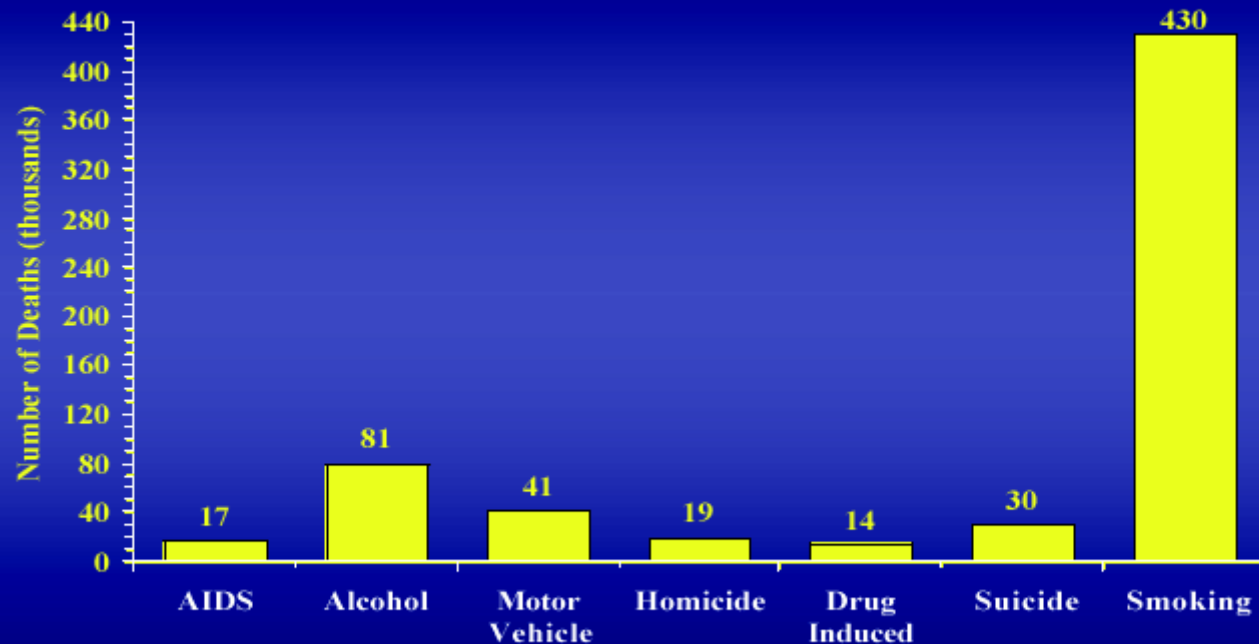


TOBACCO

DEATH!

Annual Deaths from Smoking Compared with Selected Other Causes in the United States



Sources: (AIDS) HIV/AIDS Surveillance Report, 1998; (Alcohol) McGinnis MJ, Foege WH. Review: Actual Causes of Death in the United States. *JAMA* 1993;270:2207-12; (Motor vehicle) National Highway Transportation Safety Administration, 1998; (Homicide, Suicide) NCHS, vital statistics, 1997; (Drug Induced) NCHS, vital statistics, 1996; (Smoking) SAMMEC, 1995

WHAT IS TOBACCO?



Tobacco comes from the plants of the *Nicotiana* family, which grow easily in mild climates.

CIGARETTES

****85% of all tobacco use in U.S. = CIGARETTES****



TYPES:
REGULAR, LIGHTS,
SLIMS, MENTHOL



Most highly
advertised cigarette
brands:
\$ MARLBORO
\$ CAMEL
\$ NEWPORT



CIGARETTE SMOKE: CHEMICALS/GROSS STUFF



- Other **GROSS** chemicals found in cigarettes:
- - **RAT POISON** (hydrogen cyanide & arsenic)
- - **MOTH BALLS** (naphthalene)
- ☐ **FLOOR/TOLIET CLEANER** (ammonia)
- ☐ **DEAD BODY PRESERVER** (formaldehyde)
- - **GASOLINE/SWAMP GASES** (butane)



CHEWING TOBACCO

- Clamp down/chew on a wad to release juices to mix with saliva
- **NICOTINE** is absorbed through membranes lining the mouth
- SPIT OUT (ew!)



