

What You Need to Know

Making smart choices and becoming agents of change...



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Your questions answered.



**PUBLIC SAFETY
ADVISOR**



Tobacco Industry

The 'tobacco industry' represents the major transnational companies that sell tobacco. 5 Major companies are referred to as Big tobacco and they are:

Phillip Morris International (maker of Marlboro)

Japan Tobacco International

And....

Private **US companies** that dominate the market are:

Altria (Phillip Morris USA)

British American Tobacco

Imperial Tobacco

RJ Reynolds and Lorillard



Lorillard



What they Sell:

What They Sell	Phillip Morris	R.J. Reynolds	Lorillard	British American Tobacco
Cigarettes	Marlboro, Virginia Slims, Basic	Camel, Pall Mall, Winston, Skoal, Salem	Newport, Kent, True, Maverick	Lucky Strike, Pall Mall Dunhill, Kent
Cigars	Black & Mild Cigars			Captain Black Cigars
Smokeless Tobacco	Copenhagen, Skoal	Grizzly, Kodiak		
Other	Marlboro Snus, Skoal Sticks	Camel, Snus, Camel Dissolvables		Lucky Strike Snus



Tobacco Products and Health

As more tobacco products are made and put into the market, it becomes more difficult to protect people and completely promote tobacco-free environments. In order to fight against the efforts from these tobacco companies and advocate for policies that eliminate tobacco and unregulated nicotine products (like E-Cigarettes) and nicotine lollipops) we all need to be familiar with what's new and old in the tobacco market.

Cigarettes and Health:



- increased stress
- changes to brain
- cells (from nicotine)
- increased phlegm production
- airway irritability
- Cough
- decreased physical performance
- plaque buildup in artery walls
- blood clot development
- constricted blood vessels
- increased heart rate
- increased blood pressure
- Weakened Immune System

Long-term use and/or exposure to tobacco smoke is known to cause cancer (lung, larynx, oral cavity, bladder, pancreas, uterus, cervix, kidney, stomach, and esophagus), respiratory disease, and heart disease.

If these immediate and long-term health effects weren't bad enough, **cigarette use is a well-known cause of bad breath, smelly clothes, wrinkling of the skin, weakened sense of smell and taste, vision problems, stained teeth, and even impotence.**



Tobacco Products and Health

Although some cigarette smoking has declined, cigar smoking increased by 37%. There are 3 regular cigars sold: little, large, and cigarillos. They are sold in single quantities and up to a box of 20. Tobacco companies target youth with these cigars because they are able to legally get away with flavoring them, making them 'kid friendly'. Additionally, companies don't have to label cigars with as much health warnings as cigarettes. Many people think they are less harmful than cigarettes, BUT cigars contain the same type of chemicals. Even worse, bigger cigars can contain more tobacco and be more harmful.

Little Cigars, Cigarillos, and Cigars:

“In a 2011 study, among 18-25 year olds, black males were more likely to smoke little cigars and cigarillos, than any other group.”

-Legacy



Tobacco Products and Health

Hookahs are a water piece used to smoke tobacco and is usually sweetened with flavored tobacco. Also known as narghile, shisha, or hubbly-bubbly. They are believed to come from ancient Persia and India. The use of hookahs has increased since the 90's. They come in a variety of shapes and sizes, but the function is the same. The vessel is filled with water and above it is a bowl with tobacco where slightly below, coal burns as the water bubbles; the tobacco then smokes. Connected to the vessel are hoses where the inhaling piece is located.

Hookah

Tobacco smoked in hookah contains the same nicotine and many of the same carcinogens as in cigarettes. The World Health Organization has found:

- In 1 session smokers can inhale almost 100 or more cigarettes.
- Smokers are also breathing toxic chemicals being emitted by the coal.
- Due to prolonged smoking and deeper inhalation done during a hookah smoking session, smokers are inhaling higher levels of toxins than if they smoked a cigarette.



