**TEXTS FOR YOUR COMMUNICATIONS:**

**DON’T SMOKE AROUND YOUR KIDS**

When a parent smokes around their child, their child smokes, too. Second-hand smoke is a danger to children’s little pink lungs and even to babies still in the womb. Fortunately, we can protect them by never smoking around them.

*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 by smoking far away from them outside.

**A HEALTH RISK FOR CHILDREN AND PREGNANT WOMEN**

Second-hand smoke contains more than 7,000 chemicals and is particularly harmful to the respiratory health of children and babies. Because kids breathe faster than adults, they inhale a larger amount of chemicals for their size. And because their lungs and immune systems aren’t yet fully developed, frequent exposure to second-hand smoke can cause or exacerbate a number of respiratory problems, such as coughs, colds, bronchitis, pneumonia and asthma.

Pregnant women who are exposed to second-hand smoke have a greater chance of having miscarriages, premature births or complications during birth. Even in their mother’s womb, an unborn baby isn’t safe. Second-hand smoke stunts their growth and risks affecting the development of their heart, lungs, and nervous and digestive system.

**THE SOLUTION? DON’T SMOKE AROUND THEM**

Some people think that turning on the stove hood or opening the window will help, but there’s really no good way to eliminate toxic cigarette smoke from the air—at home or in the car.

Even when someone smokes outside, such as in the park, on the balcony or while walking, the second-hand smoke can still pose a risk to children’s health if they are near the smoker.

**The only way to protect children's health is to:**

* **not smoke in the home or the car;**
* **smoke away from them when outside.**

**FOR MORE INFORMATION**   
The ***Smoke-Free Family*** campaign informs and educates parents and future parents about the dangers of second-hand smoke for children’s health and encourages them to never smoke around them. The **smokefreefamily.ca** site contains practical information, advice and tips to help parents take action.

**TEXTS FOR YOUR SOCIAL MEDIA (FACEBOOK AND TWITTER):**

**FACEBOOK**

1. The ***@Famille sans fumée*** campaign emphasizes that second-hand smoke is harmful to children’s little pink lungs. To protect them, make your home and car smoke-free zones. [www.smokefreefamily.ca](http://www.smokefreefamily.ca/)
2. **Did you know?** A baby under 1 breathes three times faster than an adult, and toddlers breathe twice as fast as their parents. Result: They inhale more of the harmful substances in second-hand smoke. For more information, visit [www.smokefreefamily.ca](http://www.smokefreefamily.ca/).
3. Children of smokers are 2 to 4 times more likely to have asthma, not to mention that tobacco and second-hand smoke are powerful triggers of asthma attacks. ***@Famille sans fumée*** reminds you that the only way to protect your children’s health is to never smoke around them. For more information, visit [www.smokefreefamily.ca](http://www.smokefreefamily.ca/).
4. The tar from tobacco smoke that changes the colour of walls and ceilings, and darkens the lungs of smokers, also accumulates in the lungs of children exposed to second-hand smoke. Result: Goodbye, little pink lungs! For more information, visit [www.smokefreefamily.ca](http://www.smokefreefamily.ca/).
5. Do you want to quit smoking to stop exposing your children to the dangers of second-hand smoke? Not only will you be protecting their health, you’ll also be doing yourself a favour. It’s a win-win situation for the whole family! For more information, visit [www.famillesansfumee.ca/vous-voulez-arreter](http://www.famillesansfumee.ca/vous-voulez-arreter).

**TWITTER**

1. #Smokefreefamily highlights that #secondhandsmoke is a danger to children’s little pink lungs. To protect them, make your home and car smoke-free zones. <https://bit.ly/3ijsp0Y>
2. **Did you know?** Because they breathe faster, children and babies absorb more of the harmful substances in second-hand smoke. For more information, visit [www.smokefreefamily.ca](http://www.smokefreefamily.ca/).
3. Children of smokers are 2 to 4 times more likely to have asthma, not to mention that tobacco and second-hand smoke are powerful triggers of asthma attacks. There’s only one way to protect their health: Don’t smoke around them! [www.smokefreefamily.ca](http://www.smokefreefamily.ca/)
4. The tar from tobacco smoke that darkens the lungs of smokers also accumulates in the lungs of children exposed to second-hand smoke. Result: Goodbye, little pink lungs! For more information, visit [www.smokefreefamily.ca](http://www.smokefreefamily.ca/).
5. The best way to protect your child’s health from the dangers of second-hand smoke is to quit smoking. Not only will you be protecting their health, you’ll also be doing yourself a favour. It’s a win-win situation for the whole family! For more information: <https://bit.ly/2F4OTog>