

What is your opinion of
smoking?

Tobacco

The single most preventable
cause of death in the United
States!

Information

- What is it?
 - Tobacco is a green, leafy plant that is grown in warm climates. After it is picked, it is dried, ground up, and used in different ways. It can be smoked in a cigarette, pipe, or cigar. It can be chewed (called smokeless tobacco or chewing tobacco) or sniffed through the nose (called snuff).

Why do we choose to light this plant on fire and breath it the result?

- Look Cool
- Relaxation
- Pleasure
- Peer Pressure
- Stress Relief
- Tastes Good
- Makes you alert
- Weight control
- Got extra money
- Experience
- Etc...

What is really in a cigarette!

- Nail polish remover (Acetone)
- Aluminum Foil
- Ammonia
- Rat poison (Arsenic & Cyanide)
- Lighter (butane)
- Cadmium
- Car (Carbon Monoxide)

- Penny and Nickel
- Frog in a cup (Formaldehyde)
- Jewelry (Gold)
- Fish Sinker (Lead)
- Gas (Methane)
- Fuel (Methanol)
- Mothballs (Naphthalene)
- Animal Repellent (Nicotine)
- Fuel Additive (Nitrobenzene)
- Pipe (Poly Vinyl Chloride)

- Polonium 210
- Candle wax (Stearic Acid)
- Tar
- Diaper (Urea)
- Vinegar (Acetic Acid)
- Estimated that there are 4,000 chemicals
50 of which are known to be carcinogens
- **So smokers are bad
people right?**

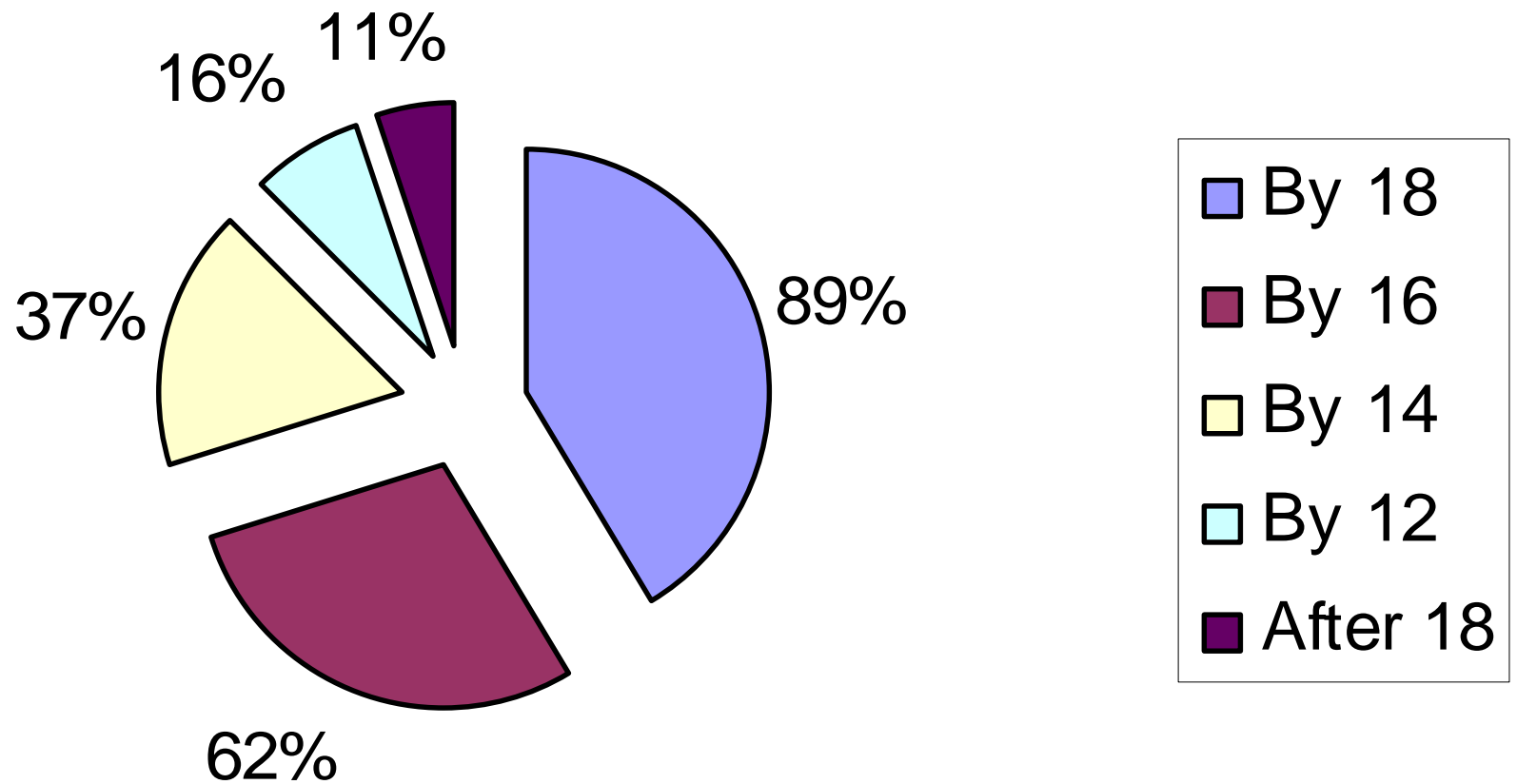
So why do people use it?

