



# FACT SHEET

## **RAZE (RĀZ) V. RAZED, RAZ-ING.**

*To tear down or demolish.*

Raze is a statewide youth tobacco-prevention movement that raises tobacco awareness and exposes Big Tobacco's schemes to get teens hooked on cigarettes and spit tobacco.

- Raze is not against tobacco users; Raze is anti-Big Tobacco.
- The goal of Raze is to reduce tobacco use among teens.
- West Virginia teens are working to tear down Big Tobacco's lies every day in schools and communities across the state.

## **COMMOTION (KUH-MOH-SHUN) N.**

*Turbulent motion; agitation; tumult.*

Raze commotions are teen-led protests: peaceful demonstrations to draw attention to the dangers of tobacco and to the lies being told by Big Tobacco.

- A Raze commotion may be based on letting people know about some of the toxic chemicals found in tobacco products, the tactics the tobacco industry uses to market its products, etc.
- Secondhand smoke kills more than 65,000 people annually in the United States. Stats like these keep Raze teen activists fired up to fight Big Tobacco.

## **RAZE IS A TEEN-LED MOVEMENT**

Raze is a way for teens to help other teens avoid the dangerous trap of Big Tobacco's marketing ploys and false promises.

- Raze is visible, active, involved & enthusiastic.
- Any West Virginia teen can join Raze. Since its inception in 2001, thousands of teens have helped fight Big Tobacco.

## **JOIN THE RAZE ACTIVISTS**

*Believe it? We do. Here's our anthem:*

We are Raze, West Virginia's teens, tearing down the lies of Big Tobacco and fighting them with all we've got: our passion, our power and our minds. Join up if you think you can handle it (getting involved means more than just wearing our t-shirt.) Smoker, non-smoker – whatever...we're all about fighting Big Tobacco.

## **IS RAZE WORKING?**

*Between 2000 and 2013, WV experienced:*

- A 124% increase in high school students who have never tried/used any form of tobacco (46.1% in 2013; was 20.6% in 2000).
- A 44% increase in middle school students who never tried cigarettes.
- A 52% decrease in high school students who currently smoke cigarettes (18.6% in 2013; was 38.5% in 2000).

Source: Youth Tobacco Survey

**RAZEWV.COM**

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**THERE'S MORE WORK TO DO.**

**46,000 WEST VIRGINIA KIDS ALIVE TODAY WILL DIE EARLY  
BECAUSE OF PRODUCTS MARKETED BY TOBACCO COMPANIES.**