**TEXT FOR YOUR COMMUNICATIONS:**

 **DEBUNKING MYTHS**

Many parents who smoke believe that smoking under the range hood, near an open window, in a closed room, or when their children aren’t there are ways to protect them from second-hand smoke. In fact, among the parents surveyed who smoke inside, 61% still smoke under the range hood, and 41% smoke near an open window.1

Part of the problem is the fact that many toxic substances in second-hand smoke are invisible and odourless, which can give parents a false sense of security. Yet, even though they show good intentions and help reduce the concentration of smoke, these measures are not enough to completely protect children. For example, under a range hood that’s on, it would take at least 10,000 air changes per hour to eliminate all the toxic elements contained in second-hand smoke. The equivalent of a tornado!

The [smokefreefamily.ca](https://famillesansfumee.ca/who-is-at-risk) website provides information on second-hand smoke, including about certain myths, and tips to take action. It also recommends free help resources for parents who would like to smoke less or even quit smoking.

1. Léger Marketing (2021). *Notoriété et perception de la campagne publicitaire Famille sans fumée – Rapport d’analyse d’un sondage post-campagne*.

**CAREFUL, DEVELOPING LUNGS!**

Second-hand smoke, which contains more than 7,000 chemicals, is a danger to everyone’s health. It is particularly harmful to children’s and babies’ little pink lungs. Why? Because their immune system and their lungs are still developing and they breathe more quickly than adults, which means that they inhale greater quantities of toxic substances. Second-hand smoke can therefore cause or exacerbate several respiratory problems such as coughs, colds, bronchitis, pneumonia, and asthma.

**100% SMOKE-FREE HOME AND CAR**

Even though smoking under a range hood, near an open window, in a closed room, or when children are out are actions that help reduce the concentration of smoke in the air, they

are not enough to completely protect children’s health, specifically their respiratory health.

There is only **one effective strategy** to eliminate the toxic substances in second-hand smoke: making the home and care 100% smoke-free zones at all times. And when we’re outside, making sure to smoke away from children.

**SMOKE-FREE FAMILY**
The ***Smoke-Free Family*** campaign raises awareness among parents and future parents about the dangers of second-hand smoke to children’s health and encourages them to not smoke around them, at all times. To find out more, visit [www.smokefreefamily.ca](https://famillesansfumee.ca/who-is-at-risk).

**TEXT FOR YOUR SOCIAL MEDIA (FACEBOOK AND INSTAGRAM):**

**FACEBOOK**

1. To protect children’s health, make your home and car 100% smoke-free zones at all times. *@Famille sans fumée* is a campaign that informs families about the dangers of second-hand smoke for health, especially respiratory health. 👉[www.smokefreefamily.ca](https://famillesansfumee.ca/who-is-at-risk)
2. Did you know that smoking under the range hood or near an open window DOES NOT eliminate second-hand smoke? Learn more with @*Famille sans fumée.* To protect our children’s little pink lungs, it’s important to debunk myths about second-hand smoke. To find out more: 👉[bit.ly/3EkEVuO](https://bit.ly/3EkEVuO)

**INSTAGRAM**

1. To protect children’s health, make your home and car 100% smoke-free zones at all times. *#Smokefreefamily* is a campaign that informs families about the dangers of #secondhandsmoke for health, especially for little ones’ lungs. 👉[www.smokefreefamily.ca](https://famillesansfumee.ca/who-is-at-risk)

Did you know that smoking under the range hood or near an open window DOES NOT eliminate second-hand smoke? Learn more with *#Smokefreefamily*. To protect our children’s little pink lungs, it’s important to debunk myths about second-hand smoke. To find out more: 👉[bit.ly/3EkEVuO](https://bit.ly/3EkEVuO)