

PARENT FACT SHEET



Jefferson and Lewis County

Mountain View Prevention Services

John Exford, Reality Check Coordinator

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Reality Check IS:

- A **youth led action movement** with the main goal of exposing the advertising and marketing practices of the tobacco industry.
- Focused on **ending teen tobacco use** by sharing the truth about how the tobacco industry targets teens as “replacement smokers.”
- A strong component of the Tobacco Control Program of the **New York State Department of Health**.
- In all 62 counties in NY State and in Jefferson and Lewis County it is overseen by **Mountain View Prevention Services**.
- **For teens** and is led by **teens** with support from adults.
- **NOT against smokers!**

Your Teen will learn:

- **Public Speaking Skills**
- **Communication Skills**
- Knowledge and **hands on experience** in State and Federal Government
- Skills in working with the newspapers, news stations, radio and more.
- Knowledge about the tobacco industry
- Knowledge about advertising and marketing, understanding how media impacts people’s beliefs, attitudes and behaviors.
- Knowledge of how to work with difficult people in difficult situations.
- Skills in **problem solving**.
- **Planning** events, activities, and initiatives.
- How to get people to take action.

Your teen will gain:

- A greater **understanding of community change**.
- A greater sense of how they are a vital part of this change.
- **Self confidence and self awareness**.
- A stronger sense of who they are
- That those people in positions of “power” want to listen to them.
- That **they have a voice!**
- Great opportunities to build upon toward their future plans.
- **Experience to put on resumes, scholarship applications, job applications, college applications, etc.**
- Community exposure and recognition
- Opportunities to travel
- **JOB SKILLS**

Your teen can expect:

- That we know family and school are a priority and teens are **BUSY!**
- That teens participate **according to their schedule**, they do the planning
- They choose how involved they want to be in Reality Check.
- They do not have to come to every meeting, every event, or every activity.
- All they need to do is communicate their schedule and schedule conflicts with the adult support person (John) and with other members.