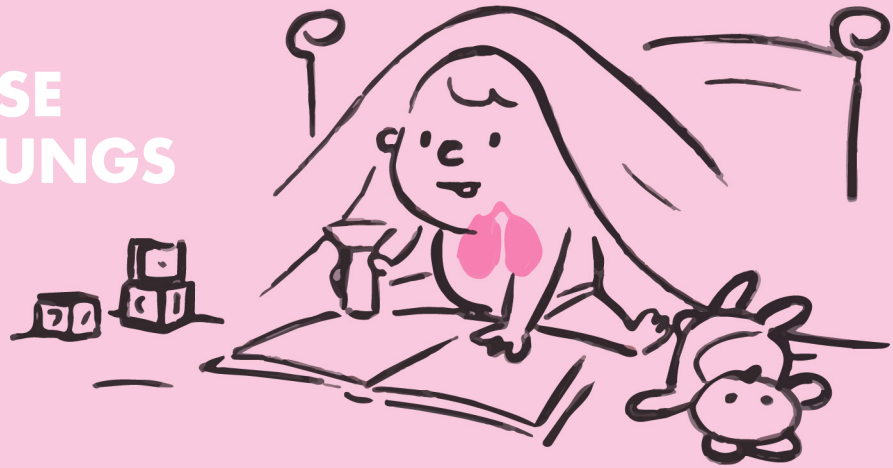




# TO KEEP THOSE LITTLE PINK LUNGS HEALTHY

**DON'T SMOKE AROUND YOUR KIDS.**



**Second-hand smoke** contains more than 7,000 chemical substances and **is particularly harmful to the respiratory health of children and babies.** Exposure to this toxic smoke can cause or exacerbate several respiratory problems in children, such as coughs, colds, bronchitis, pneumonia and asthma.

## TAKE CARE OF THOSE LITTLE LUNGS

Children's lungs are still developing, and until adolescence, they are not as strong as adult lungs. This immaturity of the lungs makes them more susceptible to the harmful effects of tobacco smoke. Moreover, nicotine can impair lung development in children.

## TOXIC BREATHING

Babies and children breathe 2 to 3 times faster than adults, which means they absorb greater quantities of toxic substances.

## PINK LUNGS IN DANGER

In addition to changing the colour of the walls and ceilings, the tar in cigarette smoke that blackens smokers' lungs also accumulates in the lungs of children exposed to second-hand smoke.

**The result?** Goodbye to those healthy little pink lungs!

**CHILDREN OF SMOKERS ARE 2 TO 4 TIMES MORE LIKELY TO HAVE ASTHMA.**



## LET'S PROTECT THEM!

Lungs are amazing: they allow kids to breathe, run, talk, laugh, play...



# TAKE ACTION AGAINST SECOND-HAND SMOKE



## 1. MAKE YOUR HOME A 100% SMOKE-FREE ZONE.

- Inside, we don't smoke, even under the range hood, in the basement, in the garage...
- Outside, we smoke far away from doors, windows and the patio.
- Take advantage of a move to keep the smoke outside!

## 2. MAKE YOUR CAR A 100% SMOKE-FREE ZONE.

- In the car, we don't smoke, even with the windows down, the roof open, with the fan and air conditioning on...
- If your passengers are smokers, offer to stop so they can smoke outside.

**IMPORTANT:** These rules apply to everyone – even guests! – and at all times, even if the children aren't there.

## 3. OUTSIDE, MAKE SURE TO SMOKE FAR AWAY FROM 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. It is less concentrated, but is still dangerous...

The law prohibits smoking tobacco products and vaping:

- in **VEHICLES** when a child under 16 is present;
- in **OUTDOOR PLAY AREAS** for children, on sports fields and playgrounds.



### GOOD TO KNOW

These tips also apply to e-cigarette vapour (vaporizer) and, of course, cannabis smoke.

### AN OPPORTUNITY TO QUIT?



[iquitnow.qc.ca](http://iquitnow.qc.ca)  
and  
[quitchallenge.ca](http://quitchallenge.ca)  
websites



The **iQuitnow**  
**helpline:**  
1-866-527-7383



**Pharmacists and**  
**doctors** can also  
help you butt out

A campaign by:



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