

# TOBACCO

“The youth market is VERY important to the big tobacco companies, because young smokers are needed to replace older smokers who quit or die.”

The Surgeon General’s Report for Kids about Smoking, 1994.

KIDS are important to tobacco companies because if people don’t start smoking while in school, they probably never will!

You mean we’re  
**TARGETS?**  
They want us  
**HOOKED** so they can  
make more \$\$\$?



ADVERTISING is the way companies sell their products and make **BIG \$\$\$**... about \$200,000 for each pack a day smoker who starts as a teen!

Wow! Just **IMAGINE** what I could buy with \$200,000!!



# HAVE YOU EVER HEARD THE EXPRESSION – DON'T BELIEVE EVERYTHING YOU SEE... OR HEAR... OR READ?



Well, here's **WHY** you should be sceptical. Tobacco ads don't tell the **WHOLE** truth. They're a "smoke screen" designed to cover up the fact that **ALL** kinds of tobacco products are **BAD** for people's health.

In order to make more \$, companies used bright colors and pictures (even cartoon characters) to attract kids.

## MORE RECENTLY, THEY'VE MARKETED:

**LIGHT** Meaning lower tar & nicotine. cigarettes; suggesting that that makes them safer or easier to quit (It doesn't!) Even though the FDA recently made cigarette companies remove words like "light" or "mild" users familiar with the package colors still assume they are safer...when they are **NOT!**

**SMALL FILTERLESS FLAVOURED CIGARETTES** Don't be fooled. Even though "bidis"=smaller, they produce **MORE** tar & carbon monoxide than regular cigarettes.

**BUBBLEGUM AND MINT FLAVOURED CHEWING TOBACCO** But sweet tastes can't cover up the serious health risks!

**EVEN LONG THIN CIGARS PACKAGED IN CLASSY TIN CASES** Would clever packaging be enough to get **YOU** to try something you knew was dangerous?

**THE NEWEST GIMMICK IS "E-CIGARETTES" WHICH ARE OFTEN MADE TO LOOK LIKE REAL CIGARETTES.**

These electronic cigarettes are battery-operated and produce a vapour that is inhaled. Manufacturers claim they are safe because they don't actually burn. But the truth is they still contain nicotine which is **HIGHLY** addictive as well as a variety of toxic (that means poisonous) and cancer-causing substances. (Do we need to say more?)

## THROUGH THEIR ADS, TOBACCO COMPANIES TRY TO SELL THE IDEA

- 1** That smoking is cool....even glamorous.
- 2** That **EVERYONE** does it. This **TOTALLY** isn't true. In fact, smoking for both U.S. adults & teens is down to only about 20%.
- 3** That people are really independent and grown up if they smoke cigarettes, cigars or pipes, or use smokeless tobacco.



But the **BEST** way to be grown up is to make up your **OWN** mind and not let a big company do your thinking for you! Isn't it great that **MOST** teens have chosen **NOT** to smoke?

# MAJOR HARMFUL INGREDIENTS IN TOBACCO

## NICOTINE

an addictive and poisonous drug found in ALL tobacco products — cigarettes, cigars, pipes, and smokeless tobacco.

Nicotine speeds up heart rate and blood pressure, making the body work harder, but less efficiently. Nicotine is also a **mood-altering drug**. That means it changes the way people feel. First it causes people to feel alert, awake, energized, and “up.” [Yes, it is a central nervous system (CNS) stimulant.] Then calm and relaxed. It also decreases hunger. Some people use this as an excuse to smoke. They’re afraid if they don’t smoke, they’ll gain weight.

**PROBLEM IS, SMOKING CAUSES MANY MORE SERIOUS PROBLEMS THAN A FEW EXTRA POUNDS EVER WILL!**

The major reason people continue using tobacco is to create the pleasant feelings (improved mood, alertness, & energy) caused by nicotine. Or to prevent the opposite unpleasant feelings (such as being tense, nervous, moody, hungry, “down,” or depressed) that can happen when they stop.

Companies that make tobacco products purposely design them to be sure they contain enough nicotine to cause addiction. This keeps customers buying the products. People who are addicted have a very strong urge to use, and don’t feel good without it.

