

COVER STORY

Not for Sale! Not for Sale!" About 700 teenagers shouted those words at a gathering in New Jersey last week. The teens belong to a group called REBEL (Reaching Everyone by Exposing Lies). They were sending a message to cigarette companies.

"The way cigarette makers target kids with ads makes me sick," said REBEL's Jessie Smolin, 17. "We're not for sale. They can't buy us."

Each year 400,000 Americans die of



diseases caused by smoking. Studies show that the earlier kids try smoking, the greater their chances of becoming addicted and dying of smoking-related illnesses.

Kids Fight Back

To stop kids from getting started, many states are getting kids to help. In Mississippi, high school students belonging to a group called Frontline visit elementary schools to

teach kids why they shouldn't smoke. Last year the group helped pass a law that forbids smoking at school sports events. Since the program began two years ago, teen smoking in Mississippi has dropped.

The same thing happened in Florida after a group called Truth involved kids in creating antismoking ads. The very successful ads now run on national TV.

Surprisingly, money for these programs comes from tobacco companies. In 1998 the companies agreed to pay \$250 billion to 46 states for harming people's health. A few states are using some of that money to pay for antismoking programs created by kids.

"Tobacco companies try to tell kids it's cool to smoke," says Leonardo Casas, 16, of REBEL. "We frame the message so that kids can see it's cooler not to."

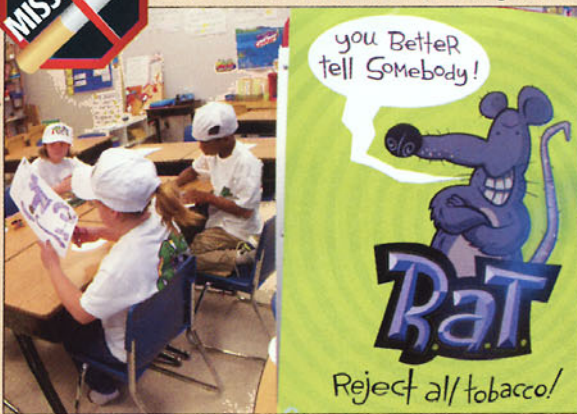
—By Ritu Upadhyay



For more on smoking, click www.timeforkids.com/smoke



Kids work on Frontline Projects.



On February 7, kids in Vermont Marched against smoking.



What if cigarette ads told the TRUTH?



The Truth campaign began in Florida. Now its ads run nationwide.

TIME FOR KIDS



COVER STORY

Western Roundup

More than 45,000 wild horses run free in the American West. The horses have roamed this land for centuries. Now these wild herds are running out of food and space. For the past 29 years, the U.S. government has tried to keep the herds under control by rounding up some of the horses and putting them up for adoption. Not everyone agrees with the government's actions.

Home on the Range?

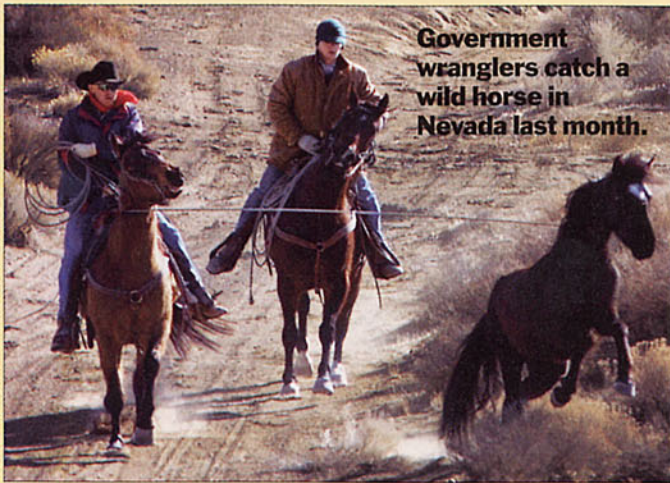
Some animal rights groups think the horses

should run free. They have gone to court to fight a plan to remove more horses from the wild.

But government officials say the horse population has grown out of control. One reason is that horses no longer have many natural predators such as wolves. Many horses are starving because there isn't enough food for a huge herd. Also, ranchers need open areas to graze cattle. They say that the horses compete with cattle for food and water.

The courts will decide the future of these wild beasts. But some people are already trying to help. Dayton O. Hyde is a wild horse lover and a rancher. In 1988, he decided to use his own money to set up a safe place for wild horses. Now about 400 wild horses live on his land. He hopes others will follow his example. Says Hyde: "The horses are happy here." —*Kathryn R. Hoffman*

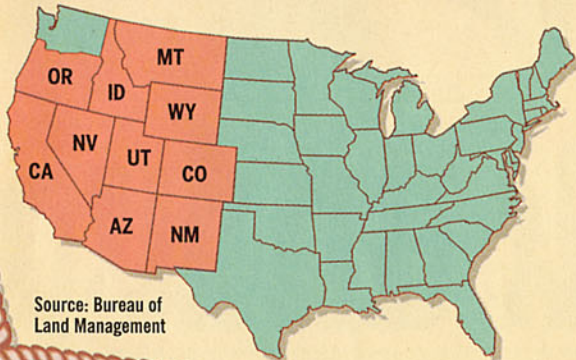
JEFF VANUGA—CORBIS



Government wranglers catch a wild horse in Nevada last month.

