

HEALTHY STEPS TO QUITTING TOBACCO

TOBACCO AWARENESS

THE BURDEN

Tobacco companies work hard to make a product that fools your brain into thinking it needs and wants more tobacco. In fact, the more you use tobacco, the more you are actually harming yourself and supplying the tobacco companies with wealth and satisfaction.

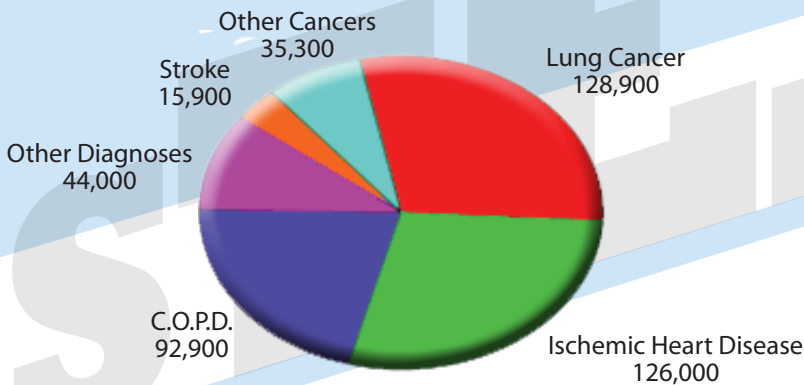
Every single day, in the U.S., the tobacco industry spends almost \$42 million on advertising and promotions.

As a result of this heavy marketing, which has increasingly been aimed at teenagers, the average tobacco user carries a burden of **\$4.80** spent per pack of cigarettes or **\$3.00** per can of smokeless tobacco. Keep in mind, these are only averages, as prices vary widely by state and a pack of cigarettes can cost as much as **\$15.00** in New York.

Tobacco users:

- **Accrue more sick days.** Studies have shown that men who smoke use **four** more sick days per year, and women use **two** more sick days, compared to their nonsmoking counterparts.
- **Have much higher medical expenses.** Of the U.S. adults who smoke, men incur **\$15,800*** and women incur **\$17,500*** more in lifetime medical expenses than men and women who do not smoke. (*in 2002 dollars)

About 443,000 U.S. Deaths are Attributable Each Year to Cigarette Smoking



THE FACTS

- Smokers are twice as likely to die from heart attacks than non-smokers.
- Smoking is a major risk factor for peripheral vascular disease, a narrowing of the blood vessels that carry blood to the leg and arm muscles.
- Over 90% of lung cancers are preventable, and over 90% of lung cancers are a result of smoking.
- Smoking narrows the walls of the vessels that carry blood to the brain, which can cause strokes.
- Tobacco smoke contains over 7,000 chemical compounds, and more than 60 of them are known to cause cancer.



HOW SMOKING CAN AFFECT THE ONES YOU CARE ABOUT

- Living with a smoker increases a non-smoker's chance of developing lung cancer by 20-30%.
- Children exposed to secondhand smoke have an increased risk of S.I.D.S., ear infections, colds, pneumonia, bronchitis, and more severe asthma.
- Every year, cigarettes leave about 12,000 children motherless.
- Every year, cigarettes leave about 31,000 kids fatherless.
- Every day, approximately 39,000 youths, ages 12 to 17, try a cigarette for the first time.

Tobacco kills more Americans than auto accidents, homicides, AIDS, drugs, and fires COMBINED.

<http://www.thetruth.com>

STEP Away From Tobacco

Stimulate Knowledge • The Truth About Tobacco and You • Education and Awareness • Preparation • Success!

TOBACCO AWARENESS

Between **2002** and **2003**, the tobacco industry increased its spending on advertisements and promotions by **\$2.7 billion**. A major campaign was initiated encouraging people to begin or continue smoking, giving them a false sense of security about the effects of tobacco use on their health.



MYTH	If I do not inhale, I am not hurting myself.
FACT	Whenever smoke touches living cells, it does harm. Pipe and cigar smokers, who often do not inhale, are at increased risk for lip, mouth, tongue, and cheek cancer.

MYTH	Spit tobacco and snuff are safer alternatives to cigarette smoking.
FACT	Smokeless tobacco can cause oral cancers such as cheek, gum, tongue, and lip. Smokeless tobacco is often more addicting because the amount of nicotine absorbed is three to four times more than a cigarette.

MYTH	Cigarette smoking is not really addictive. People can quit at any time.
FACT	The nicotine in cigarettes can cause addiction. Similar to drugs like heroin and cocaine, nicotine creates pleasant feelings and floods the brain with a chemical messenger called dopamine. However, this feeling wears off in just a few minutes.

MYTH	Chest X-rays will show damage from smoking.
FACT	Chest X-rays help doctors diagnose conditions such as pneumonia, heart failure, lung cancer, lung tissue scarring, and chronic obstructive pulmonary disease. They are <u>not</u> an accurate way to determine lung damage from smoking.

MYTH	Cutting down the number of cigarettes I smoke will reduce my health risks.
FACT	There is no safe level of tobacco consumption. Reducing the amount of cigarettes may slightly reduce your risks, but quitting is the only way to assure long-term health benefits.

MYTH	Light cigarettes are less harmful than regular cigarettes.
FACT	The term "light" or "ultra-light" refers to the taste and flavor of cigarettes, not their actual content. The health affects of one "light" or "ultra-light" cigarette is still equivalent to one regular cigarette.

MYTH BUSTED