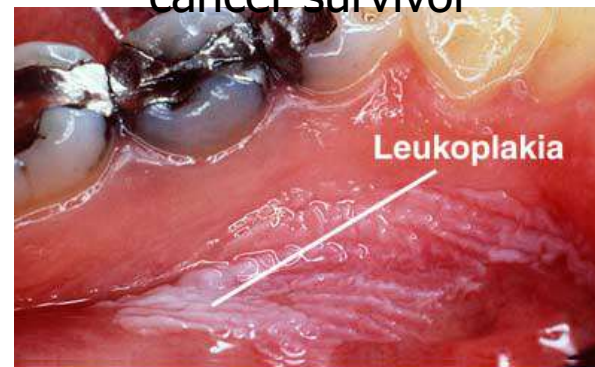
Rick Bender, mouth & throat cancer survivor

TYPES:

Twist

Plug

Loose-leaf



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SNUFF/DIP/SNUS



SNUFF is cured & ground tobacco sold in small tins. It can be sold loose or in small pouches. There are 2 types:

1. **DRY SNUFF** is inhaled through the nose, where **NICOTINE** is absorbed through mucous membranes

2. **MOIST SNUFF** is a pinch or pouch is placed between teeth and lower lip, where saliva releases **NICOTINE**, which is then absorbed through the lining of the mouth

3. **SNUS** is also a small pouch, but placed under the upper lip



Fig. 60

HOOKAH

- **Hookah** is a water pipe device used to smoke moist flavored tobacco (strawberry, vanilla, mint, etc.)
- **Growing Trend** in the U.S. especially among the college aged
- **MYTH:** Less harmful to the body and not addictive because smoke is fruity and tastes good
- **Social** – usually smoked for average of 45-60 minutes



- **4x more NICOTINE**
- **11x more CARBON MONOXIDE**
- **100x more TAR** than cigarettes



**WHAT HEALTH
PROBLEMS ARE
CAUSED BY
TOBACCO?**

HEALTH EFFECTS OF TOBACCO



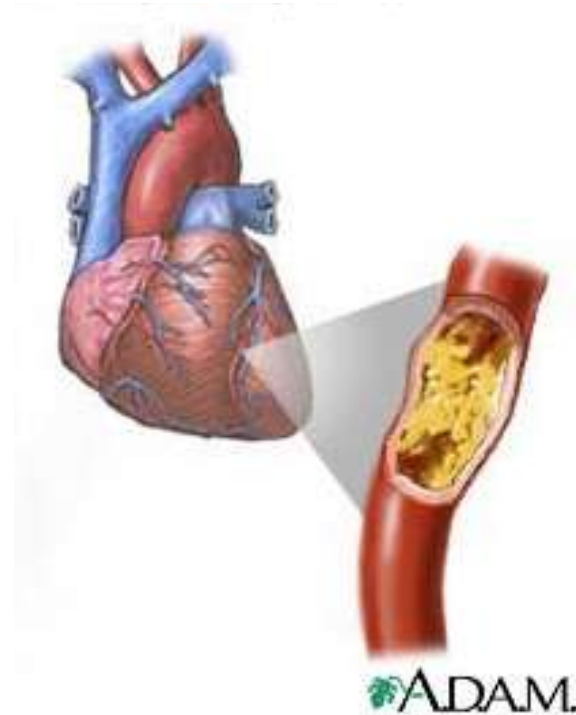
- Tobacco use affects every part of the body
- Currently, **1200** people **DIE** each DAY from tobacco in the USA

HEART DISEASE

⊙ **NICOTINE** Contributes to PLAQUE buildup in vessel walls

⊙ **NICOTINE**

- increases blood pressure
- increases heart rate



LUNG DISEASE

Healthy Lung



Emphysema



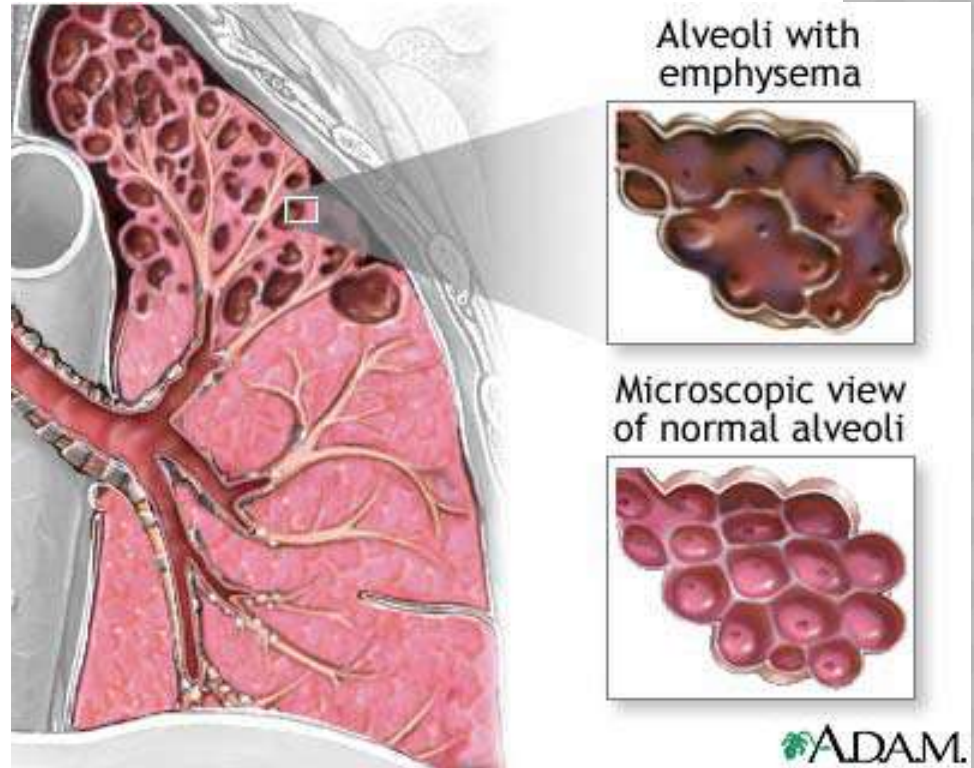
Lung Cancer



LUNG DISEASE

Chronic Obstructive Pulmonary Diseases:

