



How did "we" accomplish this?

Pendulum of opinion

Smoking is no longer an approved *cultural norm*

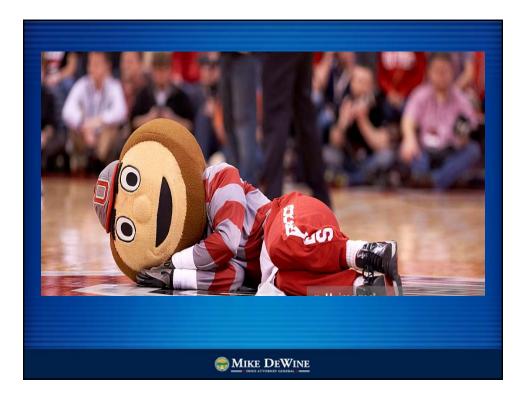
Smoking is stigmatised

People who smoke are *marginalised*

Some may receive ridicule, harsh treatment - even hostility



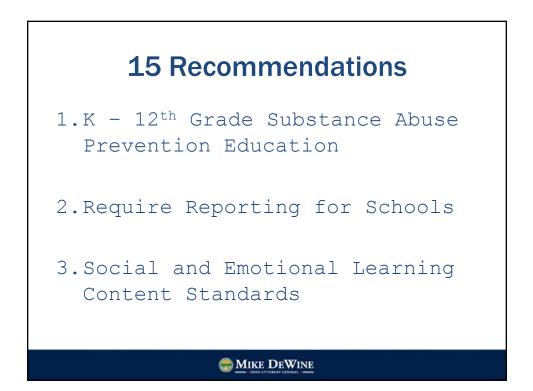


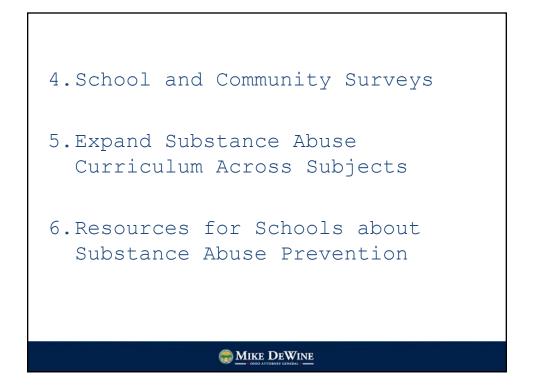


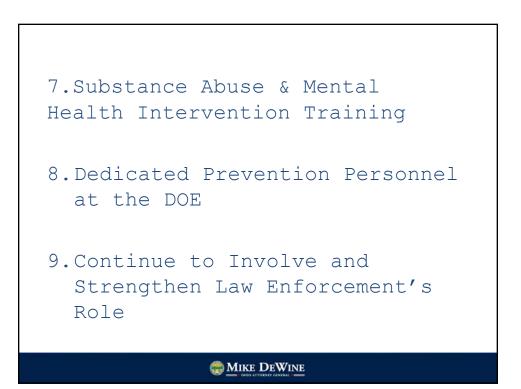


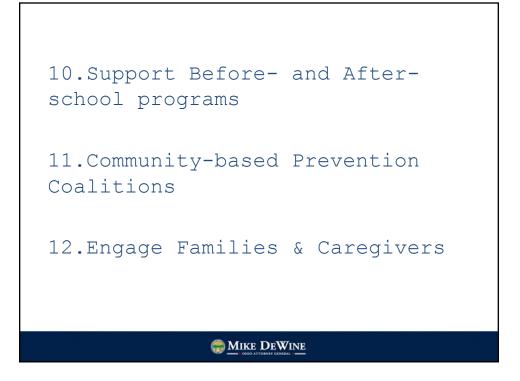


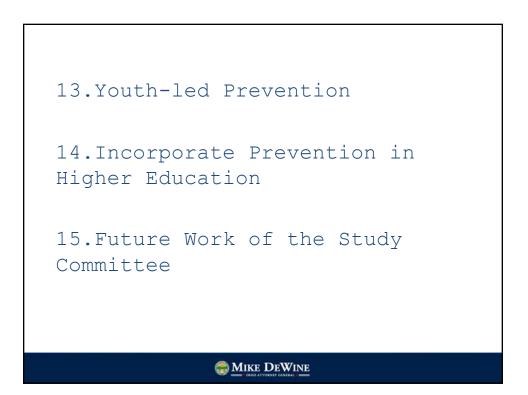




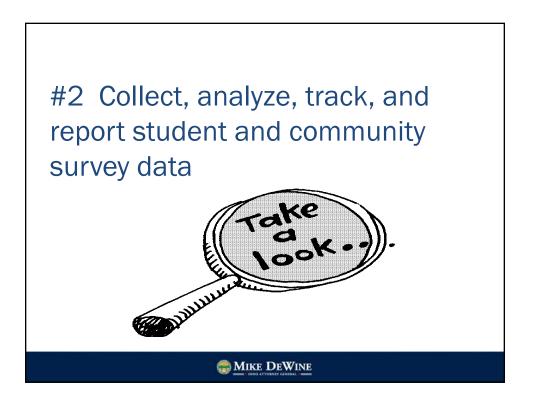


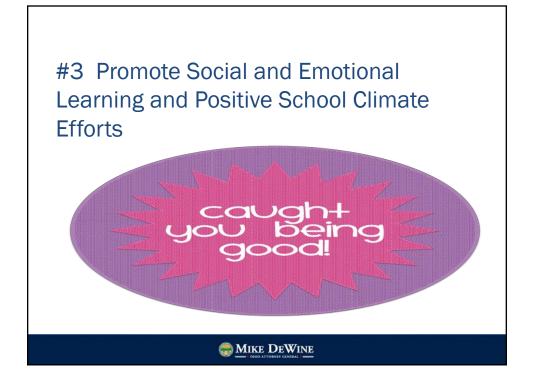


















BOTTOM LINE

By reducing risk factors and increasing protective factors, children will build resiliency and make positive life decisions

Screening for substance abuse and mental health issues needs to be followed by effective interventions and treatment

A comprehensive, community-wide substance abuse prevention program should include schools, parents and caregivers, before-and after-school efforts, law enforcement, community coalitions, and others to be effective

Do you have Law Enforcement-based drug abuse prevention education in your school?



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