

A campaign by:



Don't smoke around your kids

Smoke-Free Family is a campaign to raise awareness among Quebec families on the **dangers of second-hand smoke, especially to the health of children** and even babies during pregnancy.

Smoke-Free Family highlights how important it is for parents to take concrete steps to protect their children's health **by always ensuring the home and car are smoke-free zones and smoking far from them outside.**

Take care of those little lungs

Second-hand smoke contains more than 7,000 chemicals and is particularly harmful to the respiratory health of children and babies because their lungs are still developing and they breathe more quickly, which means they inhale greater quantities of toxic substances.

The communications campaign is a reminder that **second-hand smoke endangers the health of children's little pink lungs.** Fortunately, we can protect them by never smoking around them.

Free support for parents

smokefreefamily.ca website

- A brand-new POUMONS ROSES page
- Information, debunked myths, and useful tips
- Resources for parents who want to quit smoking

Facebook page

- A source of information and a discussion forum for parents

The time to quit

According to a Léger survey (2020), *Smoke-Free Family* motivates 42% of parents who smoke to reduce the number of cigarettes smoked, and 26% of them to quit. To support them:

- iQuitnow.qc.ca and Quitchallenge.ca websites
- The iQuitnow helpline: 1-866-527-7383
- The Quit Smoking Centres
- The SMAT text messages
- Pharmacists and doctors can also help you butt out

TO KEEP
THOSE LITTLE
PINK LUNGS
HEALTHY



Promote the campaign

Download the ready-to-use tools at famillesansfume.ca/outils.

- Promotional video
- Social media copy and images
- Information sheet for parents
- etc.

The tools are available year-round!



In partnership with:

