**Reality Check** is a statewide youth program.  Founded in 2001, the goal of the program is to educate teens about the manipulative marketing practices used by the tobacco industries to get teens to smoke. Thousands of youth across New York have participated in Reality Check activities, which operate in partnership with more than a dozen youth organizations across the state.

Reality Check has been involved in combating depictions of smoking in movies, tobacco advertisements in retail stores, and tobacco free parks, beaches & playgrounds. They have also participated in global campaigns against tobacco usage, particularly in Africa. They are also active across New York, frequently presenting at town & village board meetings working towards policy change regarding tobacco use, and marketing.  Reality Check is taking on the movie industry to end smoking in movies marketed to youth. Their work against movie studios and Hollywood has drawn attention as for them as the largest group to confront Hollywood on tobacco usage in children's movies.

Reality Check is NOT against smokers. It is about getting people to understand how tobacco companies manipulate people into smoking and getting hooked.

To join Reality Check visit our Delaware, Otsego, & Schoharie County website, [www.realitycheckteens.com](http://www.realitycheckteens.com).

Becky Yung, Project Director of Delaware, Otsego & Schoharie County Reality Check

Email: realitycheck@cobleskill.edu 255-5364

Alison Bruce, Project Coordinator of Delaware, Otsego & Schoharie County Reality Check

Email: bruceaa@cobleskill.edu phone: 255-5387