

# 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 1 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 skeptical. 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 health.

For years companies have been targeting kids by using bright colors and pictures (including cartoon characters) and by placing ads in magazines that appeal to young people.

More recently, they've marketed —

- **"Light" cigarettes, suggesting that that makes them safer** (It doesn't!)
- **Small filterless flavored cigarettes called bidis** (Don't be fooled. Even though bidis are smaller, they produce **MORE** tar and carbon monoxide than regular cigarettes.)
- **Bubblegum and mint flavored 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?)

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 in the U.S. is down to only about 23%.)
- 3) That people are really independent and grown up if they smoke cigarettes, cigars or pipes, or use smokeless tobacco products.



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:

## #1. NICOTINE —

an **addictive** and **poisonous** drug found in **ALL** tobacco products — cigarettes, cigars, pipes, and smokeless tobacco. Nicotine speeds up **♥** 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.

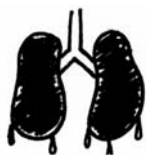
**Problem is, smoking causes MANY more serious problems than a few extra pounds ever will!**

The major reason people continue using tobacco is to create the pleasant feelings caused by nicotine. Or to prevent the opposite unpleasant feelings (such as being tense, nervous, 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.**



## #2. TAR —

(like the black goopy stuff used to pave roads) 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.

## #3. CARBON MONOXIDE —

(think car exhaust fumes) a highly poisonous gas that competes with 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... 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 7 seconds!

## Just ONE cigarette will:

- ▶ 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 odor** 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, car seats, furniture, carpets...and wallets!

## SMOKING ALSO CAUSES...



### DISEASE

Damage to the ♥ and blood vessels occurs earlier and more often than cancers. Smoking is the leading cause of death from ♥ attacks and strokes. It kills more than 200,000 people each year.

### CANCERS

Smoking is the leading cause of cancers of the mouth, tongue, lip, cheek, throat, larynx (that's your voice box), lungs, kidneys, 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.)

Smoking may also increase the risk of colon cancer and some types of leukemia.

Whoa!



continued...

## 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.

You may want to look older - but who wants wrinkles!?!?



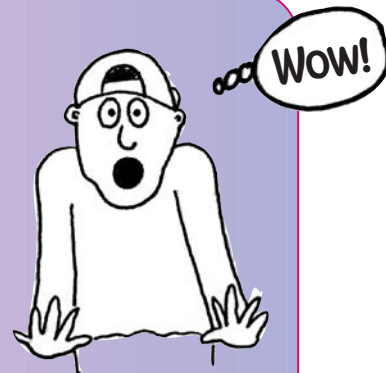
### DEATH

Smoking is the single most preventable cause of death in the United States.

More than 425,000 Americans die each year. That's more than 1,000 a day!

It's also more than all the deaths from AIDS, alcohol, other drug abuse, car crashes, murders, suicides, and fires combined!!

And the sad thing is — NONE of these deaths need to happen.



# SPECIAL CONCERNS ABOUT SMOKING AND...



## 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

Infants who live in a household where someone smokes have **more colds, middle 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).



## 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.



## Teens

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!!

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## More Special Concerns About Smoking and...

### Other Risk-Taking Behavior

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 more likely to use marijuana**.



### Medicines

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



### Decision-Making

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."