There is no such thing as a “safe” level of nicotine. **ANY** amount can be harmful. Even occasional use may lead to addiction.

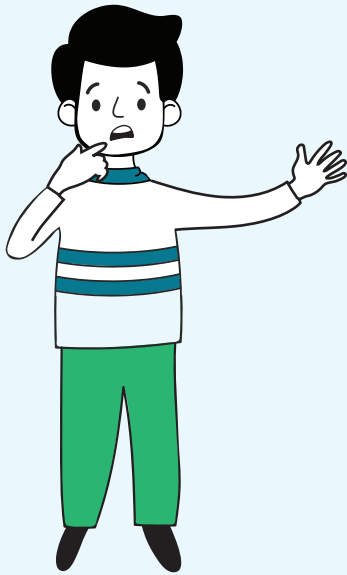
## TAR

(like the black goopy stuff used to pave driveways) contains cancer causing agents known as carcinogens. The white smoke that is inhaled turns into a brown sticky substance that coats the lung tissue. Except for the little bit that is coughed up, the rest remains there forever.

## CARBOMONOXIDE

(think car exhaust fumes) a highly poisonous gas that replaces oxygen in the blood causing smokers to get short of breath. This is why coaches tell athletes not to smoke. Carbon monoxide can also impair hearing and night vision.

# RISKS, HAZARDS AND COSTS



An average smoker smokes 1 pack (20 cigarettes) a day. But it doesn't take years (or even months or weeks) for smoking to "cost" users. Things happen FAST. The chemicals in tobacco smoke travel through the lungs to the bloodstream. Once there, they're carried all over the body, reaching the brain in only about...

## JUST ONE CIGARETTE



- Increase heart rate
- Increase blood pressure
- Decrease sense of taste
- Blunt sense of smell
- Temporarily decrease appetite
- Deposit carcinogens in lungs
- Slow reflexes and muscle activity
- Drop temperature in toes and fingers
- Slow down movement of cilia...the tiny hairlike structures that filter air in the lungs. (It's their job to help keep the lungs clean.)
- Replace oxygen with carbon monoxide, causing headaches, dizziness, and shortness of breath.
- Make breath, hair, and clothes smell like ashtrays. (Smokers may not be aware of the smell, but other people sure are. YUK!!)
- Any way you look at it... Smoking STINKS!!



# WHEN PEOPLE FIRST START SMOKING, THEY OFTEN NOTICE THESE CHANGES RIGHT AWAY...



- More frequent colds, coughs, and flu-like illnesses
- Unpleasant odour on fingers, hair, clothes, furniture, and breath.
- Stains on teeth (and eventually on fingers from tobacco tar)
- Shortness of breath and loss of endurance causing decreased energy and athletic performance
- Increased mucus in airway passages
- Bronchitis due to swollen airways
- Cigarette damage (like holes!) in clothing,

## SMOKING ALSO CAUSES

### DESEASE

Damage to the heart and blood vessels occurs earlier and more often than cancers. Smoking is the leading cause of death from heart attacks and strokes.

### CANCERS

Smoking is the leading cause of cancers of the mouth, tongue, throat, larynx (that's your voice box), lungs, bladder, pancreas, and esophagus (that's the passageway between the throat and the stomach). 90% of people with lung cancer are smokers. And by the time most smokers FEEL it, it's often too late. (That means most of them die.)  
cancer and some types of leukemia.

# MORE PROBLEMS CAUSED BY SMOKING

## LUNG DISEASES

Almost all cases of Chronic Obstructive Pulmonary Disease (COPD) are caused by smoking. People with COPD have chronic bronchitis and emphysema, causing shortness of breath, disability, and eventually death.

## MORE ILLNESS

Colds, infections, and many other types of sickness are more common in smokers due to their weaker immune system. They also develop more stomach ulcers, and miss more days of work. Because smokers are sick more often, and need more medical care, everyone pays for a smoker's poor health with increased costs for health insurance.

