

efforts. The following additional strategies are recommended*:

- Provide only brief information about long-term health consequences (e.g., cardiovascular, cancer risks).
- Discuss immediate physiological consequences (e.g., changes in heart rate, blood pressure, respiratory symptoms, and blood carbon monoxide concentrations).
- Mention alternatives to smoking that also establish a self-image that appears independent, mature, or sophisticated (e.g., weightlifting; jogging; dancing; joining a boys or girls club; volunteering for a hospital or political, religious, or community group).
- Mention the negative effects in detail (e.g., earlier wrinkling of skin; yellow stains on teeth and fingers; tobacco odor on breath, hair, and clothing).
- Mention the increasing ostracism of smokers by nonsmokers, both legal and informal, in the workplace and in public places.
- Mention the increasing evidence that secondhand smoke is injurious to the health of nonsmokers who are regularly exposed, especially small children.
- Acknowledge that many adults who were enticed to start smoking as teenagers because of its social benefits, now wish they could stop smoking.
- Give cooperative adolescents effective arguments to deal with peer pressure (e.g., by not smoking, a teenager demonstrates independence and nonconformity, traits normally prized by youth).
- Request posters or pamphlets from local agencies (e.g., American Cancer Society, American Heart Association, American Lung Association) to display in prominent places at school.