- Emphysema
- Asthma
- Chronic Bronchitis

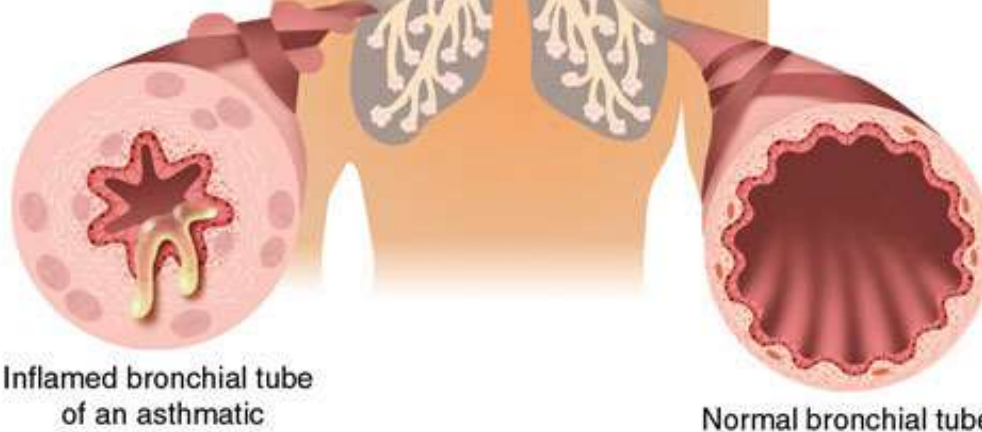


Why asthma makes it hard to breathe

Air enters the respiratory system from the nose and mouth and travels through the bronchial tubes.

In an asthmatic person, the muscles of the bronchial tubes tighten and thicken, and the air passages become inflamed and mucus-filled, making it difficult for air to move.

In a non-asthmatic person, the muscles around the bronchial tubes are relaxed and the tissue thin, allowing for easy airflow.



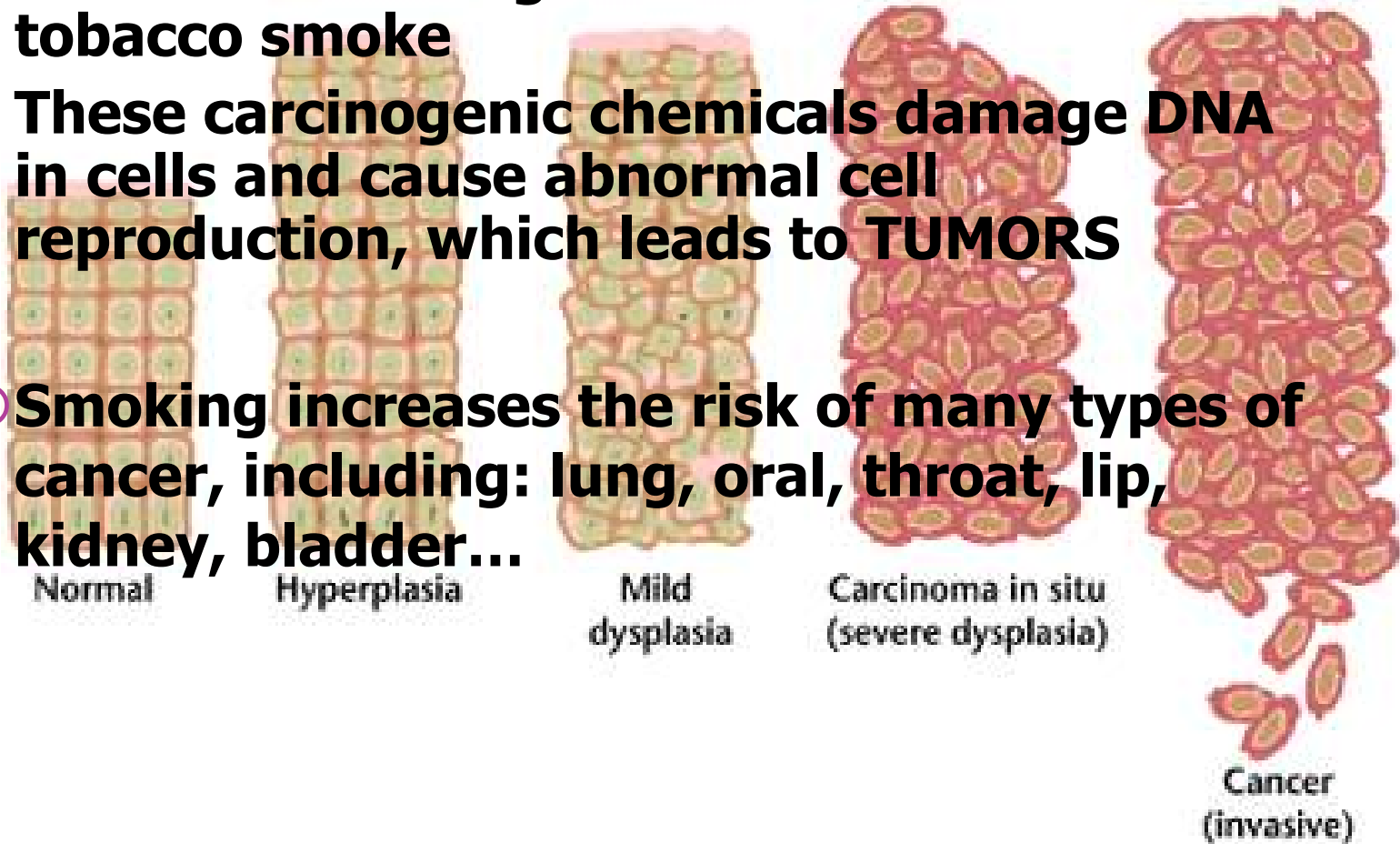
**Inflamed bronchial tube
of an asthmatic**