- Nicotine Dependence
 - Addictive substance
 - Tolerance
 - Physical dependence
 - Withdrawal syndrome (anxious, irritable, restless, headaches, concentration problems)
 - Chance of becoming addicted is higher from one exposure of nicotine than most other substances like; heroin, cocaine, and alcohol
 - 54% of youth report trying at least once YRBS

When you start makes a difference

- The younger you are the greater chance you have for becoming addicted
- Developing neurons until 20's maturation
- If you stay tobacco free until your 20's your chance of developing a life long addiction drop dramatically

Age of Intiation



What does tobacco do to you?

Short and Long term

- Short term
 - Quick effect when you light up or dip
 - Increase in heart rate, blood pressure
 - Decrease in skin temp
 - Decrease in hand steadiness
 - Increase in CO level in blood
 - Bad breath, clothes, area around you
 - Fire 1,300 deaths due to cigarettes

Long Term

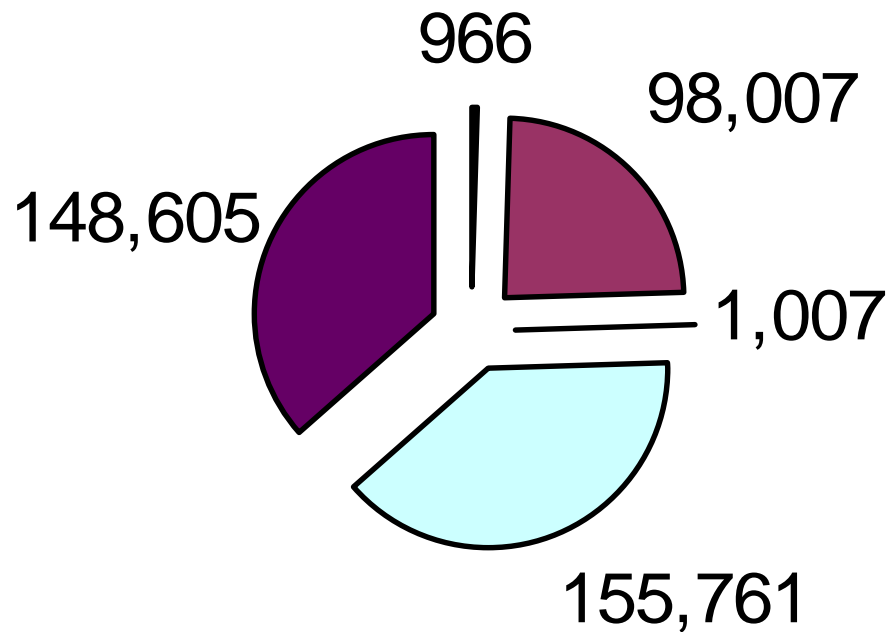
- Most significant risk factor in Cardio Vascular Disease (CVD)
- CVD
 - Atherosclerosis, Stroke, and Coronary Artery Disease
 - Increased work for the heart, narrowing of vessels, speeds up development of fatty deposits in arteries, damages vasculature

