



Don't smoke around your kids

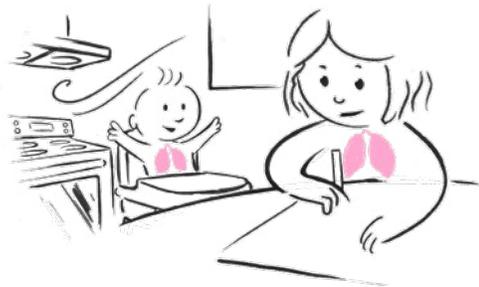
Smoke-Free Family is a campaign to raise awareness among Quebec families on the **dangers of second-hand smoke, especially to the health of children** and even babies during pregnancy.

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.**

Myths to break!

Even though smoking under a **range hood**, near an **open window**, in a **closed room**, or even 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.

The communication campaign aims to **debunk certain myths around these well-meaning mitigation measures.** However, when we're dealing with toxic smoke composed of 7,000 chemical substances that endangers our children's little pink lungs, there are no half-measures: **never smoking around them is the only measure to adopt!**



Free support for parents

smokefreefamily.ca website

- A page presenting the most popular myths
- Information 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 (2021), *Smoke-Free Family* motivates 48% of parents who smoke to reduce the number of cigarettes smoked, and 25% 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:

