



# \*Leading by Example: Choosing a Tobacco-Free Lifestyle

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Tobacco Free Hall County**

## **\* Overview:**

- \* How does tobacco affect our bodies**
- \* What is second and third hand smoke**
- \* How to talk to your children about tobacco**
- \* How to talk to your teens about quitting tobacco**
- \* How to quit**

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# \* How does tobacco affect our bodies:

## \* Nicotine

\* Nicotine is created in the roots of the tobacco plant and then collects in the leaves. Nicotine is a powerful stimulant and creates the dependence caused by smoking. It is considered a nerve poison and is also used in a number of insecticides.

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# \* How does tobacco affect our bodies:

## \* Nicotine

\* Nicotine induces pleasure and reduces stress and anxiety. Smokers use it to modulate levels of arousal and to control mood. This occurs when nicotine is absorbed into the blood through the lungs, upon reaching the brain, dopamine is released into the body resulting in a feeling of pleasure.

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# \* How does tobacco affect our bodies:

\* Tobacco harms nearly every organ in the body and causes many diseases. Smoking kills over 440,000 Americans each year.

Centers for Disease and Control  
Prevention

\* Smoking is responsible for 1/3 of all cancers and 3/4 of all lung cancers.

[www.cancernewsincontext.org](http://www.cancernewsincontext.org)

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\* Smoking is the most preventable cause of death in America today.

National Institute on Drug Abuse

# \* How does tobacco affect our bodies:

\* In addition to delivering nicotine to the brain quickly, cigarettes have been designed with additives and engineering features to enhance it's addictiveness.

NIHPA "Nicotine Addiction"  
Neal L. Benowitz, M.D.

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# **\* What is Secondhand Smoke:**

- \* Smokers breathe out.**
- \* It's also the smoke from the end of a burning cigarette, cigar or pipe.**
- \* Puts thousands of chemicals into the air that are known to be toxic, including more than 50 that can cause cancer.**
- \* Nonsmokers breathe secondhand smoke, these chemicals go into their bodies.**

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# \* What is Secondhand Smoke:

- \* No risk-free level of exposure to secondhand smoke.
  - \* Contains nicotine, carbon monoxide, arsenic, tar and other chemicals
- \* Numerous health problems in infants and children.
  - \* Sever asthma attacks
  - \* Respiratory infections

- \* Bronchitis

- \* Pneumonia



**Over 300,000  
cases each year!**

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# **\* What is Secondhand Smoke:**

- \* Ear infections**
- \* Sudden Infant Death Syndrome (SIDS)**
- \* Secondhand smoke during pregnancy increases risk of a miscarriage**
- \* Babies can also be born too soon or weigh too little.**
- \* Doubles risk of heart attacks**
- \* Behavioral and cognitive problems in children**

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Centers for Disease and Control Prevention  
The National Cancer Institute

# \* What is Secondhand Smoke:

**\* Secondhand smoke kills over 56,000 nonsmokers every year .**

Centers for Disease and Control Prevention

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# \* What is Third Hand Smoke:

- \* Tobacco smoke residue
- \* Nicotine is adsorbed onto indoor surfaces; walls, floors, carpeting, drapes, and furniture.
- \* Residue contains cancer-causing toxins.
- \* Attaches to clothing, hair, skin, nails, etc...

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# \* Youth as a Target

- \* Nationally Big Tobacco spends \$1 million an hours marketing
- \* In Nebraska approximately \$6,700 is spent everyday on advertising
- \* Youth are often targeted as replacement smokers through:
  - \* Sporting events
  - \* Musical event sponsorships
  - \* Magazine ads
  - \* Bar nights



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# \* Youth as a Target

- \* Advertisements correlate using tobacco products with attractiveness, independence, and adventure many of which are desired by youth
- \* Many youth believe the myth that smoking is safe for a year or two as long as they quit soon after
- \* The bottom line is the earlier teens start using tobacco, the more likely they are to become addicted to nicotine and the stronger the addiction becomes



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# \* Youth as a Target

Philip Morris paid to have a Marlboro truck included in *Superman II* during the famous fight scene between *Superman* and the bad guy. That truck doesn't exist in real life; it was made just for that scene.