Tobacco Products and Health

The two main types of smokeless tobacco used in the United States are chewing tobacco and snuff. Chewing tobacco comes in three forms: loose leaf, plug, and twist. Loose leaf is shredded tobacco leaves made into strips, plugs are small blocks of pressed tobacco flavored with licorice and sugar, and twists are hard spirals of twisted tobacco. Snuff is a finely cut or ground tobacco that can be dry or moist. Some forms of snuff are inhaled through the nose, but snuff is much more commonly used by placing the tobacco between the cheek and gum. The most popular form of snuff is moist snuff, which is kept in tins or plastic cans. Snuff may also come in small teabag-like pouch.

Smokeless Tobacco

Smokeless tobacco is known to cause a number of different types of cancers, including cancer of the lip, floor of mouth, cheeks, gums, throat, voice box, esophagus, and pancreas. Not only can it kill you, it can cause bad breath, stains on teeth, and mouth sores. What the industry is selling and fooling you into thinking is “hip”:

- Dissolvables- finely ground tobacco. Most popular forms are from *Camel's* tobacco ‘sticks’, ‘orbs’ and stirips.
- Snus-moist powder tobacco in a small pouch, like tea bags. People keep it between their lip and gum for up to several hours. It's marketed as a spit free product.
- 1 cigarette has 1 milligram of nicotine; these products can have .6 to 3.1 milligram in each.



Tobacco Products and Health

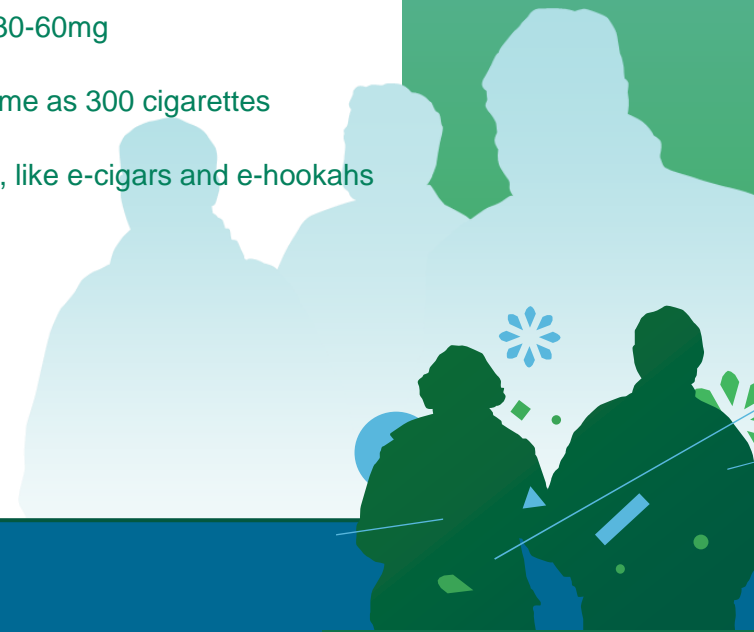
Electronic cigarettes (e-cigarettes) are battery-powered nicotine delivery devices. These devices are the same size, shape, and color as other tobacco products (e.g., cigarettes, cigars). E-cigarettes operate by electronically vaporizing a solution that often contains nicotine, creating a mist that is then inhaled.

Electronic Cigarettes (E-Cig)



When e-cigarettes were first introduced, the complete kit cost around \$100 now they are assessable for under \$40. Electronic nicotine contain nicotine, flavoring, and other chemicals. Users refill their own cartridges, which can be dangerous because they are dealing with toxic chemicals. Here are other issues with E-cigs:

- Some refill bottles contain up to 72mg of nicotine (remember, 1 cigarette= 1 mg)
- Fatal dose for children is only 10mg, while for adults is between 30-60mg
- According to 1 brand of e-cig, one bottle of their e-liquid is the same as 300 cigarettes
- E-cigs have inspired other electronic nicotine, which we may see, like e-cigars and e-hookahs



Tobacco Industry and Marketing

Despite marketing restrictions put in place by the Master Settlement Agreement and the FDA, tobacco industry advertising continues to attract youth and young adults to tobacco products. Tobacco industry documents reveal how the companies have studied attitudes, social groups, values, role models, and activities of young people so they can influence the physical and social environments where youth and young adults live, work, and play.

Marketing Knowledge and Strategies

Industry understands:

- That young adults transition from smoking their first cigarette to becoming a pack-a-day smoker between the ages of 14-25, making it important to market products to youth.