Normal bronchial tube

Source: American Academy of Allergy, Asthma and Immunology

CANCER

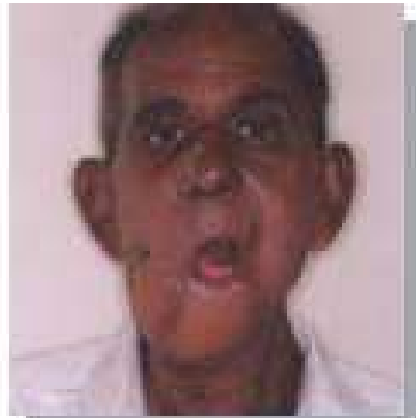
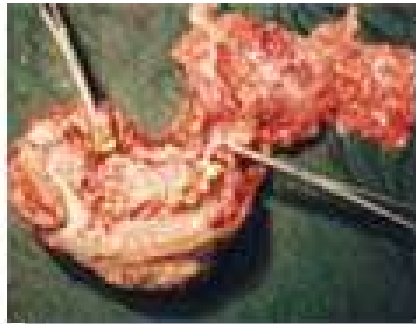
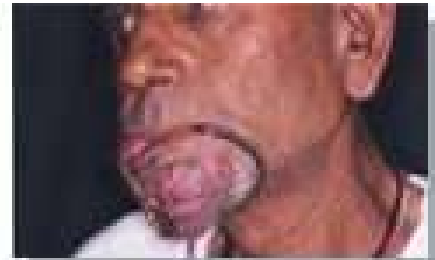
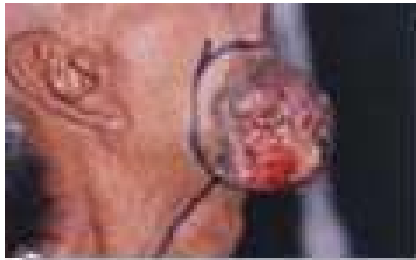
- **43 cancer-causing chemicals found in tobacco smoke**
- **These carcinogenic chemicals damage DNA in cells and cause abnormal cell reproduction, which leads to TUMORS**
- ◎ **Smoking increases the risk of many types of cancer, including: lung, oral, throat, lip, kidney, bladder...**



