

POINTERS FOR PARENTS

Web Site Helps Parents Keep Kids From Smoking

(NAPSA)—A new study shows that the nationwide decline in youth smoking has continued. This supports the notion that parents who are actively involved and educated on the subject can successfully keep their kids from smoking cigarettes and engaging in other negative youth behavior. Now, a new Web site—www.RealParentsRealAnswers.com—has been launched to help parents be fully prepared for this important task.

“Real Parents. Real Answers.” is a youth smoking prevention program that offers advice and success stories from real parents about keeping their own kids from trying cigarettes. It is an online community where parents can share information with and ask questions to others concerned about youth smoking. The site is overseen by parenting expert Dr. Michael Popkin, author of “Getting Through to Your Kids,” who provides professional advice as a complement to the real-life recommendations from parents.

RealParentsRealAnswers.com, which was developed by Lorillard Tobacco Company, offers free resource kits to organizations that teach parenting skills. The resource kits include all the materials needed to moderate a discussion group about how parents can keep their children from smoking. Kits include a copy of Dr. Popkin’s book, a DVD with advice from Dr. Popkin and real parents, a moderator’s guide and handout brochures with tips for talking to your children about not smoking. Individuals are able to download a printable version of the brochure directly from the Web site.



The site includes advice from real parents and a forum for exchanging ideas on keeping kids smoke free.

Real Parents Discuss Their Techniques

An audio podcast, featuring several real parents discussing their techniques for keeping their children smoke free, was developed for this Web site and can be found on the site’s multimedia center. Video clips, featuring discussions between Dr. Popkin and concerned parents, are also available in the site’s multimedia center.

Message boards on RealParentsRealAnswers.com provide a forum for parents to exchange ideas related to youth smoking prevention. Visitors to the site can also sign up to receive notices when Dr. Popkin creates new blog entries on the Web site—providing further insight into raising healthy children and preventing kids from ever picking up their first cigarette.

According to Dr. Popkin, “The new Web site has all the components for parents to get new ideas on how to keep their child from smoking. I encourage parents to log on and get involved in the conversation by ordering the free resource kit and participating in the parent’s forum.”