

Campaign against tobacco targets students

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A new campaign called “Tobacco, Reality, Unfiltered,” began targeting young people this week.

Funding for the program comes from the North Carolina Health and Wellness Trust Fund. While teen smoking rates in North Carolina have fallen in recent years, Lt. Governor Beverly Perdue has set a new goal. She told Raleigh students yesterday that her dream for North Carolina “is for us to live in the healthiest state in America,” and that means further decreasing the number of smokers. The easiest way to quit, experts say, is never to start. The campaign attempts to get more than 5,000 teenagers statewide to pledge to stay away from tobacco products.