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Friday FACTS

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23 May 2003

"Leadership, Partnership, and Championship"

Tobacco Free Sports Initiative

Introduction

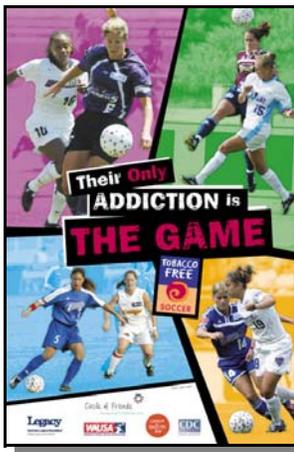
The popularity of youth sports in the United States continues to explode. That is why sports activities are great ways to reach our nation's young people with information about how to make important health decisions related to tobacco use, physical activity, and good nutrition.

If current youth tobacco use trends continue, 5 million of today's young people will die of tobacco-related diseases. Nearly all first-time use of tobacco occurs before high school graduation, which suggests that if kept tobacco-free, most youth will never start using tobacco.

Many high-profile athletes and coaches have joined the Centers for Disease Control and Prevention's (CDC) tobacco-free sports movement. CDC is proud to have on its winning team such stars as Jackie Chan, and international skateboarder, Tony Hawk, as well as olympic gold medallists and world record holders Stacy Dragila (pole vault) and Picabo Street (alpine skiing).



Cancer Information
1.800.ACS.2345
www.cancer.org



Movement Is Gaining Momentum

Agencies and organizations that support the tobacco-free sports movement include the Centers for Disease Control and Prevention (CDC), World Health Organization (WHO), National Cancer Institute, National Clearinghouse for Alcohol and Drug Information, National SAFE KIDS Campaign, International Olympic Committee, Federation Internationale de Football Association (FIFA), and many other sports leagues and youth organizations.

Because of this strong support, the tobacco-free sports movement is gaining momentum in many different sports arenas. CDC welcomes the **United States Armed Forces'** participation in the effort to promote sports participation as a healthy and positive alternative to tobacco use.

ORDERING MATERIALS FOR YOUR MILITARY INSTALLATION:

In collaboration with smokefree.gov and the National Cancer Institute, CDC's Office of Smoking and Health will now maintain and update smokefree.gov soccer materials, in addition to a wide range of sports and tobacco materials.

Sports Initiative Materials: http://www.cdc.gov/tobacco/sports_initiatives.htm

Tobacco Free Sports Posters:

http://www.cdc.gov/tobacco/sport_initiatives/sports_initiatives_posters.htm

* Tobacco Cessation Products for Youth: <http://www.cdc.gov/tobacco/tips4youth.htm>

* Celebrities Against Smoking: <http://www.cdc.gov/tobacco/celebs.htm>



The number of young people who have become smokers so far this year:

421049

...and counting!!

"Everybody wants to be somebody; nobody wants to grow." - Johann von Goethe