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RJRT 2014-01

Enhancements made to Right Decisions Right Now youth tobacco prevention program

WINSTON-SALEM, N.C., Feb. 3, 2014 — R.J. Reynolds Tobacco Company's free, evidence-based youth tobacco prevention program, [Right Decisions Right Now: Be Tobacco Free](#) (RDRN) now offers more website features, including Spanish-language posters and parent brochures, smart board activities, improved navigation and optimized videos for easier downloading.

RDRN educational materials — readily available via computers and smart boards — are used to teach middle-school students about the risks of using tobacco products. The program is designed to empower students to make good decisions, including the decision not to use tobacco, and to give them the knowledge to live a healthy lifestyle.

More than 20,000 middle schools across the country have used the RDRN program since it was independently developed more than 20 years ago. The program is also used by community groups such as Boy Scouts of America; Big Brothers, Big Sisters; and the Crosby Scholars Program.

"These improvements to RDRN make the program more user-friendly for the modern classroom and beyond," said Laura Leigh Oyler, a public-policy director involved in R.J. Reynolds' youth tobacco prevention efforts. "RDRN is part of our company's long-term initiative to transform the tobacco industry. Over the past 20 years, youth tobacco prevention efforts and programs have had a big impact on reducing teen smoking, now at a historic low, and we are actively working on ways to accelerate the decline in youth tobacco use."

The RDRN program has been tested nationally and found to be successful on two key measures: Smoking levels decreased significantly in test schools, particularly for grades eight and nine, and the program lowered anticipated tobacco use among middle school-aged students. Additionally, students' susceptibility to peer pressure and their perception of the popularity of tobacco-using peers both showed significant declines versus control groups.

The program moved to a digital format in 2012, and is designed for students in grades five through nine. It can be used free of charge by educators, parents and grandparents, as well as non-profit community groups involved with youth. The free materials include teacher and parent guides, as well as interactive activities that provide students with factual information about tobacco prevention that they can reference when completing subsequent lessons. All of the guides are available on the website: www.rightdecisionsrightnow.com.

The RDRN enhancements were created by [By Kids for Kids](#)[®] (BKFK[®]), a marketing company that provides educational resources — curriculum and challenges that promote social change and entrepreneurial endeavors.

For news media use, RDRN photos and its logo are available online. Click here to access the images.

R.J. Reynolds Tobacco Company, an indirect subsidiary of Reynolds American Inc. (NYSE: RAI), is the second-largest tobacco company in the United States. To learn more about how Reynolds American and its operating companies are transforming the tobacco industry, visit TransformingTobacco.com.

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