CANCER OF THE LARYNX



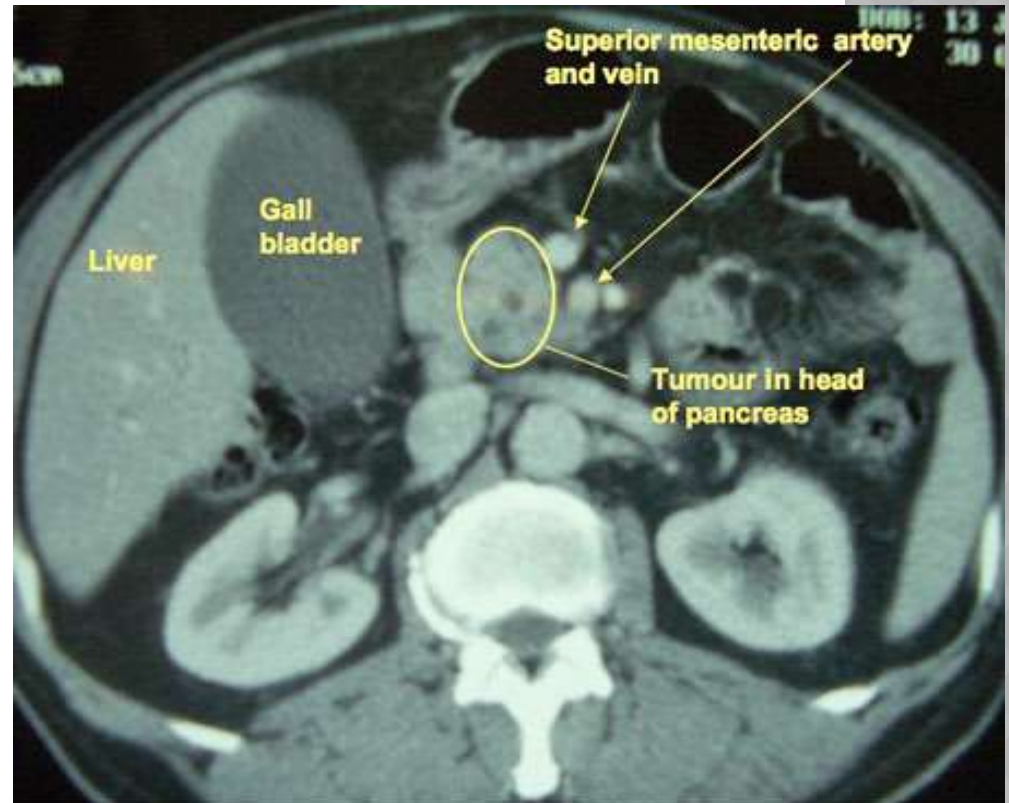
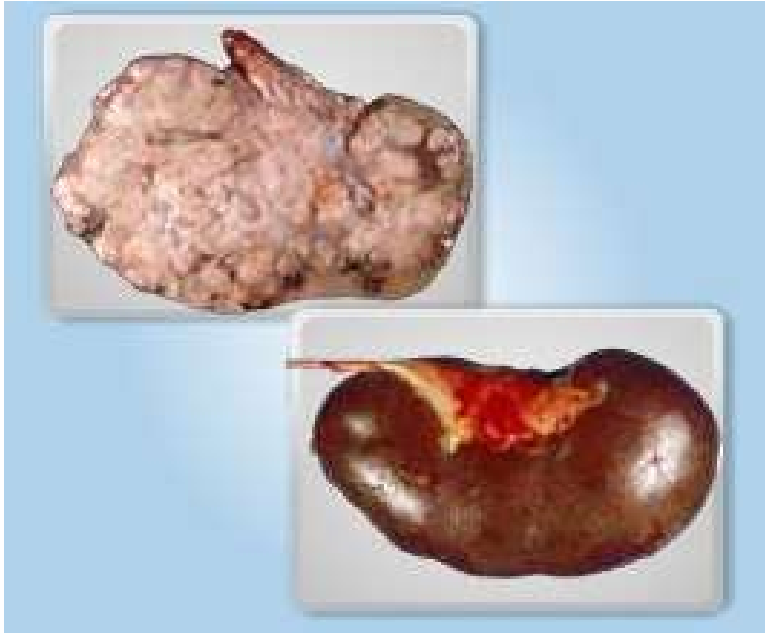
LIP AND CHIN CANCER



CHEEK CANCER



KIDNEY, BLADDER, PANCREATIC CANCER



STAINED TEETH & NAILS



Medscape® <http://www.medscape.com>



Stained Teeth, gingival disease

WRINKLES

- Smoking causes your skin to get:

Less blood

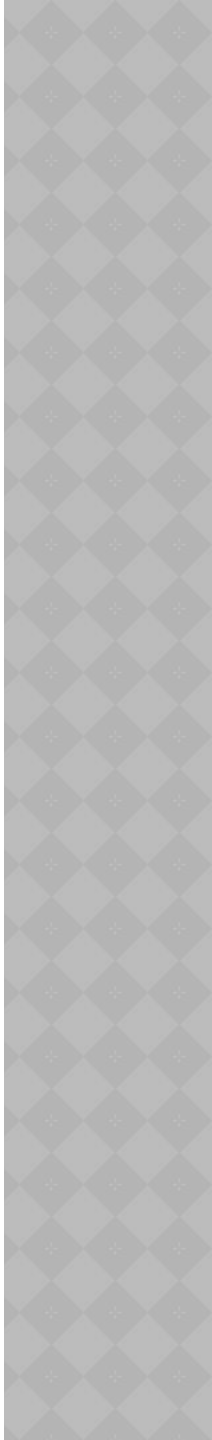
= Less oxygen

= Less nutrients

= More wrinkles



IMPOTENCE



RHEUMATOID ARTHRITIS



ALOPECIA (HAIR LOSS)



