

## Website Review: [www.tobaccofreekids.org](http://www.tobaccofreekids.org)

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The *Campaign for Tobacco-Free Kids* organization serves as one of the nation's largest non-governmental initiatives ever launched to protect children from tobacco addiction and exposure to secondhand smoke. *Campaign for Tobacco-Free Kids* aims to alter the public's acceptance of tobacco, to change public policies at federal, state and local levels to protect children from tobacco, and to increase the number of organizations and individuals fighting against tobacco. The *Campaign's* website provides an extraordinary amount of tobacco related news, statistics, current reports, legislation efforts, reviews of tobacco industry activities and marketing practices, outlets for anti-tobacco youth activity, and a wealth of advocacy opportunities.

The **“home page”** invites the user to read several interesting and in-depth reports on issues such as the current smoking prevalence, political contributions from the tobacco industry, tobacco marketing towards kids, internet tobacco sales, the need for FDA regulation, cigarette taxes, etc. The website also provides a wealth of information about the ongoing state, federal, and global initiatives to fight tobacco, as well as advocacy opportunities (i.e., letters to legislators). In the **“news”** section, users can access up-to-date tobacco events such as new research, legislation, litigation, statistics, etc. The **“research”** and

**“fact-sheet”** sections provide a wide range of tobacco information, from health effects and quitting resources, to yearly smoking statistics and information on state tax increases. National data as well as state-specific data is available.

Teens have access to a “youth friendly” style series of web pages in the **“youth action”** section. Here, important tobacco facts and tobacco industry tactics are outlined as are advocacy ideas for young people (such as writing letters to magazine publishers that use tobacco ads).

The *Campaign For Tobacco-Free Kids* is the originator of “Kick Butts Day”, an annual initiative that occurs every April and encourages activism and leadership among elementary, middle, and high school students. Parents, teachers, and students get involved to raise awareness about tobacco, take action to fight tobacco, and use the media to publicize these youth-led initiatives. The website provides a downloadable comprehensive description of event activities, event planning guides, registration forms, and sample letters to parents, community organizations, and the media.

In conclusion, this website is a wonderful resource not only for those involved with young people, but also for anyone interested in being savvy in current political and social issues surrounding tobacco in our world today.

