

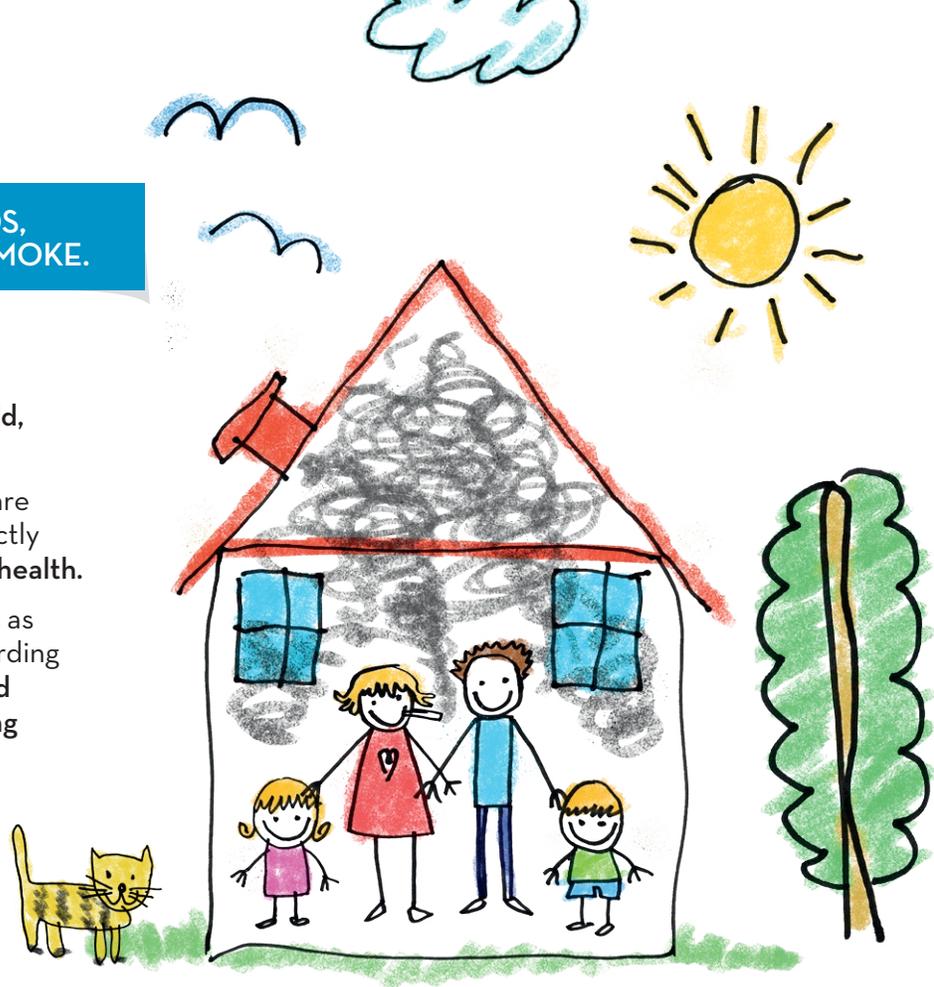


AROUND KIDS,
WE DON'T SMOKE.

When a parent smokes around their child, their child also smokes.

Children, and even unborn babies, who are exposed to second-hand smoke are directly affected by the harmful effects on their health.

The *Smoke-Free Family* campaign serves as a reminder of the importance of safeguarding children's health by making the home and the car smoke-free zones and by smoking far from kids outside.



DO YOUR KIDS HAVE TO DRAW YOU A PICTURE?

BEWARE OF SECOND-HAND SMOKE

Second-hand smoke is the smoke that comes out of a cigarette and that the smoker exhales.

This smoke contains more than 7,000 chemical products, over 70 of which can cause cancer. And these substances are even more concentrated in enclosed spaces such as a closed room or a car.



SECOND-HAND SMOKE
IN A CAR CAN BE UP TO
27X MORE CONCENTRATED
THAN IN A SMOKER'S HOME



REMINDER

Since May 2016, it is prohibited by law to smoke or vape:

- in CARS when children under 16 are present;
- in OUTDOOR PLAY AREAS for children, on sports fields and playgrounds.





A RISK TO CHILDREN'S HEALTH

Second-hand smoke is particularly harmful to the health of babies and children because they breathe more quickly than adults and their immune systems are not yet fully developed.

Regular exposure to second-hand smoke can cause or exacerbate some health problems such as:

- lower respiratory tract problems such as coughing, bronchitis and pneumonia;
- asthma;
- recurrent ear infections;
- colds.

A baby who is exposed to second-hand smoke is also at greater risk of falling victim to sudden infant death syndrome.

2 STRATEGIES TO AVOID SECOND-HAND SMOKE



1. Make your home and car 100% smoke-free zones:

- ✓ We don't smoke, even under a range hood, in the garage, with the windows down...
- ✓ At all times, even if the kids aren't there.

2. Outside, we don't smoke near children and pregnant women:

- ✓ Even on a balcony, in a park or while walking, second-hand smoke poses a risk to children's health if they are near the smoker.

NEARLY
85%
OF
SECOND-HAND SMOKE
IS INVISIBLE




ALSO A RISK FOR PREGNANT WOMEN AND THEIR BABIES

FOR MOTHERS

Pregnant women who are exposed to second-hand smoke have a greater chance of having miscarriages, premature births or complications during childbirth.

FOR BABIES

During pregnancy, babies are not immune. Second-hand smoke can be harmful to their development and they are at greater risk of being born with a low birth weight.

AN OPPORTUNITY TO QUIT...

Going outside or getting out of the car to smoke often helps reduce the number of cigarettes smoked, which can be a first step toward quitting.

Here are some free resources:

- Websites: quitchallenge.ca and iQuitnow.qc.ca
- iQuitnow helpline: 1-866-527-7383
- Quit Smoking Centres

Pharmacists or doctors can also be allies to quit smoking.

AN INITIATIVE OF CAPSANA. IN COLLABORATION WITH:

SMOKEFREEFAMILY.CA



Jean Coutu

Québec 