GANGRENE OF THE FOOT



Gangrene - Foot

NICOTINE AND ADDICTION



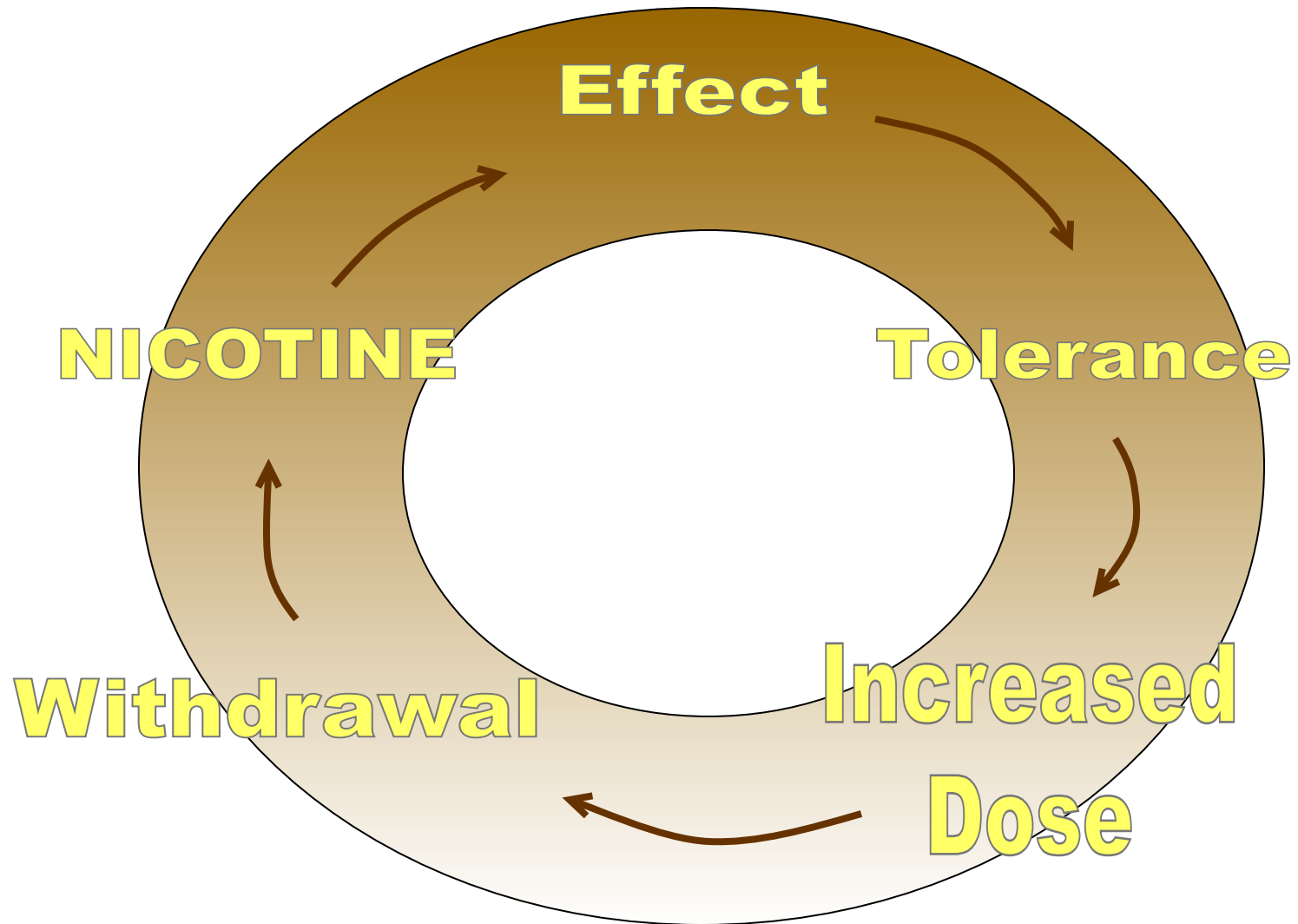
**"I'll never forget the people who helped
me get cigarettes when I was a kid."**

*-Debi. Started smoking at 13.
Had cancerous larynx removed at 42.*

Don't help kids get hooked.

© 2011 American Lung Association

NICOTINE CYCLE OF ADDICTION



© Randy Glasbergen.



“I’m prescribing a patch to help you quit smoking. Wear it over your mouth.”

TOBACCO ADVERTISING AND MARKETING

How they get us

TOBACCO INDUSTRY ADVERTISING & MARKETING



- The tobacco industry spends over **\$10 billion** in advertising and promotion each year
- Various tactics: movies, sponsorships, advertising...

MOVIES



Smoking in movies is the most powerful pro-tobacco influence on kids today, accounting for **52%** of youth who start smoking



Smoking in the most popular, youth-oriented, **PG-13** movies has increased!



