

This paper outlines the development of a pilot project that involved cooperation between a civic association and the local police department in the area of promoting the tobacco control law no. 379/2005 in the city of Vsetín. In the theory chapter I describe the effects smoking of tobacco has on the human body with a particular attention to the effects on children. The next section is about the field project "Children Don't Smoke", which the NGO carried out in the city of Vsetín, and its specific stages. The following chapter details each stage: the planning meetings of the members of the NGO and the police force, the information campaign and the evaluation process. Finally, in the conclusion I summarize the experience of the NGO with the state administration in applying the law in the area of tobacco control..