## WRINKLES

Smoking causes wrinkles by decreasing blood circulation to the skin. Smokers look older than non-smokers the same age. And because their skin is thinner, women show it sooner than men.

On average, adults who smoke cigarettes die 13 to 14 years earlier than nonsmokers. In all, approximately 443,000 people die each year from smoking, including about 49,000 just from exposure to second-hand smoke. Smoking is the single most preventable cause of death in the USA. It is responsible for more than all the deaths from AIDS, alcohol, other drug abuse, car crashes, murders, suicides, and fires combined! Hopefully these needless deaths will decrease now that the Food and Drug Administration (FDA) has finally been granted permission to regulate the manufacturing and marketing of tobacco in the USA.



# SPECIAL CONCERNS ABOUT SMOKING

## PREGNANT WOMEN

Pregnant women who smoke have a higher rate of miscarriage, stillbirth, and premature birth. Low birth weight and infections are also more common in newborns whose mothers smoke during pregnancy. Similar complications can also be found among infants of non-smoking women who are regularly exposed to someone else's cigarette smoke during pregnancy.

Infants who live in a household where someone smokes have more colds, asthma, ear infections, bronchitis, and pneumonia than infants in non-smoking homes. They cough and wheeze more and are twice as likely as newborns from non-smoking homes to be hospitalized for illness before the age of 2.

Infants of mothers who smoked during pregnancy are three times more likely to die of Sudden Infant Death Syndrome (SIDS).

## INFANTS

## CHILDREN

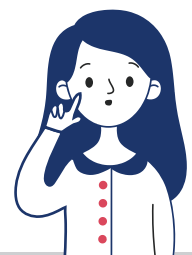
Children with a parent who smokes are not only at a higher risk for becoming smokers - they're also much more likely to have childhood health problems. They have more lung illnesses such as pneumonia and bronchitis. They also are much more likely to cough, have colds, and develop asthma.

60% of smokers start by age 13. And the younger people are when they start, the more likely they are to become addicted.

They're also more likely to become heavy smokers, and die a premature, smoking related death. Teens also tend to inhale more deeply, smoke more of each cigarette, deny the hazards of smoking, and rationalize their behavior.

Most don't think **THEY** could ever become addicted. They don't really understand how **HARD** it is to stop. In one study of 12th grade daily smokers, only 5% expected to still be lighting up after 5 years. But almost 75% of them were still smoking 5 to 6 years later.

## TEENS



# MORE SPECIAL CONCERNS ABOUT SMOKING

Compared with their non-smoking peers, youth who smoke cigarettes are 4 times more likely to use alcohol 12 times more likely to use cocaine, and 14 times likely to use marijuana.

## TAKING BEHAVIOR

### MEDICINES

Smoking may reduce the effectiveness of certain drugs, including some tranquilizers, insulin (needed by diabetics), theophylline, and some anti-depressants.

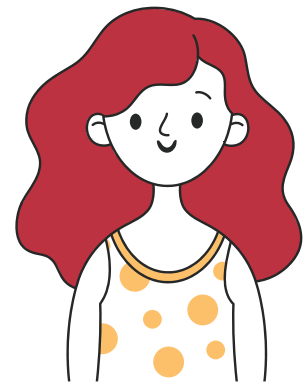
Younger and older people alike often feel pressure to use tobacco products. Some of these pressures come from environmental factors such as advertising, role models, and peers. Others come from inside the person...from things like curiosity or rebellion, or from wanting to lose weight, be accepted or simply "fit in."

Being aware of where pressures come from and knowing how

to resist them can help people make healthier choices.

(For more information about ways to say no, see the Decision-Making Learning Center.)