MONICA ALMEIDA—THE NEW YORK TIMES

Western States with Wild Horses



Source: Bureau of Land Management

go | Round up more facts at timeforkids.com/horses



MONICA ALMEIDA—THE NEW YORK TIMES

These horses may be adopted and tamed.



What factors affect the size of the horse population?
What would happen if the horses were left alone?

Turn It Off!



STEVE SMITH—GETTY IMAGES

On April 22, millions of televisions around the world will go blank. Then, TV viewers everywhere will take drastic action. Entire families and groups of friends will head outdoors to ride bikes or to play. Will you join in—or will you just sit there and watch?

April 22-28 is TV-Turnoff Week. A group called TV-Turnoff

Network started the yearly event in 1995. This year, people in every U.S. state and more than 12 countries are expected to take part.

Hours in a year that the average American child watches television:
1,023
Hours spent in school:
900

Too Much TV

Each year, kids in the U.S. spend more time glued to the tube than doing anything else—except for sleeping. Many health care groups are concerned. Studies show that watching too much TV, with its violent shows and ads for junk food, may lead to bad eating habits, too little exercise and bad behavior.

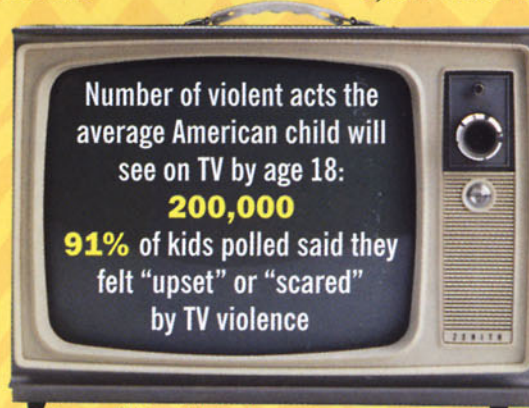
Two weeks ago, scientists released a new study about TV viewing. The researchers found that kids who watched more than one hour of TV a day were more likely to show aggressive behavior as they grew older.

TV-Turnoff Network's goal is to encourage life outside the box. "We're not anti-TV," says Frank Vespe, director of the Network. The turnoff, says Vespe, will help kids tune into real life so that "they won't have time for TV."

Is it really possible to live without *SpongeBob SquarePants* and *The Powerpuff Girls*? Nathaniel Foote, 8, took part in TV-Turnoff last year. He says that "there are about 8,000 other things" to do. Think

of how busy you'd be if you tried just 80 of those things!

—By Kathryn R. Hoffman



Source: TV-Turnoff Network



Can you think of 20 things to do after school besides watch TV? Pair up with a friend and make a list.

go Join the TV turnoff! Print out a sign to cover your TV screen at timeforkids.com/turnoff

TIME FOR KIDS

ONE BAD BUG!

It's a sickness that slams you like a hammer. One minute you feel just fine. Next thing you know, you're shivering, then burning up. Your legs turn to jelly. Your body aches. No

matter how much you hate bedtime, when you have the flu, you just want to go straight to bed.

Flu season lasts from November to April, and 31 states already have big outbreaks. Hospitals are packed. "I'm sending home twice as many kids as I usually do," says Jane Allen, a school nurse in Lubbock, Texas. Even in an ordinary flu season, 1 out of 10 Americans catches the bug.

"Children have the highest attack rate," says Dr. Carolyn Bridges of the Centers for Disease Control in Atlanta, Georgia.

Tiny Virus, Big Trouble

Like the common cold, influenza (flu, for short) is caused by a tiny virus. It spreads from person to person on the wet droplets of a cough or a sneeze. Once inside the body, the virus settles into the lining of the lungs, nose and throat. There the invaders make copies of themselves and spread farther.

FLU-FIGHTING TIPS

- 1 Always cover your nose and mouth with a tissue when you cough or sneeze. Encourage everyone around you to do the same.
- 2 Wash your hands often, especially before eating.
- 3 Avoid rubbing your eyes or nose.
- 4 Don't share food or dishes with anyone. Even people who appear healthy can spread the flu virus.

GRANTPIX—SCIENCE SOURCE/PHOTO RESEARCHERS



A runny nose and a cough are sometimes signs of the flu.

A healthy person can usually fight off the flu in three to five days, but another sickness often follows. That's what happened to Phillip Winston, 10, of New City, New York. After a week, he finally beat the flu. "Then I got an ear infection," he says.

For elderly people and people who suffer from asthma and other illnesses, the flu can be dangerous. Doctors say these people should get a shot of flu vaccine every year.

Rest and drinking plenty of fluids are the keys to getting over the flu. And you should stay away from other people, warns Dr. Bridges. "It's not a nice thing to pass along to your friends." ■

The orange blobs on the page are pictures of flu viruses magnified many times.

SCIENCE SOURCE—PHOTO RESEARCHERS