

N-O-T

NOT ON TOBACCO

AMERICAN LUNG ASSOCIATION

2013-2014 Colorado Evaluation

Not On Tobacco (N-O-T) is the American Lung Association's voluntary smoking cessation program for middle and high school aged students.

Who Participated?



57% Male

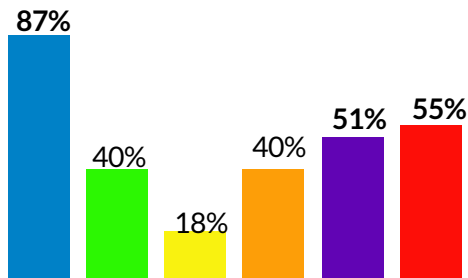


43% Female



17% LGBTQ

Other Products Being Used



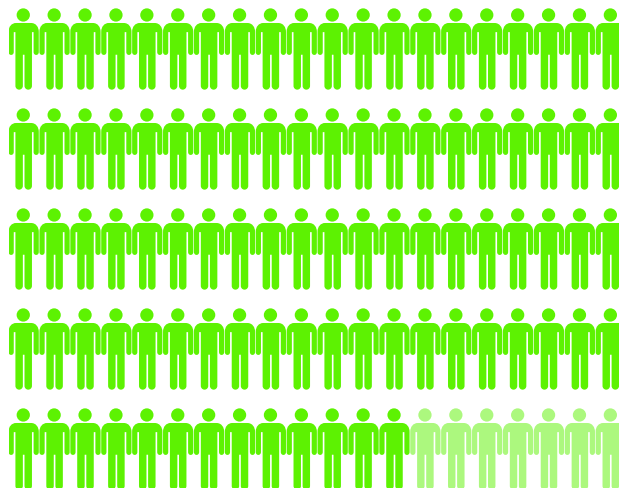
■ Cigarettes ■ Flavored Cigars ■ Chew
■ Menthol ■ E-Cigarettes ■ Hookah

The average age N-O-T participants started smoking was 12.7 years.

Students had been smoking on average, for four years when they joined N-O-T.

75% of smokers and 25% of chew users had tried to quit tobacco prior to their N-O-T group.

N-O-T Really Works!



✓ 93% of youth reported that the N-O-T program was helpful!



37% of youth quit smoking by the end of the program!



45% of continued smokers reduced their daily cigarette intake.



58% of chew users were quit by the end of the program!

A Holistic Approach

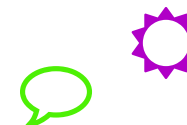


95% Improved Diet & Exercise

45% Bettered Grades & Increased Attendance



54% Learned to Handle Their Stress Better



53% Increased Their Self Confidence



1-800-LUNG-USA or Log On to www.notcolorado.org