

AMERICAN ACADEMY OF FAMILY PHYSICIANS

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MEDIA ADVISORY

Students Use Positive Messages to Discourage Tobacco Use

Fourth- and Fifth-Graders Teach About Tobacco

- WHAT:** Awards ceremony announcing the national winner and runners-up in the annual Tar Wars national poster contest.
- WHEN:** Monday, July 14, 6-8 p.m.
- WHERE:** Old Town Holiday Inn Select
Carlyle Ballroom
480 King Street, Alexandria, VA
- WHO:** The awards ceremony is hosted by the American Academy of Family Physicians. Fourth- and fifth-graders from across the country exhibit their posters and discuss what they have learned from Tar Wars.
- WHY:** Tar Wars is a tobacco-free education program and poster contest that discourages tobacco use among America's youth.

Tar Wars, established in 1988 and supported by the American Academy of Family Physicians, increases students' awareness of attitudes about tobacco use and the effects of tobacco on the body. Thousands of family physicians and healthcare professionals across the country and internationally present Tar Wars programs to fourth- and fifth-graders in their local schools every year. They discuss not only the long-term effects of smoking on the body, but also focus on the short-term, image-based effects of tobacco use that resonate with children, such as the way it makes one's breath smell and hinders one's ability to be active and play sports.

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Founded in 1947, the American Academy of Family Physicians represents more than 94,300 physicians and medical students nationwide. It is the only medical specialty society devoted solely to primary care. Please visit www.aafp.org for more information about AAFP and www.tarwars.org for more information about Tar Wars.