

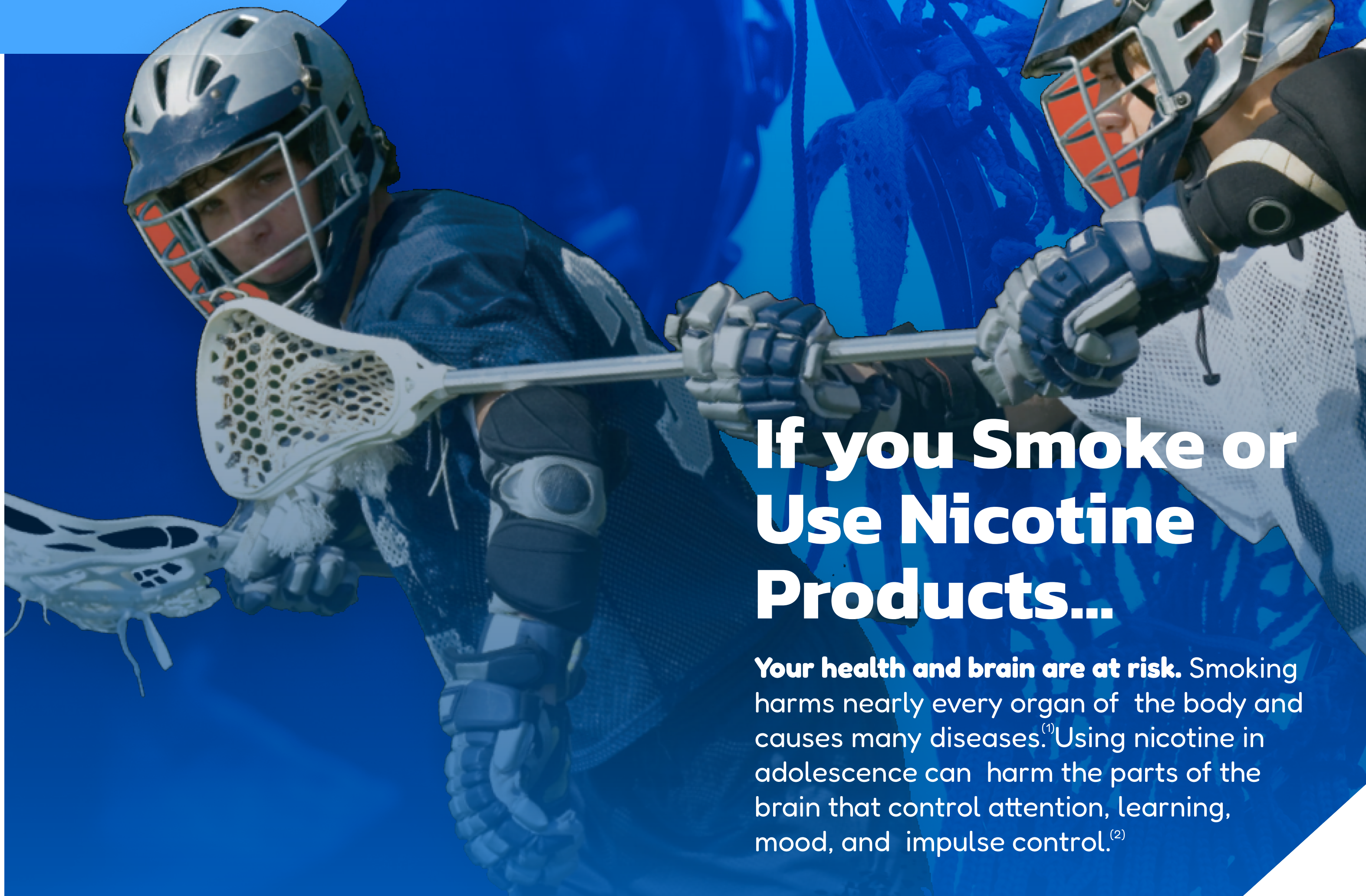


RIGHT DECISIONS

**BE
NICOTINE
FREE**

RIGHT NOW

www.rightdecisionsrightnow.com



If you Smoke or Use Nicotine Products...

Your health and brain are at risk. Smoking harms nearly every organ of the body and causes many diseases.⁽¹⁾ Using nicotine in adolescence can harm the parts of the brain that control attention, learning, mood, and impulse control.⁽²⁾

Your friends should not make your decisions - you should.

BE NICOTINE FREE

How to say "NO"

You're in control of your decisions. Say "NO" and...

Walk away | Change the subject | Suggest something else | Add some humor | Reverse the pressure | Talk about the consequences | Give them a reason or explain why you said "no"

The educational resources listed or linked on this poster are provided as a convenience. R.J. Reynolds Tobacco Company (RJRT) is not responsible for the content of those materials. The statements and views in those materials do not necessarily represent the views of RJRT or its management.

¹ Quick Facts on the Risks of E-cigarettes for Kids, Teens, and Young Adults: https://www.cdc.gov/tobacco/basic_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html#why-is-nicotine-unsafe ² Health Effects of Cigarette Smoking: https://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/effects_cig_smoking/index.htm#smoking-death ³ U.S. Department of Health and Human Services. The Health Consequences of Smoking: what it means to you. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office of Smoking and Health, 2004. Referenced 2018. www.cdc.gov/tobacco/data_statistics/sgr/2004/pdfs/whatitmeanstoyou.pdf. ⁴ CDC. Smoking & Tobacco Use. Highlights: Smoking Among Adults in the United States: Coronary Heart Disease and Stroke. Referenced 2018. https://www.cdc.gov/tobacco/data_statistics/sgr/2004/highlights/heart_disease/index.htm