

Put on Your GAME FACE

BEAT TOBACCO

Serious determination—that describes an athlete's "Game Face." And, that describes what we must do to fight tobacco use in West Virginia's schools. Tobacco use is taking its toll on our state's youth.

Against the Rules

Tobacco is not only against the rules, it's an extremely addictive habit that can create future, life-threatening consequences:

- Tobacco use is the single most preventable cause of death in the United States.
- Nicotine is as addictive as heroine and cocaine.
- Youth who use tobacco are more likely to use alcohol and other drugs.



GAME
FACE

- **25.3% of high school students smoke**
- **26.5% of our state's high school males use spit tobacco**
- **3,000 youth become new smokers every year**

As a coach, administrator, athletic director or official—you have an influence on today's youth.

- Speak out against tobacco—early and often
- Make all practices, events, games and competitions smoke free
- Be aware of your influence on students, don't use tobacco around players
- Remember youth react more to the immediate effects of tobacco use
- Announce and display tobacco-free messages at all games and events
- If you find this information helpful and would like to get involved in your community, partner with Raze! For more information, please visit: razewv.com.

If you use tobacco, the West Virginia Tobacco Quitline can help you quit. The free or low-cost program offers personal advice, educational materials, and support calls with a phone coach. Simply call the West Virginia Tobacco Quitline at :

1-877-966-8784

West Virginia Department of Health & Human Resources

Health Effects

Tobacco doesn't only harm youth in the future, it can have immediate health effects:

- A tobacco user's heart rate is a few beats faster per minute than a non-user's, which is detrimental to an athlete's stamina.
- Tobacco slows lung growth, decreases lung function, and reduces the oxygen available for muscles used in sports.
- Spit tobacco is not a safe alternative. It causes increased illness, tooth decay, gum disease, lesions in the mouth, face disfiguration—even death.