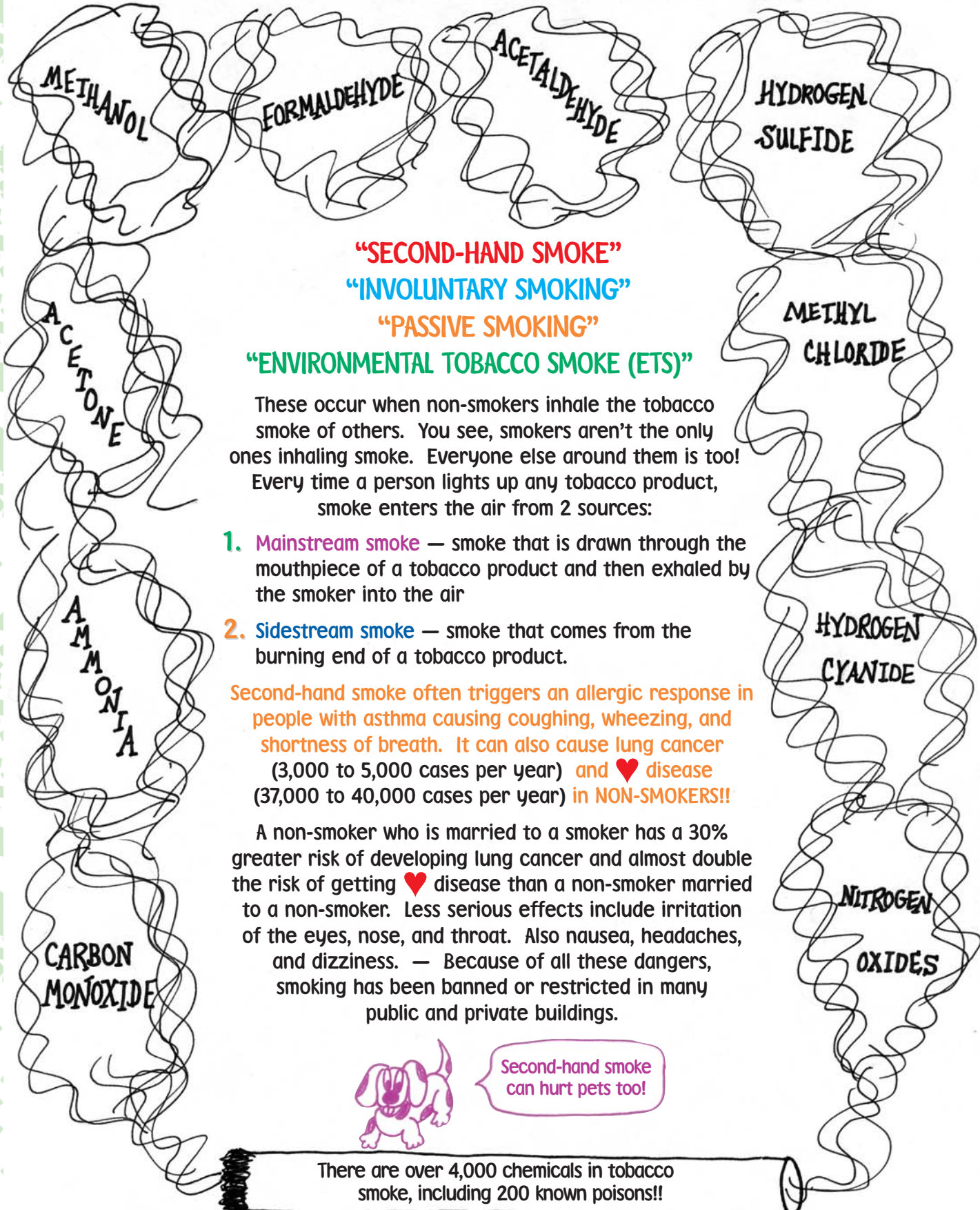
Being aware of where pressures come from and knowing how to resist them can help people make healthier choices.

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



### Fires

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



**“SECOND-HAND SMOKE”**  
**“INVOLUNTARY SMOKING”**  
**“PASSIVE SMOKING”**  
**“ENVIRONMENTAL TOBACCO SMOKE (ETS)”**

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** — smoke that is drawn through the mouthpiece of a tobacco product and then exhaled by the smoker into the air
2. **Sidestream smoke** — smoke that comes from the burning end of a tobacco 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 (3,000 to 5,000 cases per year) and disease (37,000 to 40,000 cases per year) in **NON-SMOKERS!!**

A non-smoker who is married to a smoker has a 30% greater risk of developing lung cancer and almost double the risk of getting disease than a non-smoker married to a non-smoker. Less serious effects include irritation of the eyes, nose, and throat. Also nausea, headaches, and dizziness. — Because of all these dangers, smoking has been banned or restricted in many public and private buildings.



Second-hand smoke can hurt pets too!

There are over 4,000 chemicals in tobacco smoke, including 200 known poisons!!

**REMEMBER:** If you can smell it, it's entering your body and has the potential to hurt you!

# CIGARS ARE COOL?



What smells so nasty?

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).

**Second-hand smoke from a cigar is a LOT worse than 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, ♥ 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 cigars, like cigarettes, now carry health warnings from the Surgeon General of the United States.

