



NEWS to use

YOUTH YAP



Once again Raze teens starred in another TV commercial to fight big tobacco. The Raze teens rescued a fellow Raze member from an abandoned warehouse where big tobacco was trying to brainwash them with their lies. Students from Morgantown High School and Winfield Middle School came to Charleston for two days to shoot the commercials. You can watch the commercials on the Raze website www.razewv.com or the Division of Tobacco Prevention website www.wvdtp.org.

Other upcoming events in the youth program include the Youth Tobacco Survey (YTS) and State Raze On. The 2005 YTS should be released in the next couple of months. The 2007 YTS will be administered to a high school and middle school sample in the beginning of March. We are in the planning stages for the 2007 State Raze On at the University of

Register to receive periodic updates from the West Virginia Division of Tobacco Prevention.

REGISTER

- Feb 18-24
Through With Chew Week
Charleston, WV
- Mar 5-6
States of Change Conference
Hyatt Regency - Columbus, OH
- Mar 12-13
ACS Spit Tobacco Conference
Charlotte, NC

MORE

West Virginia
TOBACCO
QUITLINE
1-877-966-8784

Contact the Quitline to stop smoking or using any other type of tobacco product

CONTACT

To break a news story to the Media Department of DTP, give us a shout!

CONTACT

Charleston. We are planning an International theme for the teens this year. We are looking forward to approximately 150 teens from all over the state with National, State, and local speakers.

[Go to the Youth program's area of the DTP website.](#)

CIA CORNER



The CIA program ran radio spots outlining the dangers of secondhand smoke during June and July of 2006. Two television commercials are currently in production.

[Go to the CIA program's area of the DTP website.](#)

CESSATION CENTRAL



The Cessation Program has been busy since Autumn promoting our program. Two new television spots have been released since October. The first features a son and father and the Save Face-Stop Spit Tobacco message. This is a compelling spot that features the powerful influence a father can have on his young son.

The second spot which began January 31st features David Briles, a Charleston native, who approached DTP to offer his assistance. This spot delivers a powerful message to the television audience and we anticipate a substantial increase in calls to the tobacco cessation quitline during its run. The television spots will run until March 15th.

A statewide newspaper ad featuring David is scheduled to run on Sunday, February 11th. The DTP Regional Network will also place the ad in their local newspapers through June 2007.

[Go to the Cessation program's area of the DTP website.](#)

CAMPUS CONNECTION

The @ ("Against Tobacco") program is currently working on media packages to send out to the participating colleges. Below is an example of the newest poster being used on the campuses. The large blank box gives @ students the ability to input their contact number for peers to use to get information on quitting tobacco.



[Go to the @ - Against Tobacco program website.](#)

[Go to the College program's area of the DTP website.](#)



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