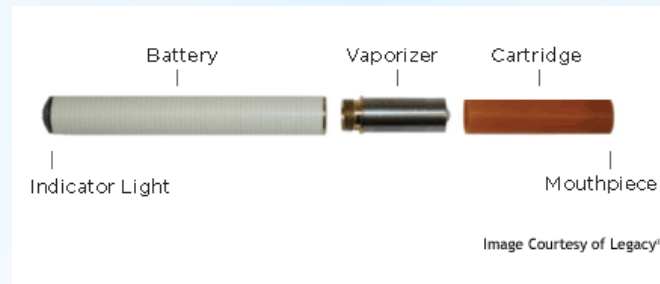
Most U.S. movies feature tobacco. From 1999–2006, 36 percent of G/PG movies, 75 percent of PG-13 movies, and 88 percent of R-rated movies included smoking imagery

For years Big Tobacco has paid millions for its products to appear on-screen as glamorous, sexy, tough, or rebellious.

Big Tobacco has reported to the Federal Trade Commissioner that it hasn't paid or provided other compensation for its brands to appear in movies since 1989. Burger King paid \$15 million to appear in the 2002 movie *Men in Black II*. Do you really think that Marlboro appeared in the same movie for free?

Smoking in movies is the most powerful pro-tobacco influence on kids today, accounting for 44 percent of adolescents who start smoking, an effect even stronger than cigarette advertising.

# \* Electronic Cigarettes & Hookahs



- \* Cartridges come in a large array of flavors
  - \* Food, fruit, liqueur, etc.
- \* Nicotine strengths vary from 0 to 24 mg
  - \* Ranges from placebo effect to smoking multiple traditional cigarettes at once
- \* Fatal dose of nicotine:
  - \* Adults 30-60 mg
  - \* Children 10 mg



Disposable hookah pens



Tobacco Free Nebraska,  
[www.5starhookah.com](http://www.5starhookah.com)

## \* Electronic Cigarettes

- \* Vendors claim electronic cigarettes are cessation devices, however there is no scientific research to support these claims

Dr. McAfee, CDC's director of the Office on Smoking and Health stated on WebMD:

“Its illegal for e-cigarettes to be marketed as a smoking cessation aid.”



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Join Together

# \* Electronic Cigarettes

- \* Electronic cigarettes are becoming popular with youth nation wide
  - \* from 2011 to 2012 the number of teens who have tried electronic cigarettes doubled
  - \* In 2012 1.78 million middle and high school students reported trying electronic cigarettes



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# \* Electronic Cigarettes

## Facts:

- \* In Nebraska electronic cigarettes are not banned by the Smoke-Free Air Law because they are not lit or burning
- \* There is currently no minimum purchase age for buying electronic cigarettes
- \* The contents of cartridges are not regulated by the FDA
- \* The effects of secondhand vapor are not yet known
- \* Electronic cigarettes are not the only delivery device for vaping



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Cigarette



Little Cigar



Cigarillo (Tipped)



Cigarillo



Cigar



Cigar Images Courtesy of Legacy®

# \* Cigars, Cigarillos, and Little Cigars

- \* Cigars: On average contain ½ oz. of tobacco. This is the equivalent of a whole pack of cigarettes
- \* Cigarillos: Unfiltered and contain 3 grams of tobacco
- \* Little cigars: Filtered and approximately the same size as cigarettes.
- \* These products are often flavored to mellow the harsh flavor of tobacco
- \* Myths circulate that these products are less harmful than traditional cigarettes, however they contain the same cancer-causing toxins as cigarettes

