



SMOKELESS TOBACCO – OUTSIDE RESOURCES

- **Tobacco Free Florida**

The Florida Department of Health’s Tobacco Free Florida campaign educates our state about smokeless tobacco and tobacco free policies. These policies create a safe and healthy environment for all, while sending a clear message about the dangers of tobacco use, and that tobacco use is not socially acceptable. Tobacco Free Florida is a statewide cessation and prevention campaign funded by Florida’s tobacco settlement fund.

 - www.tobaccofreeflorida.com/current-issues/smokeless-tobacco-the-issue/
- **The Facts Now Campaign**

The Florida Department of Health’s The Facts Now campaign gives young adults the facts about tobacco use and Big Tobacco so they can make their own decisions.

 - www.thefactsnow.com
- **Campaign for Tobacco-Free Kids (CTFK)**

This campaign is a leading force in the fight to reduce tobacco use and its deadly toll among kids and young adults in the United States. You can check out their factsheet “Smokeless Tobacco and Kids” at the link below. In addition, through their Knock Tobacco Out of the Park campaign, CTFK partners with leading public health and medical groups to encourage wiping out smokeless tobacco use in baseball.

 - www.tobaccofreekids.org/research/factsheets/pdf/0003.pdf
 - www.tobaccofreebaseball.org
- **Centers for Disease Control and Prevention (CDC)**

The CDC’s Office on Smoking and Health provides information on smokeless tobacco, its health effects, and tobacco free initiatives and resources.

 - http://www.cdc.gov/tobacco/data_statistics/fact_sheets/smokeless
- **Truth Initiative ®**

Truth Initiative ® is the largest national youth smoking prevention campaign. It’s also America’s largest non-profit public health organization, dedicated to making tobacco use a thing of the past. The Truth Initiative speaks, seeks and spreads the truth about tobacco through education, tobacco-control research and policy studies, and community activism and engagement.

 - www.truthinitiative.org/topics/tobacco-products/smokeless-tobacco#viewresult



- **U.S Food and Drug Administration – The Real Cost Campaign**
The FDA is expanding its award-winning “The Real Cost” campaign to educate teens about the negative health consequences associated with smokeless tobacco use.
 - www.therealcost.com

Resources from Other States

- **Worth it?**
The “Worth It?” campaign from the Texas Department of State Health Services gives you the unbiased facts about smokeless tobacco and lets you decide for yourself, whether or not to use tobacco products.
 - www.worthit.org/smokeless
- **Sweet Deceit**
Sweet Deceit is a flavored tobacco campaign by Tobacco-Free Providence, which is supported by the Providence Mayor's Substance Abuse Prevention Council (MSAPC), in partnership with the Rhode Island Department of Health. This campaign focuses on flavored tobacco, which is closely tied to the issue of smokeless tobacco.
 - www.sweetdeceitpvd.com
- **Meltdown**
The Meltdown Campaign is exposing the truth about smokeless and smoke-free products that target Virginia's youth. The Virginia Foundation for Healthy Youth's (VFHY) youth empowerment program, Y St. (read Y Street), implemented the Meltdown campaign in Virginia from May 2009 – May 2011. The Meltdown Campaign was also been implemented statewide
 - www.meltdownva.com