



WHAT IS REALITY CHECK?

WHO WE ARE

Reality Check is a youth-led movement in New York State that empowers teens to become leaders in their communities by exposing what they see as the manipulative and deceptive marketing tactics of the tobacco industry.

OUR GOALS

- 1 **Expose** the manipulative and deceptive marketing tactics of the tobacco industry.
- 2 **Produce** change in our communities through grass roots education and mobilization.
- 3 **Empower** youth as leaders in the fight against tobacco.

THE ISSUES



Where We Shop: Reality Check aims to expose the tobacco industry's marketing strategies.

To successfully recruit new young smokers and keep as many current smokers as possible, tobacco companies need to keep their deadly products affordable, accessible and attractive.

The tobacco industry has been quoted as saying, **"Today's teenager is tomorrow's potential regular customer."**



Where We Live, Work, Learn and Play: Reality Check aims to educate their communities on the benefits of tobacco- and smoke-free spaces.

In outdoor recreational areas, including parks and beaches, tobacco litter and secondhand smoke can be hazardous. Reality Check youth leaders engage their communities to take action and raise awareness about the benefits and need for tobacco- and smoke-free spaces.



YOU HAVE QUESTIONS, WE HAVE ANSWERS.

IS REALITY CHECK OPEN TO ANYONE?

Anyone 13-18 years old in New York State is able to join Reality Check. There is a Reality Check program in every county in New York State. There are groups in schools and community centers. You can also be a member even if you are the only person from your school.

HOW CAN I GET INVOLVED IN REALITY CHECK?

There are a couple ways to become involved in Reality Check. If you know your school has a Reality Check group, listen to the announcements and attend the next meeting. If you are unsure if your school has a Reality Check group, you can complete our online registration form and a program coordinator from your area will contact you.

CAN I STILL BE A REALITY CHECK MEMBER IF MY SCHOOL DOESN'T HAVE A CLUB?

Yes. Many areas across the New York State have Reality Check groups at places like community centers and libraries. Just complete our online registration form and a program coordinator will contact you and let you know about upcoming meetings and/or events. If other students at your school are also interested in forming a Reality Check group, the program coordinator will be able to help establish one.

WHAT DO REALITY CHECK MEMBERS DO?

Reality Check members work to make change. We educate and engage our communities to raise awareness about the negative impact of tobacco. We inform key decision makers on how tobacco is marketed, and the impact it has in our communities. Reality Check members are actively involved in planning events and activities, public speaking, collecting data and speaking with members of the news media and elected officials.

WHAT IF I SMOKE, VAPE OR USE OTHER TOBACCO PRODUCTS?

Reality Check fights the tobacco industry, not users. We believe every youth has a voice in this fight regardless of their tobacco-use status. We invite youth to be part of the solution in making their communities healthier places to live, work, learn and play.



JOIN THE MOVEMENT

realitycheckofny.com

