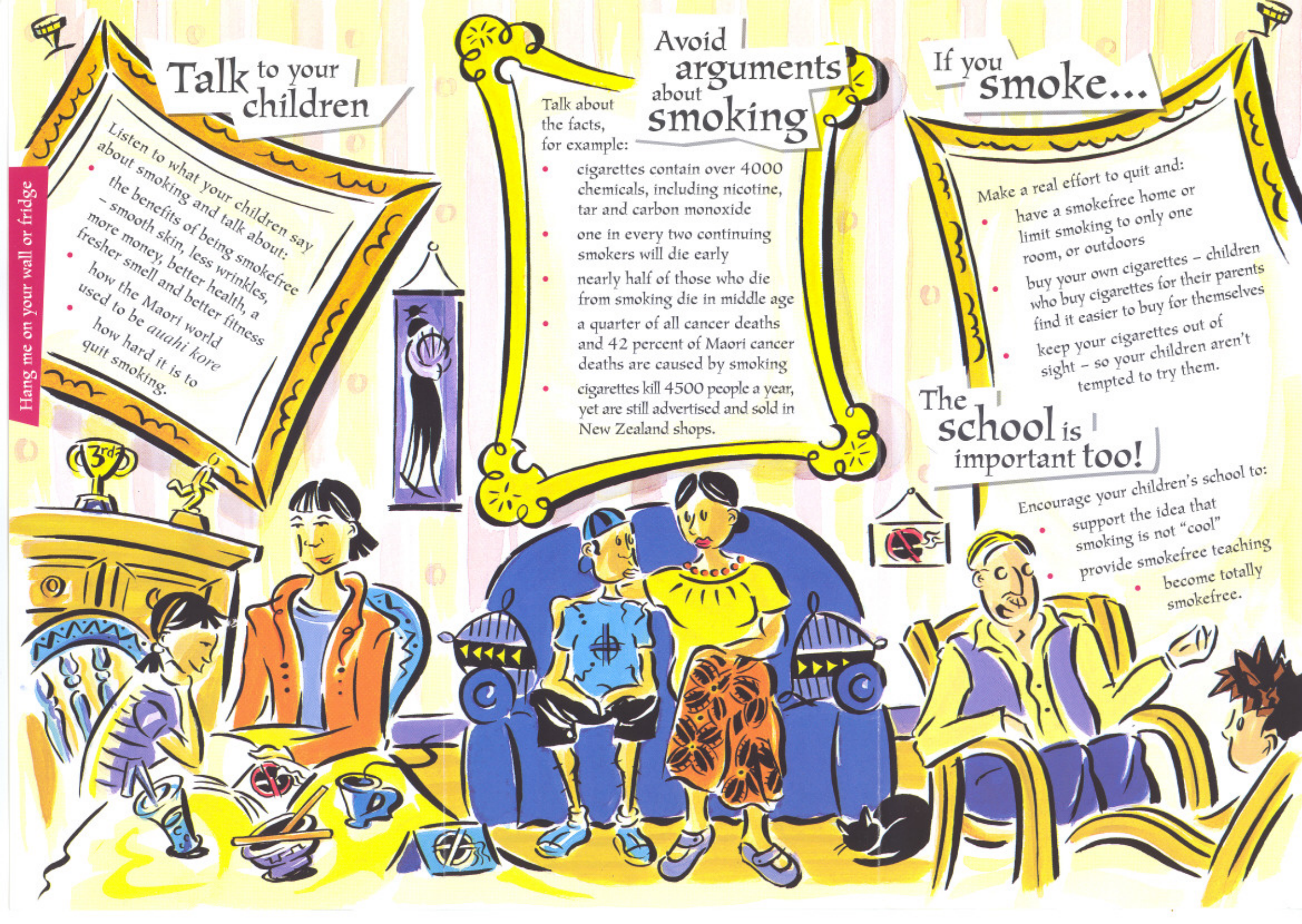
## If you smoke...

- Make a real effort to quit and:
- have a smokefree home or limit smoking to only one room, or outdoors
  - buy your own cigarettes – children who buy cigarettes for their parents find it easier to buy for themselves
  - keep your cigarettes out of sight – so your children aren't tempted to try them.

## The school is important too!

- Encourage your children's school to:
- support the idea that smoking is not "cool"
  - provide smokefree teaching
  - become totally smokefree.

Hang me on your wall or fridge





Give your  
the children  
best chance

Even parents who smoke want their children to grow up smokefree. You are important in helping your children do this.

There a number of pressures for children to begin smoking:

- heroes smoking on TV
- friends who smoke
- being able to buy cigarettes at the corner dairy.

About a quarter of 15-year-olds smoke.

# Changes needed urgently

The Cancer Society wants:


- smokefree teaching in schools
- all schools totally smokefree
- tobacco advertising banned from shops and dairies
- shops to stop selling cigarettes to under age children.

If you want a free copy of *The Quit Book* contact your local Cancer Society (see the phone book).

For a free copy of *Aukati* contact Te Hotu Manawa Maori on (09) 571 9018.



Cancer  
Society  
2000



TE HOTU MANAWA MAORI  
The Beat of the Maori Heart

For help to stop smoking  
phone the QUITLINE 0800 778 778

# Give your Kids a chance