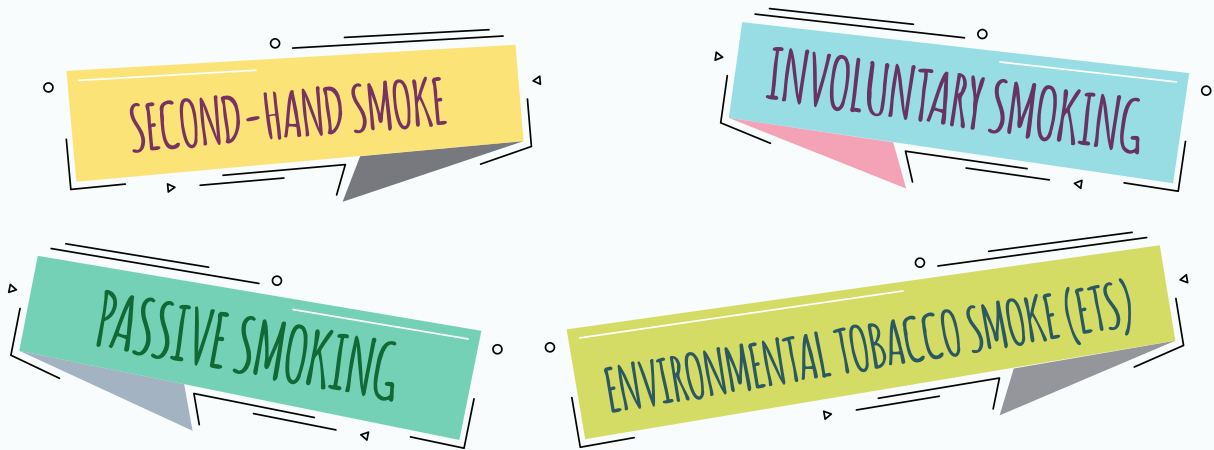
## DECISION-MAKING



### FIRES

Careless smoking is the leading cause of fire death in the United States.





These occur when non-smokers inhale the tobacco smoke of others. You see, smokers aren't the only ones inhaling smoke. Everyone else around them is too!

Every time a person lights up any tobacco product, smoke enters the air from 2 sources:

1. Mainstream smoke — drawn through the mouthpiece of a tobacco product and then exhaled into the air.
2. Sidestream smoke — exits burning end of product.  
 Second-hand smoke often triggers an allergic response in people with asthma causing coughing, wheezing, and shortness of breath. It can also cause lung cancer and heart disease in **NON-SMOKERS!!**

Non-smokers who work or live with smokers have a 20% to 30% greater risk of developing lung cancer and a 25% to 30% greater risk of getting heart disease than non-smokers who work or live with non-smokers. Less serious effects include irritation of the eyes, nose, throat, and skin. Also nausea, headaches, and dizziness.

— Because of all these dangers, smoking is being banned or restricted in more & more public and private buildings all the time.

Next goal is to get **OUTDOOR** restrictions too, near bus stops, ATMs, sporting events & concert ticket lines, etc.

If interested, you & your friends can actually help make this happen

## Second-hand smoke can hurt pets too!



**REMEMBER:** Second-hand smoke is **NOT** risk-free. Even **BRIEF** exposure can be dangerous

Second-hand smoke contains over 250 poisons, including more than 50 chemicals that cause cancer.

# CIGARS ARE COOL?



Think again! What many people don't know about cigars (also known as "sticks," "stogies," "cool tools") can hurt them (and you too, from breathing in second-hand smoke).

**Breathing in second-hand smoke from a cigar is a LOT worse than breathing in cigarette smoke.**

(The 2nd hand smoke from 1 cigar = 3 cigarettes. Lots of people get coughs, colds, sore throats...)

The 4000+ chemicals (including 43+ carcinogens and 23 poisons) in cigars greatly increase the risk of developing lung cancer, heart disease, strokes, COPD, and death. Risks especially associated with cigar smoking include cancers of the mouth, lips, larynx, esophagus, and pancreas. Also peptic ulcers and teeth erosion.

Since cigar smokers aren't supposed to inhale (though ex-cigarette smokers often still do), some people believe the dangers aren't that great. But even if people don't inhale, cigar smoke is readily absorbed into the bloodstream through tissues on the inside of the mouth. Maybe that's why most cigars, like cigarettes, now carry health warnings from the Surgeon General of the United States.

