

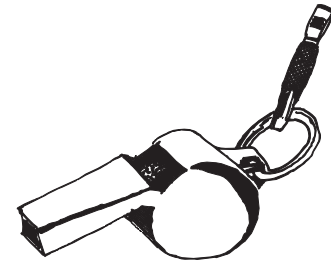
Coaches – You Can Influence Youth

Know the facts about youth and tobacco use.

- Young people who do not start using tobacco by age 18 will most likely never start.
- Nicotine is more addictive than heroin and cocaine.
- Smoking slows lung growth, decreases lung function and reduces the oxygen available for muscles used in sports.
- Smokers suffer from shortness of breath almost 3 times more often than nonsmokers.
- Spit tobacco and cigars are NOT safe alternatives to cigarettes.
- Tobacco use is the single most preventable cause of death in Canada, causing heart and lung diseases, cancers and strokes.



Take a stand – early and often.



- Recognize your influence with young people. Don't use tobacco around players.
- Remind them of the importance of being tobacco-free.
- When talking to players remember they relate more to messages about the immediate effects of tobacco use (such as poorer athletic performance) than to its long-term threats.
- Adopt and enforce a tobacco-free policy for players, coaches and referees.
- Send a copy of the tobacco-free policy home for parents to review.
- Challenge spectators to give their personal support to the players by respecting a smoke-free playing zone.



Tobacco-Free
sports