

RAZE

tear down tobacco lies.

www.razewv.com

Get the FACTS on Raze

West Virginia's only teen-led and teen-implemented anti-tobacco movement. Read on and then go to Razewv.com

What is Raze all about?

Raze is a statewide youth anti-tobacco movement that exposes Big Tobacco's marketing schemes to get teens hooked on cigarettes and spit-tobacco.

(TOBACCO COMPANIES SPEND MORE THAN \$10 MILLION MARKETING THEIR GOODS IN WEST VIRGINIA AND A BIG PORTION OF THEIR BUDGET IS DIRECTED TOWARD YOUTH!)

- **Raze is not anti-smokers**; Raze is anti-Big Tobacco!
- Raze's goal is to reduce tobacco use among teens
- Raze means to tear down and West Virginia's Raze teens are working to tear down Big Tobacco's lies every day, in every school across the state!

Making a commotion

- Raze Commotions are teen-led protests, peaceful demonstrations to draw attention to the dangers of tobacco and to the lies being told by Big Tobacco
- **Arsenic, ammonia, formaldehyde**—a Raze Commotion may be based on letting people know some of the toxic chemicals found in cigarette smoke!
- Secondhand smoke kills more than 65,000 people annually—it's stats like these that keep the Raze teen-activists fired up to fight Big Tobacco!

Is Raze working?

Yes! Media coverage, tv commercials, radio spots, outdoor advertising, statewide events, annual conferences and nearly 4,000 Raze Commotions have contributed to:

- **32% drop in high school smoking** AND a **19% drop in spit-tobacco** use among high school boys since 1999.



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The Raze Time Capsule

Raze began as a campaign developed with funding from the West Virginia Department of Health and Human Resources. By teaming up with the Department of Education, American Lung Association of West Virginia and The Manahan Group, DHHR created the Youth Empowerment Team (known as YET) to oversee the Raze movement.

Teens Only PLEASE!

Raze is not for adults. It's for teens to help other teens avoid the dangerous trap of Big Tobacco's marketing ploys and false promises.

- Raze is visible, active, involved and enthusiastic
- Any West Virginia teen can join Raze! Since its inception in 2001, nearly 10,000 teens have helped fight Big Tobacco

Join the Raze Activists!

Believe it: We do! Here's our anthem:
We are Raze, West Virginia's teens, tearing down the lies of Big Tobacco and fighting them with all we've got: our passion, our power and our minds. Join up, if you think you can handle it (getting involved means more than just wearing our t-shirt). Smoker, non-smoker, whatever –

WE'RE ALL ABOUT FIGHTING BIG TOBACCO!



Call 1-866-WV TEENS



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