

Spring 2008

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## YEA! TEAM PROGRAM COMES TO McKinley CLA

YEA! TEAM is a new tobacco prevention program that uses media literacy to teach students about the influence of tobacco marketing on youth. YEA! TEAM stands for Youth Empowerment in Action, Tobacco Education and Media. The project is sponsored by the University of Missouri-St. Louis and the Missouri Foundation for Health, and its goals for the project are to:

- Teach students Media Literacy Skills
- Empower students to become active citizens and,
- Help students to create their own media messages.



Media literacy helps students understand the power of media and helps students to be aware of the ways that media messages impact the choices that a person makes.

Armed with valuable information, the participating teens have the opportunity to produce their own media messages which are designed to discourage teen smoking.



The Centers for Disease Control have determined that smoking portrayals in movies leads to more teen smoking. If a celebrity you admire smokes, you are 16 times more likely to light up. More than 70% of the movies rated PG-13 portray the use of tobacco. Since this may lead to more kids becoming addicted, some believe that there should be a new rating for movies that have smoking scenes. Kids across the country are asking Hollywood to be responsible by taking tobacco out of the show. Find out more at [www.smokescreen.com](http://www.smokescreen.com)



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**We're on the Web!**

See us at:

[www.healthymissouri.net](http://www.healthymissouri.net)

[www.characterandcitizenship.org](http://www.characterandcitizenship.org)

**YOUTH  
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## What Can You Do?

The fight against Big Tobacco is not over. Lots of improvements have been made, but tobacco is still the #1 cause of preventable death in the United States.

There is much you can do. Make sure that your school has a no smoking policy and that it is enforced. Put up signs at the ball fields and other places where you notice smoking. Encourage local stores to make sure cigarettes are behind the counter and out of reach from children. Help people quit smoking by finding out what smoking cessation services are in your area. We can help! Contact us at [www.healthymissouri.net](http://www.healthymissouri.net)

## Let's Kick Butt!



### GET INVOLVED!

On Wednesday, April 2, 2008, join your school and thousands of other kids across the nation by speaking up and seizing control in the fight against Big Tobacco.

Tobacco companies use marketing gimmicks that target kids and lure more than 1,000 young people each day into becoming regular smokers. Roughly one third of these youth will die prematurely due to tobacco-related diseases.

It is time to let the Big Tobacco Companies know that they should stop marketing their deadly products.