In addition, cigars are larger and most do not have filters. In fact, **a big cigar can contain more tobacco than a whole PACK of cigarettes!!** Cigars also contain more tar, nicotine, & carbon monoxide than cigarettes

## AMOUNT CONTAINED IN

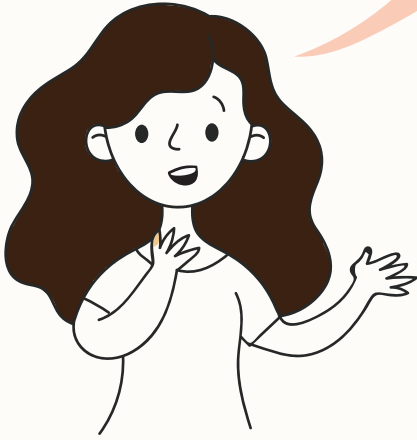
Ingredient	A typical filtered cigarette	A typical cigar
Tobacco	0.68 grams	8 grams
Tar	0.5-18 mg	16-110 mg
Nicotine	0.5-1.4 mg	1.7-5.2 mg
Carbon Monoxide	0.5-18 mg	90-120 mg

Source: American Health Foundation

### BOTTOM LINE:

Cigars are a waste of \$\$ . Average cigars cost between \$5 & \$10. Some sell for \$35 or more! Like cigarettes, cigars are addictive. They can kill you, and they really stink!

# SMOKELESS TOBACCO



## KINDS OF SMOKELESS TOBACCO

### CHEWING TOBACCO

“Chewing” Shredded tobacco is usually sold loose in a pouch. When placed in the che and sucked, the nicotine gets absorbed into the bloodstream through the lining of the cheek or gums.

### MOIST SNUFF

“Dipping” This is finely ground tobacco that is sold loose or in packets. Snuff is usually tucked between the gum and lower lip.

### MOIST SNUFF

“Sniffing” This is powdered tobacco which is sniffed up the nose. It is rarely used in this country.



Smokeless Tobacco Can Lead To **SERIOUS** Health Problems:

- Oral cancers (mouth, tongue, lip, cheeks, gum, throat...)

See a doctor or dentist **FAST** if you develop swelling, white leathery patches, pain, a sore that doesn't heal in 10 days, numbness or tingling of tongue or lips, or difficulty swallowing, moving your jaw, or talking.

- Gum and tooth problems (Note: Gum loss is **PERMANENT** and dentists can often detect changes after only 3 months of use )
  - High blood pressure
  - Nicotine addiction

## REMEMBER:

1. Just because you may see people (like some baseball players) using smokeless tobacco doesn't mean its safe!
2. Some of the results of chewing, like bad breath, stained teeth, cracked bleeding lips, mouth sores, and constant spitting of slimy brown tobacco juice, can be a real “turn-off” for friends!
3. And don't get tricked by ads for “snus” (small moist teabag-like packets that are meant to be sucked) or flavored dissolvable kinds of smokeless tobacco that look like candy. They all still contain nicotine and can be addictive.

# SMOKING CESSATION

THAT MEANS QUITTING!

## THE GOOD NEWS

When smokers stop, their health risks with each passing year. And things like their ability to taste & smell improve as well.

If people you know have tried quitting but have not been successful, tell them not to be discouraged. It sometimes takes several tries. Hopefully they will have learned something helpful from previous attempts and, as a result, be more successful in the future!



## HOT OFF THE PRESS NEWS FOR TEENS AND ADULTS ADDICTED TO TOBACCO

Recent medical research suggests that an effective way to quit is to combine:

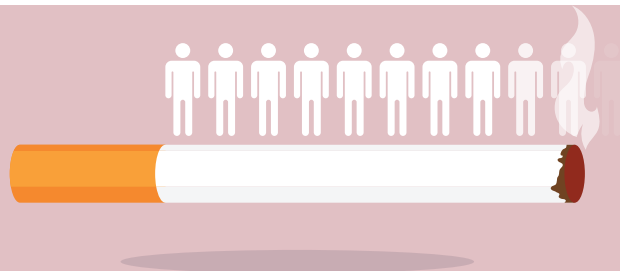
- Nicotine Replacement Therapy (NRT) (think nicotine patches, inhalers, nasal sprays, lozenges or gum). These lessen cravings by supplying gradually decreasing amounts of nicotine, making withdrawal from smoking easier. Using them can double a person's chances of quitting for good.
- Prescription Medications. As of July 1, 2009, however, the FDA is requiring Zyban and CHANTIX, two that seemed particularly promising, to carry a black box warning, the agency's strongest safety warning, due to potential negative side effects including depression, suicidal thoughts, and suicidal actions. The FDA also wants them to undergo further testing

