

# Life

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## Skills Training

Promoting Health and Personal Development

Dear Family:

There are many techniques that tobacco advertisers use to encourage people to smoke. Recently, there has been increasing concern about tobacco companies targeting youth in their advertising campaigns. Today in school, your child learned about how companies target certain populations in their advertising campaigns. Students were given the opportunity to create their own, realistic advertising campaigns for healthy products.

You can help prevent your child from being swayed by advertising. When you are watching television with your child, discuss the advertising techniques used in the commercials. If your child has ever purchased something that worked a lot better on TV than in real life, talk about this as well. Discuss how chain companies like McDonald's team up with advertisers and put products in the kids' meals. Talk about how Disney markets and advertises their product to children.

Becoming aware of advertising techniques will bring your child one step closer to becoming a wise consumer. Learning about advertising techniques can also help prevent your child from becoming involved in tobacco or alcohol use in the future. Thank you for your assistance in discussing advertising with your child at home.

Sincerely,