# \* Smokeless Tobacco Products

- \* Orbs: Dissolvable pellets of ground tobacco placed in the mouth
- \* Snus: Ground tobacco in a pouch placed between gum and lip
- \* Strips: Dissolvable sheets of ground tobacco placed on the tongue
- \* Tobacco Sticks: Toothpicks covered in ground tobacco placed in mouth



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# \* Smokeless Tobacco Products

- \* These products are more discretely used in locations smoking has been banned
- \* They are thought to eliminate the unattractive spitting of chewing tobacco or dip
- \* Since many of these products are flavored and designed to mimic candy there is a risk of nicotine poisoning in children
- \* This harmless appearance often leads to the belief that they are harmless even though they still pose serious health risks
  - \* Gum disease
  - \* Receding gums
  - \* Oral leukoplakia
  - \* Oral and gastrointestinal cancer

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# \* How to Talk to Your Children about Tobacco:

**\* Children are learning about tobacco everyday:**

**\* TV and movies**

**\* School**

**\* Friend/peers**

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# \* How to Talk to Your Children about Tobacco:

- \*Talk to your kids about smoking and tobacco.
- \*Teach your kids to say no.
- \*Protect children from secondhand smoke.

Centers for Disease and Control Prevention

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# \* Tobacco Toll in Nebraska

## The Toll of Tobacco in Nebraska

High school students who smoke	15.0% (15,600)
Male high school students who use smokeless or spit tobacco	10.2% (females use much lower)
Kids (under 18) who become new daily smokers each year	2,000
Kids exposed to secondhand smoke at home	96,000
Packs of cigarettes bought or smoked by kids each year	3.9 million
Adults in Nebraska who smoke*	20.0% (276,500)

*\*Due to changes in CDC's methodology, the 2011 adult smoking rate cannot be compared to adult smoking data from previous years.*

Campaign for Tobacco Free Kids

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# \* Tobacco Toll in Nebraska

## Deaths in Nebraska from Smoking

Adults who die each year from  
their own smoking **2,200**

Kids now under 18 and alive in  
Nebraska who will ultimately die  
prematurely from smoking **36,000**

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Campaign for Tobacco Free Kids

# \* Tobacco Toll in Nebraska

- \* 2,300 Nebraskans die annually from smoking and secondhand smoke
- \* Nationally 1,200 Americans die daily and 440,000 die annually
- \* For each of these deaths there are 2 new replacement smokers who are 25 or younger
- \* All of these deaths are completely preventable



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# \* How to Talk to Your Teens about Quitting Tobacco:

- \* Say you care, without being critical
- \* Find out why and how much tobacco your teen uses
- \* Only your teen can decide to quit
- \* Offer encouragement

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# \* How to Talk to Your Teens about Quitting Tobacco:

\*Do not blame or shame

\*If your teen doesn't want to quit, don't give up

\*Support your teen NOT the smoking

\*Set a good example

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# **\* How to Quit Tobacco:**

**\*Be a good role model**

**\*If your child bugs you, its only because they care.**

**\*Let them know you appreciate their concern for your health.**

**\*Take steps to quit tobacco.**

**\*Talk to your child about nicotine addiction**

**\*Don't use tobacco around your children or leave in their reach.**

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Centers for Disease and Control Prevention

# \* How to Quit Tobacco:

- \* **Set a Quit Date**
- \* **Ask for Support**
- \* **Talk to Your Doctor**
- \* **(It takes at least 8 times to quit to be successful! Don't give up hope!)**

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# \* How to Quit Tobacco:

## \* Area Resources

\* 1 800 QUIT NOW (1 800 784-8669)

\* Free Telephonic Counseling Service

\* Breathe Free

\* Shannon Frink at Hy-Vee (308) 381-3678

\* Freedom from Smoking

\* Saint Francis Cancer Treatment Center (308) 398-8912

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[www.tfhc.net](http://www.tfhc.net)

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