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

## AMOUNT CONTAINED IN ...

Ingredient	A typical filtered cigarette	A typical cigar
Tobacco	.68 grams	8 grams
Tar	.5-18 mg	16-110 mg
Nicotine	.5-1.4 mg	1.7-5.2 mg
Carbon Monoxide	.5-18 mg	90-120 mg

Source: American Health Foundation



**BOTTOM LINE:**  
Cigars are a waste of \$\$.  
Average cigars cost between \$3 & \$7. Some sell for \$35 or more!  
Like cigarettes, cigars are addictive.  
They can kill you, and they really stink!

# SMOKELESS TOBACCO....

Also known as “wad,” “twist,” “chaw,” “quid,” “chew,” “spit,” “plug”

## Kinds of Smokeless Tobacco

1. Chewing tobacco → “Chewing”

This is shredded tobacco that is sold loose in a pouch. It is usually placed in the cheek and sucked.

2. 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.

3. Dry Snuff → “Sniffing”

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



**DANGER!**

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

- Oral cancers (mouth, tongue, lip, cheeks, gum, throat...) See a doctor **FAST** if you develop swelling, white leathery patches, a sore that doesn't heal in 10 days, numbness or tingling of tongue or lips, or difficulty swallowing or talking.
- Gum and tooth problems (Dentists can often detect changes after only 3 months of use.)
- High blood pressure
- Nicotine addiction

## REMEMBER:

Just because you may see people (like some baseball players) using smokeless tobacco doesn't mean it's safe!

And 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!

# “SMOKING CESSATION”

(That means quitting!)



## The Good News...

When smokers stop, their health risks decrease with each passing year. — 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!



## MORE Good News for Teens and Adults Addicted to Tobacco...

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

- 1) Nicotine replacement therapy (think nicotine patches or gum). Using these can double a person’s chance of quitting for good.
- 2) A generic prescription drug known as bupropion (byou-PRO-pee-on) (Brand name: Zyban).

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.
- A plan for getting rid of matches, lighters, ashtrays, and leftover tobacco products.

continued...

## More Ideas for Smoking Cessation...

- 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 iPod 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!
- An exercise plan (with doctor’s approval, of course).

## Tips for Preparing to Quit...

- Buy cigarettes by the pack, not by the carton.
- Switch brands each time. Buy brands you don’t like.
- 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.
- Congratulate yourself on attempting one of the hardest things you’ll probably ever have to do.
- Plan something safe but **FUN** to do 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) = \_\_\_\_\_

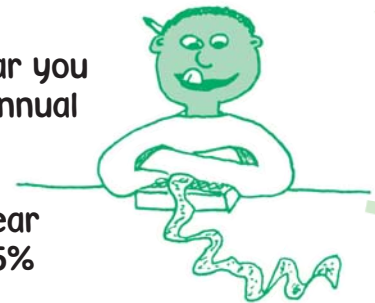


## Figure out...

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. \_\_\_\_\_

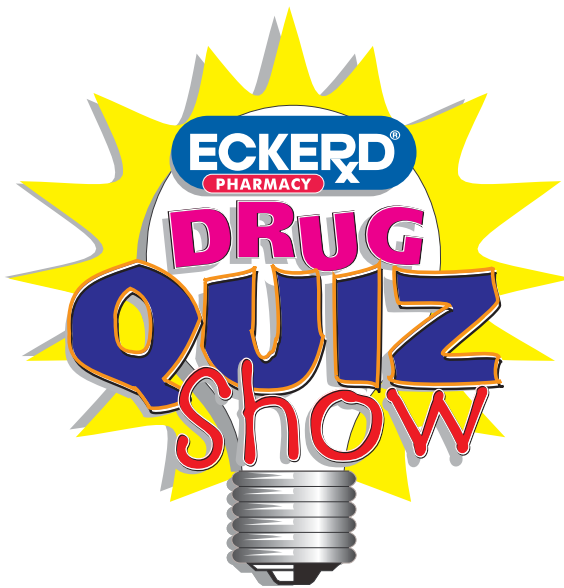


Now make a list of all the things you could do with the money saved by **NOT** smoking a pack a day:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_



Thank You For Not Smoking!  
**WE** thank you! Your **BODY** thanks you!  
The **WORLD** thanks you!



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