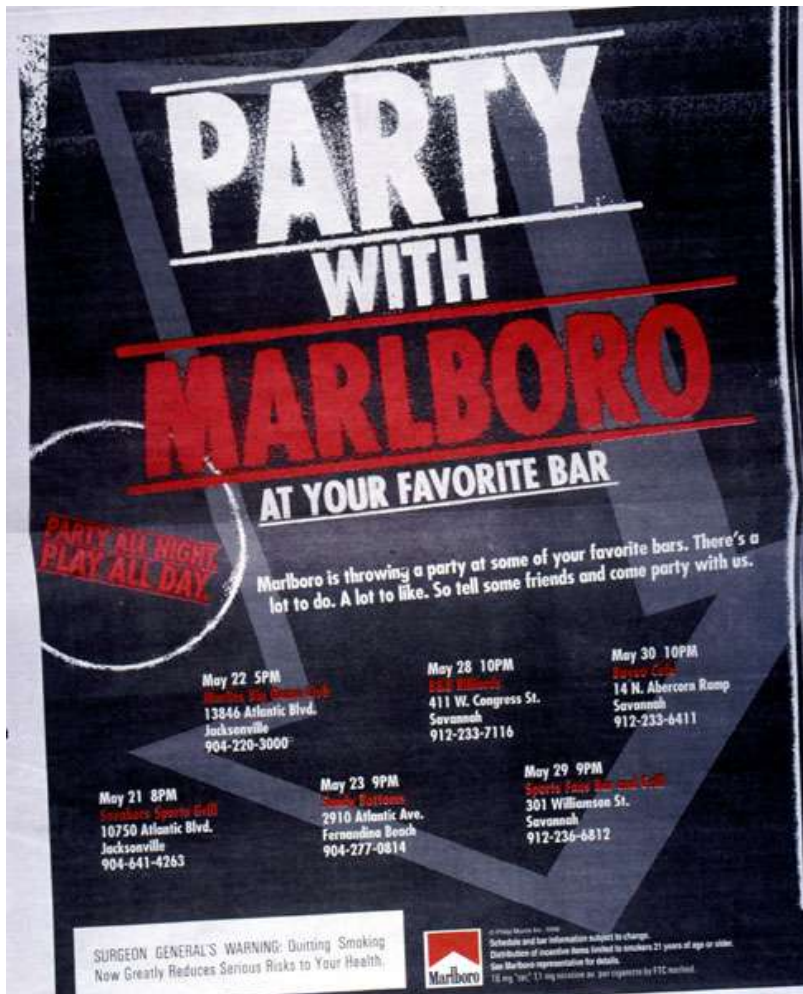
MOVIES



In the real world, smokers tend to be **poor and less educated**.
In the movies, it is the **powerful and successful** who smoke the most



SPONSORSHIP (COMMUNITY EVENTS, CONCERTS, BAR NIGHTS)



PARTY WITH MARLBORO AT YOUR FAVORITE BAR

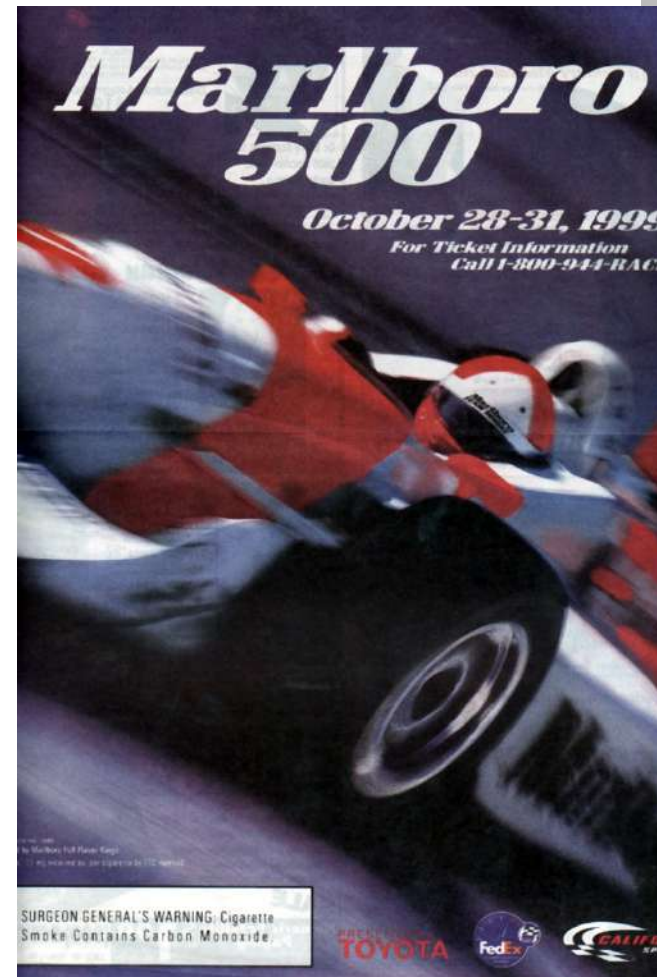

PARTY ALL NIGHT PLAY ALL DAY

Marlboro is throwing a party at some of your favorite bars. There's a lot to do. A lot to like. So tell some friends and come party with us.

