

History

The No Cigs For Our Kids

campaign started several years ago with the goal of reducing youth access to tobacco. The campaign focuses on educating the retailers on the importance of compliance with the youth tobacco act .

The campaign has been an ongoing joint effort with local law enforcement to combat the problem of vendors selling tobacco to our kids. Local sting operations along with vendor educations have been completed on a regular basis in all 4 Counties, to bring awareness to retailers on the sales of tobacco to minors.

For comments, questions, or more information please contact your local designated youth tobacco use representative:

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“This publication was supported by a grant from the Michigan Department of Community Health/Office of Drug Control Policy, through Lakeshore Regional Partners. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of MDCH/ODCP or LRP.”

Brochure Updated January 2014

No Cigs For Our Kids



NO CIGS
FOR OUR
KIDS

Responsible Tobacco Retailing Campaign of
Allegan, Kent, Lake, Mason, Muskegon,
Oceana, and Ottawa Counties.



Youth Tobacco Use Information

According to the Campaign for Tobacco-Free Kids in Michigan:

18% of Michigan high school students smoke.

64,000 kids in Michigan try cigarettes for the first time each year.

17,200 become new daily smokers.

20.2 million packs of cigarettes smoked and bought by youth each year.

Smoking-caused monetary costs in Michigan are over **7.3** billion dollars.

According to the Centers for Disease Control: Smoking is the **leading** preventable cause of death

Today, more than 4,000 children in Michigan will try their first cigarette. About **one third** of those children will eventually die prematurely from a smoking related disease.

In Muskegon County

25% of high school students report getting their cigarettes by having someone else buy them.

25.8% of high school students report that they bum or borrow cigarettes from a friend.

57% of high school who are current smokers have tried quitting in the past 12 months.

According to the American Lung Associations, State of Tobacco Control: 2012 report, Michigan received an

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Goal of The No Cigs For Our Kids Campaign:

Reduce tobacco sales to minors

through:

>Undercover compliance checks in conjunction with the local and state law enforcement

>Educating retailers on the importance of compliance with the youth tobacco act

