

## **TRU Recruitment Campaign: Ending Teen Tobacco Use in North Carolina - One Teen at a Time**

### **Frequently Asked Questions**

#### **What is TRU?**

Tobacco. Reality. Unfiltered. (TRU) is North Carolina's first-ever statewide youth tobacco use prevention multi-media campaign that uses testimonials of real North Carolina teens as well as hard-hitting facts to dissuade young people from using tobacco products.

#### **What is the TRU Recruitment Campaign?**

The TRU Recruitment Campaign is an initiative designed to encourage North Carolina teens to pledge to be tobacco-free and to become youth advocates for the TRU movement. To do so, these teens will log on to the all new TRU Web site ([www.realityunfiltered.com](http://www.realityunfiltered.com)) and sign the TRU tobacco-free pledge. By signing this pledge, they are joining the TRU team.

Their active engagement and commitment "to be TRU" will inspire their friends and other teens to get involved.

HWTF Chair Lt. Gov. Bev Perdue kicked off the year-long TRU Recruitment Campaign on Thursday, September 6 at Southeast Raleigh Magnet High School.

#### **What is the campaign's recruitment goal?**

HWTF's goal is to recruit at least 5,000 teens to join the TRU team by the end of **June 2008**. To help meet this goal, HWTF is encouraging NC teens to recruit friends to sign the tobacco-free pledge online. Of course we hope to exceed this goal tenfold and encourage all of the state's young people to pledge to be tobacco-free.

#### **Why is the TRU Recruitment Campaign important?**

It's an exciting time for teens to become involved in the TRU movement. The tide is turning against tobacco use with 8 out of 10 teens choosing not to smoke and 89 of the state's 115 school districts adopting a 100% tobacco-free policy.

The Campaign shows the teens that they are part of something BIG and can be connected to each other through a shared promise to be smoke free and live healthier lives.

In addition, evidence shows that comprehensive youth prevention educational efforts, combined with community and mass-media activities, can effectively prevent or postpone the onset of smoking by 20 to 40 percent of U.S. teens (Surgeon General's Report "Reducing Tobacco Use," 2000).

The TRU Recruitment Campaign reinforces messages discouraging teen tobacco use and connects teens to those who are making this healthy choice.

#### **How is the TRU Recruitment Campaign funded?**

The Campaign is part of the NC Health and Wellness Trust (HWTF)'s teen tobacco use prevention and cessation initiative. HWTF is funded by a portion of North Carolina's share of the Master Settlement Agreement with tobacco companies, and since 2003, HWTF has allocated over \$65 million in funding to support this initiative. Components of this comprehensive approach to reach teens include grant programs to organizations working in all 100 counties to reduce teen tobacco use, a statewide media campaign, and the Recruitment Campaign.

**-More-**

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### **My teen wants to join the TRU Movement. How can teens get involved on the local level?**

We encourage teens to first sign the online tobacco-free pledge on the Web site. There are a number of HWTF-funded local groups around the state. If teens would like to become an advocate for teen tobacco use prevention at the local level, there is a section on the Web site called "TRU action" where they can find contact information about local groups.

### **Who should I contact if I have more questions about the TRU Recruitment Campaign?**

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