Cancer

- What is the #1 Cancer killer
- It has a direct relationship to the number of cigarettes/day, number of years, and age of initiation,
- Lung cancer
- Increases risk of larynx, bladder, esophagus, pancreas, uterus, kidney, cervix, stomach, pharynx, and mouth cancer just to name a few

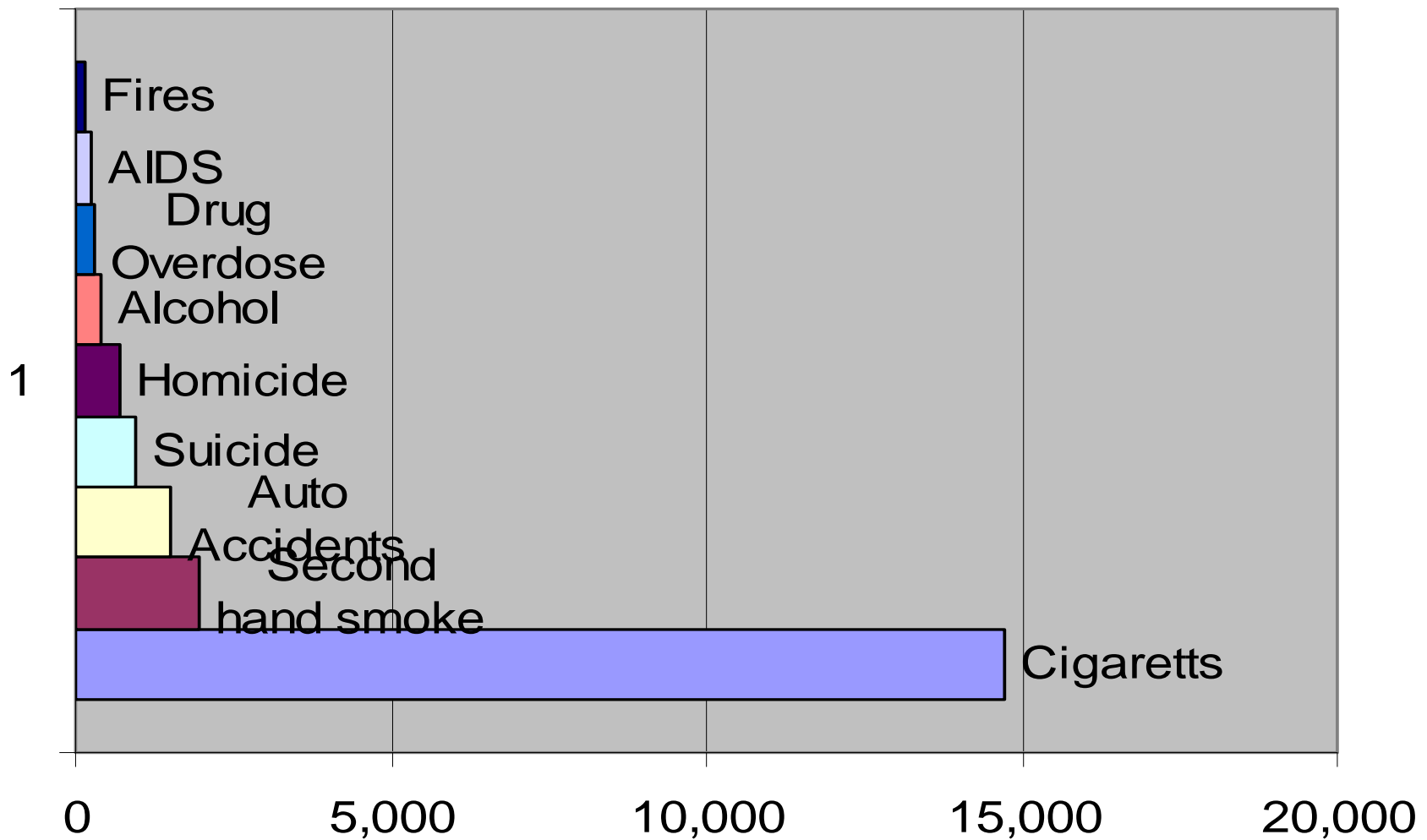
- Respiratory diseases
 - COPD (chronic bronchitis, emphysema) 90%
 - Asthma made worse
 - Damage to cilia increase in mucus
- All total 440,000 deaths per year due to smoking

