

A Real Man

Concept Description Read to Youth

You get what a real man is all about, right? He's got plenty of attitude and confidence. Knows how to stand up for himself, and others who need his help. He's a guy you can trust: tough but with a big heart. And he always thinks for himself, no matter what.

Concept Text Provided to Youth

But when a man chews, is he really thinking for himself? Sure, his habit started with just a pinch, but now he doesn't seem to be able to do anything without a chew. It's like it controls him. He gets angry when he can't chew ... like he's got to have it. And how much do you see him without a can in his back pocket? It makes you wonder: if a real man isn't supposed to rely on anything but himself, why is he relying on chew so much?

You don't control chew. It controls you.

Girls

Concept Description Read to Youth

In every guy's life, there's always that one girl. Maybe she sits behind you in class. Or lives up the street from you. You want her to notice you, but always try to play it cool. Because she's just kinda awesome, and you don't want to blow your big chance.

Concept Text Provided to Youth

So you start doing things to impress her. Invite her to watch you play sports. Play music she likes when she's around. Look for ways to help her out, or just reasons to talk to you. You know what she likes – and what she doesn't. One thing that might turn her off big time is chew. She might see something in you, but if she sees you take a chew, it could be game over. Is it worth the risk?

Girls don't like guys who chew.

No Big Deal

Concept Description Read to Youth

Maybe you're thinking about taking that first dip. Heck, you probably know kids who do it. They talk about the "buzz" it gives them, and how they never get caught when they use it. They act like it's no big deal — it's not as bad as cigarettes, right?

Concept Text Provided to Youth

But there could be a few things they're not talking about. Nobody mentions the white lesions or patches in their mouth, that don't go away no matter how much they brush their teeth. Or the way they always try to hide their embarrassing bad breath. And what about the new cavity the dentist found last week? Sure, dip isn't the same as smoking, but what it can do to you isn't any nicer. So ask yourself:

Is the truth about dip uglier than you think?

Hometown

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There's a lot to like about living in a small town. People stick together and care about one another. Sure, you might have to drive a while to get to certain things, and maybe folks get a little too excited about the country fair, but this is home.

Concept Text Provided to Youth

Around here, everyone knows everybody, and you might also know people who dip. Some of them may be family, friends and people you look up to, and maybe you feel that you have to dip because they do. You may think it is harmless, but you've heard it's not good for you. Maybe you wonder if people will still respect you if you don't want to dip. But the great thing about a small town is that caring runs deeper than that. You can count on them no matter what road you take. Their choice doesn't have to be your choice.

You don't have to dip to fit in.

Safe

Concept Description Read to Youth

Lots of things are dangerous, but if you do them a certain way, they might seem safe. Things like riding your 450. If you're gonna ride without gear on, does riding at a much slower speed make it safe? Or are you still going to get hurt if you cross rut your tires and go flying? Same is true with hunting. Maybe you forgot your orange vest, so you decide not to stray from the group. But, are you really safe out there?

Concept Text Provided to Youth

Dipping is like that, too. You probably heard that it's not as "bad for you" as cigarettes, but does that make it a safe choice? After all, no type of tobacco is risk free, so is it really safe to dip, or are you just taking another kind of chance? The more you really think about it, the more you may want to ask yourself:

Is any form of tobacco ever safe?

Freedom to Choose

Concept Description Read to Youth

Like most guys, you probably have a group of friends you can really count on. You've got a lot in common with them, but that doesn't mean you agree on everything. Everyone has their own likes and dislikes, whether it's music, sports, girls or all of the above. You've got to make up your own mind, and real friends always respect that.

Concept Text Provided to Youth

The same is true when it comes to chew. You might know people who chew, but you don't judge them. It's their choice, right? But hold on. Is it a choice when they can't finish their homework without it? It's like they really need it to concentrate. And they never seem to have any extra money, because they spent it all on chew. It makes you think: are you really free to make up your own mind when you choose to chew?

Chew steals your freedom to choose.