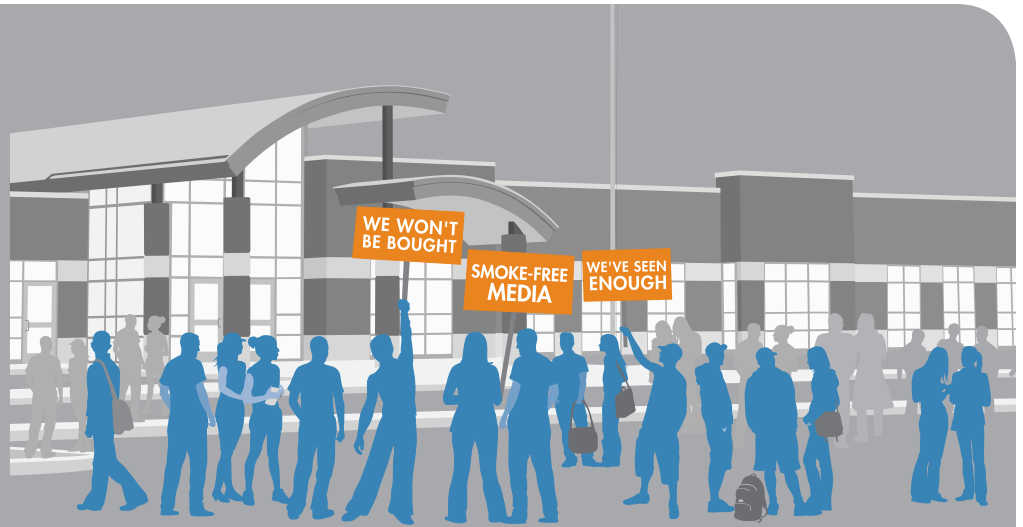


Reality Check

ENGAGING YOUTH TO PROMOTE TOBACCO-FREE COMMUNITIES



OVERVIEW

Reality Check of Glens Falls Hospital works to expose the manipulative and deceptive marketing tactics of the tobacco industry through youth led activism. Reality Check strives to produce change in the way our communities allow tobacco companies to target youth, through the means of education, mobilization, political education, and media campaigns.

The Health Promotion Center of Glens Falls Hospital is one of 22 contractors funded through a grant from the NYS Department of Health.

OUR APPROACH

- Build and maintain a diverse youth action infrastructure.
- Engage youth as leaders and activists in the movement against tobacco use and the tobacco industry.
- Educate community members and leaders about the manipulative and deceptive marketing tactics of tobacco companies, and mobilize them to take action.
- Engage community leaders and decision makers in support of community actions against tobacco and the tobacco industry.
- Develop media relationships and work to garner earned media.
- Utilize the youth voice to demand societal support to hold the tobacco industry accountable for its actions and to change the social norms that support those actions.
- Contribute to the advancement and growth of a youth action movement against the tobacco industry locally, statewide, nationally, and internationally.



Glens Falls Hospital
HEALTH PROMOTION CENTER

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GlensFallsHospital.org/services/health-promotion-center.cfm | facebook.com/GlensFallsHospital

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SERVICE AREA

Saratoga, Warren and Washington counties

CONTACT

Elected officials, key decision makers, community members and school districts interested in more information or becoming involved are encouraged to contact:

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