Deaths to Smoking Related Diseases



- Burn Deaths
- Respiratory conditions
- Perinatal conditions
- Cancer
- Cardiovascular disease

Causes of Preventable Death in Michigan



- Aesthetic Effects

- Bad breath

- Stains on fingers, teeth, burns in clothes

- Loss of much of the sense of smell

- Loss of much of the sense of taste

- Skin changes, constriction and relaxation of skin over time causes loss in elasticity

- Overall if there was one factor I could keep you from starting before all others it would be smoking

Besides loss of life there is an economic cost associated with smoking

- Every pack sold in the US has an estimated health care cost and loss of productivity of \$7.18
- Health related economic loss of over \$150 billion/year
- Economic cost of smoking per smoker per year approximately \$3,391

What about the cost of the drug

- A pack of cigarettes in Michigan will cost about \$5.72 today
 - That is about 20 cigarettes so it is approx. \$0.28 cents per cigarette
 - So smoking a pack a day will cost \$2036/year
 - What is that over 20 years?
 - \$40,702 the cost of a nice car, down payment on a house...
 - What about \$176 extra a month
- Smoking is a very expensive addiction!

It is only smoking that is bad, right?

- Nope other uses such as chewing, or dipping are dangerous
 - 2003 6.7% youth reported use in past 30 days
- Still issue nicotine addiction
 - More powerful, 3-4x more, stays in blood longer
- Oral cancer, nitrosamines, leukoplakia 50x
- Gum and tooth problems, sugar, fiberglass

Social Factors

- There are protective factors
 - These are social things that help to keep you safe
- There are also risk factors
 - These are social pressures that may influence use

Protective Factors

- Parents and family connectedness
 - If you have that connection less like to use
- Do activities with parents
- Academic expectations
 - Parents
 - Yourself
- Social skills
 - Stress management, refusal skills

Risk Factors

- Household smokers
 - Access, Parents, Siblings, suicide
- Availability
- Acceptability
 - \$12.47 Billion/year = \$30 million/day (Marlboro, Camel, Newport)
- Perceived Norms Peer smoking
- Risk taking Rebelliousness
- Behavior social skills
- Self-esteem
- Low SES
- Academic achievement

Perceived Norms

- Everyone is smoking
 - 13.4% Daily use YRBS
 - 87% are not using everyday
- We will more likely overestimate usage
- Perceived acceptance

Advocacy

- 1998 Tobacco companies settled with 46 States due to their product \$206 Billion over 20 years
- States were given discretion over how to spend the money
- Most of these monies are used on programs other than smoking related issues

Secondhand Smoke

- A lit cigarette burns for approx 12 min
- Everyone near that person is exposed to that smoke
- Has even more tar, nicotine, carbon monoxide, ammonia, and benzene than regular smoke
- Is considered a Group A carcinogen
- Is the most hazardous form of indoor pollution

Quick Facts

- 9 out of 10 adult smokers started before the age of 18
- One in five deaths each year can be attributed to smoking
- Each year more than 440,000 people die of smoking related illnesses
- 4,400 kids between 12-17 try their first cigarette each day

**Make best anti-smoking ad you
have ever seen.**

How do we lower or eliminate use

- Decrease access
- Increase pro-messages
- Reduce pro-tobacco
- Increase price
- Youth empowerment activities
- School Health Education
- Parents and Family prevention activities
- Deglamorizing tobacco use