

**INTERESTED IN
LEARNING HOW TO
TALK WITH YOUR
PEERS ABOUT
COMMERCIAL
TOBACCO USE
OR VAPING
IN A WAY
THEY'LL
HEAR YOU?**

**BECOME
A
SIDEKICK.**

**WE'LL HELP YOU
FIND THE WORDS.**



**WHO & WHAT
DO YOU
LISTEN TO?**

social media? *family?* *health messaging?* *stereotypes?* *adults?* *vaping ads?* *friends?* *bias?* *tv?*

Commercial tobacco use remains the leading cause of death and disease in this country with over 480,000 deaths per year.

Currently, nearly 9 out of 10 smokers started by age 18; among those youth who persist in smoking, one-third will die prematurely.

Youth who vape are 4x more likely to start smoking cigarettes.

Once trained, you will gain the skills to hold respectful conversations with your peers about commercial tobacco/nicotine use, as well as other risky behaviors.

The Sidekicks program gives you the skills and confidence to support your peers.

**If you'd like to become trained
as a Sidekick, contact:**

SIDEKICKS



**MAINE
PREVENTION
SERVICES**

Maine Center for Disease Control & Prevention
Department of Health and Human Services

www.WeAreSidekicks.org