May 21 8PM Seaside Sports Grill 10750 Atlantic Blvd. Jacksonville 904-641-4263	May 22 5PM E.E. O'Connell 13846 Atlantic Blvd. Jacksonville 904-220-3000	May 23 9PM Sandy Bottoms 2910 Atlantic Ave. Fernandina Beach 904-277-0814	May 28 10PM E.E. O'Connell 411 W. Congress St. Savannah 912-233-7116	May 29 9PM Sandy Bottoms Bar and Grill 301 Williamson St. Savannah 912-236-6812	May 30 10PM Dorco Club 14 N. Abercorn Ramp Savannah 912-233-6411
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© Philip Morris Inc. 1999
Schedule and bar information subject to change.
Distribution of expensive items limited to members 21 years of age or older.
See Marlboro representative for details.
16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.



Marlboro 500

October 28-31, 1999

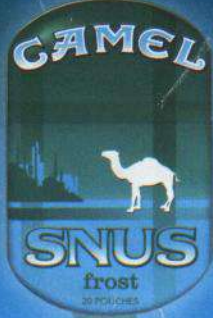
For Ticket Information
Call 1-800-944-RACE

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide

TOYOTA **FedEx** **CALIFORNIA**

FREE SAMPLES TO HOOK NEW CUSTOMERS


MANUFACTURER COUPON EXPIRES 12/31/07



1 free tin!
Any Camel Snus

A different way
to enjoy tobacco.

**CAMEL
SNUS**



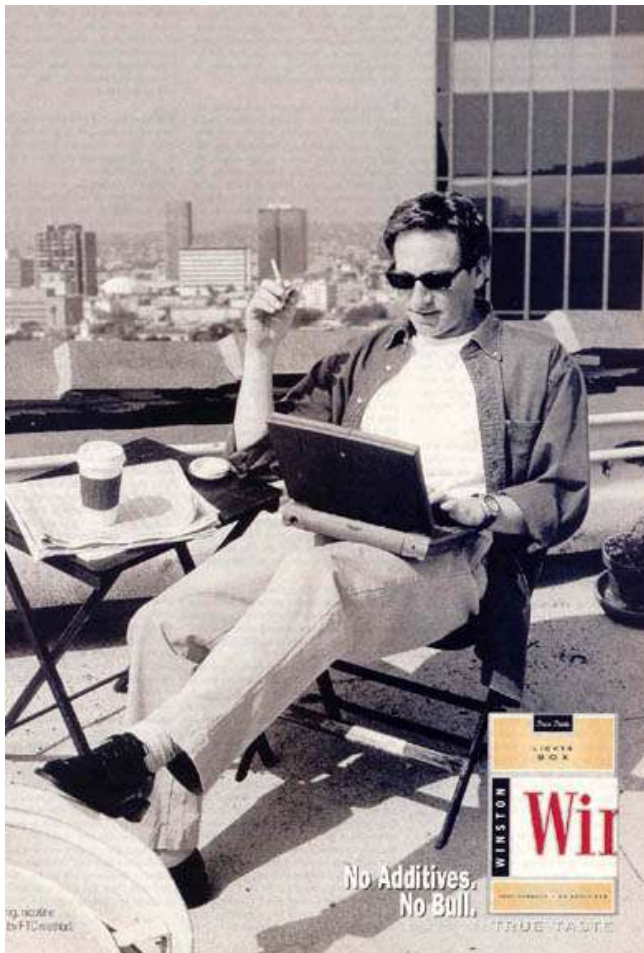
Try a tin on us!

WARNING:
THIS PRODUCT
MAY CAUSE
MOUTH CANCER

Pleasure for wherever!

RETAILER: YOU MUST FILL IN NORMAL RETAIL PRICE
(DO NOT INCLUDE SALES TAX) _____

ADVERTISING



- The tobacco industry knows how to sway public opinion and influence social norms about tobacco use, and they spend A LOT of money doing it \$\$\$
- Tobacco advertisements have long promoted the image of cigarette smoking as *safe* and *socially acceptable*



ADVERTISING

Targeting Priority Populations:

◎ **Studies show that tobacco products are advertised disproportionately to priority populations**

- **African Americans**
- **Hispanics & Latinos**
- **Asian Americans/Pacific Islanders**
- **Lesbians & Gays**
- **Women**
- **YOUTH!!**



TARGETING YOUTH



- “Imagine a five year-old child, who will be a future customer in the next few years” – R.J. Reynolds marketing proposal
- “We don’t smoke the s***. We just sell it. We reserve that for the young, the poor, the black, and the stupid.”
- “The base of our business is the high school student.” - Lorillard Tobacco memo