In-Store Marketing:

- Colorful tobacco ads and promotions on counters, increasing the likelihood that a child into young adulthood will see the ads many times in their lifetime to increase their curiosity

Websites:

- Companies have their own brand promotion with flashy websites to build an image of being 'responsible' because they 'prevent youth smoking' in local community investments, and support reducing cigarette litter.
- These sites promote coupons, feedback, free giveaways, as long as you provide log in information for them to collect addresses, phone numbers, emails...keeping you as a lifetime customer.



You are a Targeted Population

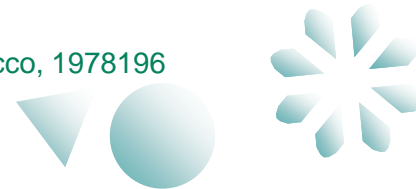


Tobacco Industry Memos

“Today’s teenager is tomorrow’s potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens ... the smoking patterns of teenagers are particularly important to Philip Morris.” —Philip Morris, 1981 194

“Evidence is now available to indicate that the 14-18 year old group is an increasing segment of the smoking population. RJR-T must soon establish a successful new brand in this market if our position in the industry is to be maintained in the long term.” —R.J. Reynolds, 1976195

“The base of our business is the high school student.”—Lorillard Tobacco, 1978196



390,000 American Youth
Start Smoking each Year



Activism (agents of change)- *is a process of taking action to*

confront an issue or problem. You are speaking on behalf of an affected group to demand change. You organize and provide a service to your community.

Youth-led activism is critical to reducing tobacco use on campus and in local communities. The Centers for Disease Control and Prevention (CDC) recently published guidelines for engaging youth in tobacco-free policy advocacy activities

Raise Your Voice Against Tobacco

Fight the Power: Policy Enforcement Advocacy Activities- Changing community Environments

- * Write letters to local department of health asking to enforce laws and remind them about the harm of tobacco
- * Attend school board meetings to promote tobacco-free school policies
- * Promote policies restricting retail advertising
- * Promote volunteer tobacco-free policies at businesses and schools
- * Collect signatures to support voluntary policies
- * Organize protests for volunteer tobacco-free policies
- * Start a conversation with friends, family and community members on Facebook or any social media
- * Submit what you know in school papers
- * Advocate against tobacco advertising and promotion in magazines, movies, and schools
- * Educate the Public about the tobacco industry and tobacco harmful effects by hosting community forums
- * Design counter-marketing campaigns (such as PSA's, websites, billboard ideas...)
- * Attract news coverage of events and other tobacco control activities



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Resources available to you here in Nebraska:

Community Resources:

MOTAC – Metro Omaha Tobacco Action Coalition www.motac.org



Coalition of Community Members wanting to make a difference in the metro-area. They are informed and the local experts in tobacco prevention.

No Limits - Youth-Led Movement Against Big Tobacco www.nolimitsnebraska.com



No limits is focused on taking action to minimize the impact the tobacco industry has in Nebraska, especially for youth. They often engage people like you to take action.



Your Community- Tobacco-Free Parks

MOTAC has initiated a campaign against the use of tobacco in Omaha public parks.

Why Omaha Tobacco Free Parks?

- Secondhand Smoke outside can be as dangerous as smoking levels indoors
- Wildlife and young kids can ingest cigarette litter which can cause disease and even death, due to the toxic nature of the cigarettes
- Adults who smoke in the presence of youth give the wrong impression about smoking, making it seem ok (socially acceptable) to smoke.
- Parks are traditionally used for recreational use, such as physical and healthy activities
- Cigarette litter is the number 1 littered item in the world, it is important to have clean parks for families to go in order to experience nature

Visit Tobacco-Free Parks Facebook page: www.facebook.com/omahatobaccofreeparks





Community is key

There are other issues tobacco control advocates are addressing in local communities where you can become an agent of change:

- Compliance Checks
- Enforcement
- Education
- Smoke-Free Multi-Unit Housing
- Tobacco-Free Outdoor Areas
- Smoke-Free Events



Join the Movement

There are a lot of different ways you can take action against the tobacco industry. Find the way that best works for you. You have support from your teachers and local community advocates.





Thank You

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