In addition, it makes sense to prepare a personal "toolbox" to help people stop for good. Here are some things that would be smart to include:

A strong desire to quit. (Preparing a list of reasons to stop can be a GREAT motivator, and, for sure, there are plenty of good ones!)

A calendar to mark your quit date. Choose one that has some meaning, but isn't too far into the future.

- A list of supportive family and friends. This can make a BIG difference.

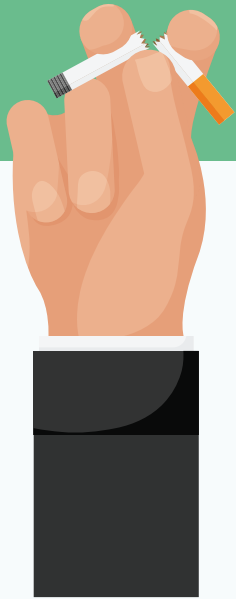


# MORE IDEAS FOR SMOKING CESSATION

QUIT



- A plan for getting rid of matches, lighters, ashtrays, and leftover tobacco products.
- A plan for handling “trigger” situations that could lead you back to smoking. That means **SPECIFIC** ideas about what you’ll do if you ever find yourself in a tempting situation. [For example, if you typically smoke each night after dinner, plan to enjoy chewing gum (sugarless, of course!) and to take the dog for a walk instead. Or, roleplay, in advance, what you’d feel comfortable saying to friends when they offer you a cigarette. (For example, “Thanks, but I’m not doing that any more. I’m saving for a new iPhone instead. Once you’ve finished smoking, let me tell you about the latest model .....”)]
- A list of people (like doctors, health teachers, coaches, and counselors) you could talk to about different methods for quitting (medicines, classes, support groups, etc.). There are **MANY** ways to succeed!
- A doctor approved exercise plan to help relieve stress.



## MORE TIPS FOR PREPARING TO QUIT

- Buy cigarettes by the pack, not by the carton.
- Start practicing how you will handle trigger situations.
- Call the New York State Smokers’ Quitline toll-free at **1-866-NY-QUITS (1-866-697-8487)** for more information on planning to quit, what to expect when quitting, etc.

## WHEN YOU STOP

- Quit “one day at a time.”  
Make it your goal each day not to smoke.
- Take up new activities.
- Get help from other ex-smokers!  
They have a wealth of information and experience to share.
- See the dentist and then show off your brighter teeth and cleaner breath.  
Now that’s something to really smile about!
- Congratulate yourself on attempting one of the hardest things you’ll probably ever have to do, and then plan something safe but **FUN** to celebrate!

# \$ UP IN SMOKE \$



Smokers spend a LOT on cigarettes each year.  
Think of what you could do with all that money!

Start by checking out how much cigarettes actually cost.

Price per pack \_\_\_\_\_  
Times 7 (1 pack each day for 1 week) \_\_\_\_\_  
Times 52 (weeks per year) \_\_\_\_\_

## FIGURE OUT

How much you would've saved after 5 years if every year you put that money into a savings account that earned 5% annual interest \_\_\_\_\_

How much you would've saved after 25 years if every year you put that money into a savings account that earned 5% annual interest \_\_\_\_\_

How much you would've saved after 50 years if every year you put that money into a savings account that earned 5% annual interest \_\_\_\_\_

NOW MAKE A LIST OF ALL THE THINGS YOU COULD DO WITH THE MONEY SAVED  
BY NOT SMOKING A PACK A DAY:

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THANK YOU FOR NOT SMOKING!  
WE THANK YOU! YOUR BODY THANKS YOU! THE WORLD THANKS YOU!



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