

# BE IN THE KNOW: TOBACCO AND ATHLETIC PERFORMANCE

## DID YOU KNOW THAT....

- Nicotine in cigarettes, cigars, and spit tobacco is addictive.



- Nicotine narrows your blood vessels and puts added strain on your heart.

- Smoking can wreck lungs and reduce oxygen available for muscles used during sports.

- Smoking slows lung growth.
- Smokers suffer shortness of breath (gasp!) almost three times more often than non-smokers.
- Smokers run slower and can't run as far, affecting overall athletic performance.

- Spit tobacco and cigars are not safe alternatives to cigarettes; low-tar and additive-free cigarettes are not safe either.



## WHAT YOU CAN DO....

- Know the truth. Despite all the tobacco use on TV and in movies, music videos and magazines—most teens, adults, and athletes DON'T use tobacco.
- Make friends, develop athletic skills, be independent, be cool ... play sports.
- Don't waste money on tobacco. Spend it on fun things like CDs, phones, apps, clothes, computer games and movies.
- Get involved: make your team, clubs and home tobacco-free; teach others and join community efforts to prevent tobacco use.
- Voice your support for tobacco-free schools, sports, and other community events.



From: Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, Centers For Disease Control and Prevention. <http://www.cdc.gov/tobacco>

**IF YOU OR SOMEONE YOU KNOW WANTS TO QUIT SMOKING OR DIPPING PLEASE CLICK OR CALL:**



## About the Tobacco Prevention and Control Branch (TPC)

*The North Carolina Tobacco Prevention and Control Branch works to improve the health of North Carolina residents by promoting smoke-free environments and tobacco-free lifestyles. Our goal is to build capacity of diverse organizations and communities to carry out effective, culturally appropriate strategies to reduce deaths and health problems due to tobacco use and secondhand smoke.*



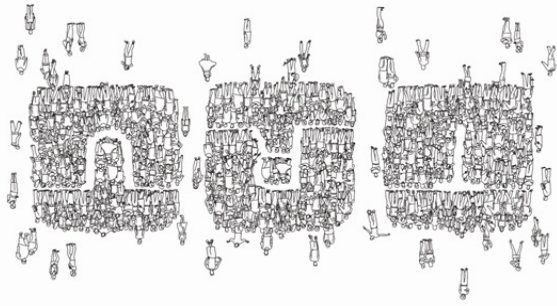
## About TRU:

TRU is North Carolina's youth-led grassroots movement that has helped bring our state's teen smoking rates to the lowest on record. TRU stands for Tobacco.Reality.Unfiltered. Our name says a lot about us. We bring home the reality of tobacco use and are on our way to creating the state's first tobacco-free generation. The TRU movement rallies teens to take a stand against tobacco use and get the message out with activities like working with the media, encouraging local businesses to go tobacco-free or holding "cigarette butts pick-up" events.

To find out more about TRU, please visit: [www.realityunfiltered.com](http://www.realityunfiltered.com)

**TRU IS MAKING A DIFFERENCE.** For more information about TRU in your community and how you can get involved, contact me to learn more:





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**Join the movement**

**WE ARE A FORCE OF TOBACCO-FREE GOODNESS**



**WHAT WILL YOU DO AS A TRU TEEN?**



It's official: teen smoking is now at an all-time low. Across the state, teens are making sweeping changes. And you can help. As a TRU teen you will:

- Encourage others to become tobacco-free,
- Educate your peers,
- Speak to community leaders and decision makers,
- Meet with other teens in your region and across the state, and
- Develop fun, creative activities.

Meet New People

Express Yourself

Build Your Resume

Show Your Care



CONTACT INFORMATION:  
 INSERT COORDINATOR NAME  
 INSERT AGENCY NAME and ADDRESS  
 INSERT PHONE NUMBER  
 INSERT EMAIL ADDRESS

**BE TRU TAKE THE PLEDGE**  
**STAY TRU SPREAD THE MESSAGE**  
**LIVE TRU GET INVOLVED**