

Expert Urges Parents To “Take 10” Communication Provides Solution To Negative Behavior

(NAPSA)—Talking to kids about difficult topics has never been more important. Today, children face immense pressure at young ages. In fact, children as young as age eight are being offered cigarettes. Luckily, according to Dr. Michael Popkin, author of more than 20 parenting books, there is a simple step that parents can take to arm their children against peer pressure—start talking.

“Any time is a good time to talk to your kids. In fact, I suggest parents start by taking just 10 minutes to begin a dialogue about tough topics, like not smoking,” says Dr. Popkin.

Dr. Popkin is spokesperson for “Take 10: Start Talking So Your Kids Don’t Smoke,” an education program, sponsored by Lorillard Tobacco Company’s Youth Smoking Prevention Program, that provides parents with the resources to begin a dialogue with their children about not smoking. Dr. Popkin suggests parents take advantage of everyday situations to discuss not smoking with their kids:

- If you see someone put out a cigarette butt or see cigarette butts on the ground, take the opportunity to comment on how you feel about that and ask your kids what they think.

- When you request to sit in the non-smoking section of a restaurant, use it as an opportunity to tell your child why you don’t want to sit in the smoking section.

“The basics of good parent-child communication work no matter the topic,” says Dr. Popkin. “In reality, recent studies show that parents play a powerful role in influencing their children’s behavior.”

To highlight the importance of good communication, the “Take 10” program is proclaiming September 13, 2001, “Take 10 Day” and encouraging parents to “cele-



brate” by making a special effort to begin consciously talking and listening to their kids.

“Take 10 Day” also marks the launch of a six-city tour with Dr. Popkin. During the tour, Dr. Popkin will conduct interactive workshops titled: “Character, Discipline and Parenting in the 21st Century.” The workshops, designed to instruct parents on encouraging positive behavior in their children, teach parents:

- How to “check in” with kids about difficult topics
- How to identify warning signs and early signs of trouble
- How to improve listening skills
- How to talk so your child doesn’t “tune out”

For more information about the workshops or “Take 10,” visit www.2take10.com or call 877-747-4565.

The “Take 10” program is part of Lorillard Tobacco Company’s voluntary Youth Smoking Prevention Program. The program is a corporate commitment to address the problem of underage smoking on a national scale with initiatives directed at three influence areas: peer pressure, parental influence and retail access. The effort includes national advertising, grassroots communications, retail employee training and signage to discourage youth access to tobacco products. The “Take 10” free instructional video is available to parenting and community groups through www.activeparenting.com. Parents also can receive the “Take 10” brochure by visiting www.2take10.com.