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WHAT'S THE BIG DEAL WITH TOBACCO?



Over the past few decades, tobacco use among young people has been declining. However, far too many young people are still using tobacco. Today, more than 600,000 middle school students and 3 million high school students smoke cigarettes. And, every day, more than 1,200 people in this country die due to smoking. For each of those deaths, at least two young adults become regular smokers. Almost 90 percent of those replacement smokers smoke their first cigarette by age 18.

Source: U.S. Surgeon General

NO LIFE

Tobacco use by young adults causes both immediate and long-term damage. One of the most serious health effects is nicotine addiction, which extends tobacco use and can lead to severe health consequences. The younger a person is when he or she starts using tobacco, the more likely that person will become addicted. Health effects from tobacco can be permanent and deadly.

- Early cardiovascular damage is seen in most young smokers.
- Smoking reduces lung function and stunts lung growth.
- Young people are sensitive to nicotine and can feel dependent earlier than adults.
- One third of young people who use tobacco will die prematurely from smoking.
- The adverse health effects from

cigarette smoking account for an estimated 443,000 deaths, or nearly one of every five deaths, each year in the United States.

- Smoking causes an estimated 90 percent of all lung cancer deaths in men and 80 percent of all lung cancer deaths in women.

Source: U.S. Surgeon General

HARDER TO BREATHE

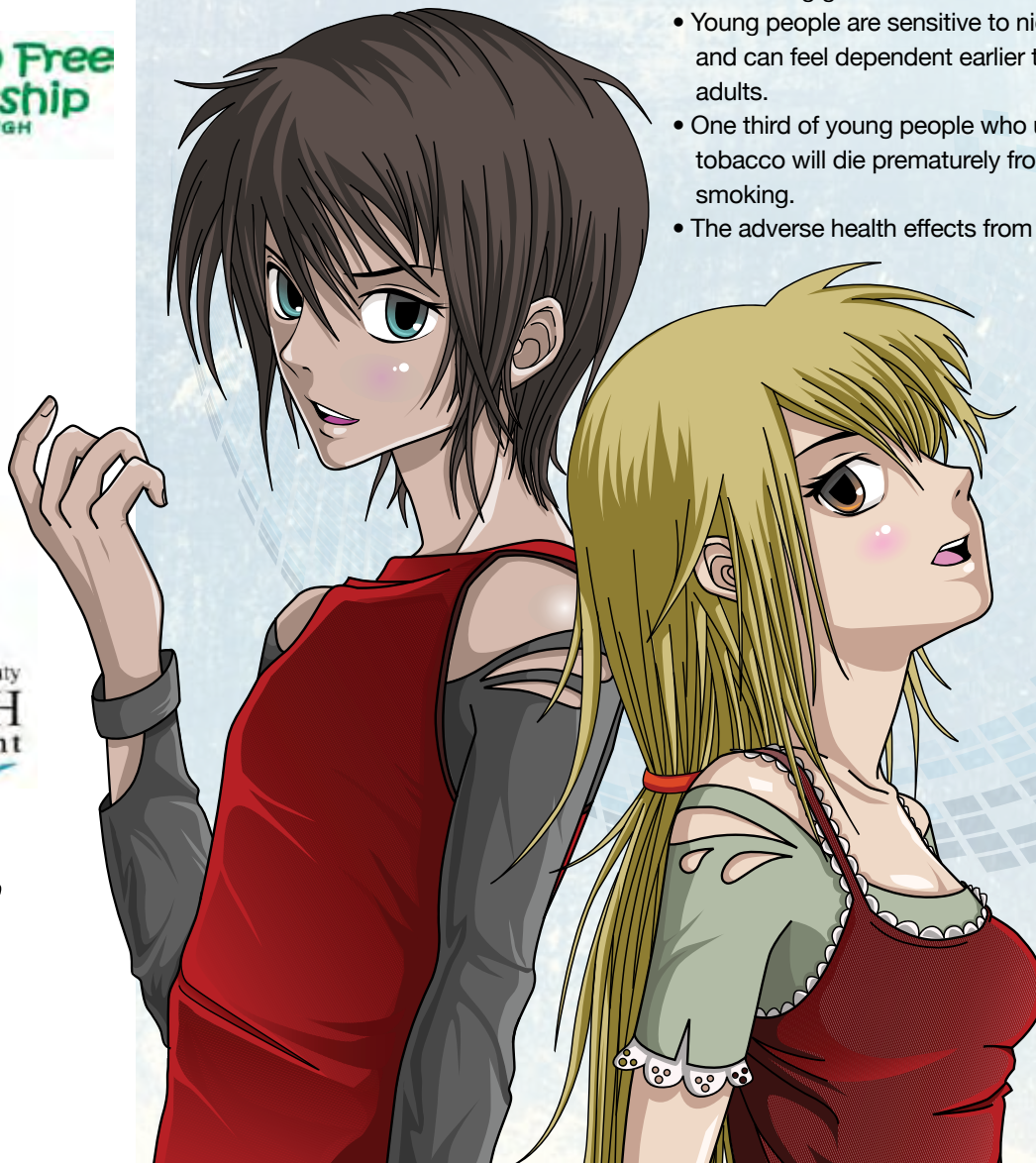
Compared with nonsmokers, smoking is estimated to increase the risk of:

- coronary heart disease by 2 to 4 times
- stroke by 2 to 4 times
- men developing lung cancer by 23 times
- women developing lung cancer by 13 times
- dying from chronic obstructive lung diseases (such as chronic bronchitis and emphysema) by 12 to 13 times.

In addition, smoking causes the following cancers:

- Acute myeloid leukemia
- Bladder cancer
- Cancer of the cervix
- Cancer of the esophagus
- Kidney cancer
- Cancer of the larynx (voice box)
- Lung cancer
- Cancer of the oral cavity (mouth)
- Pancreatic cancer
- Cancer of the pharynx (throat)
- Stomach cancer

Source: Centers for Disease Control and Prevention

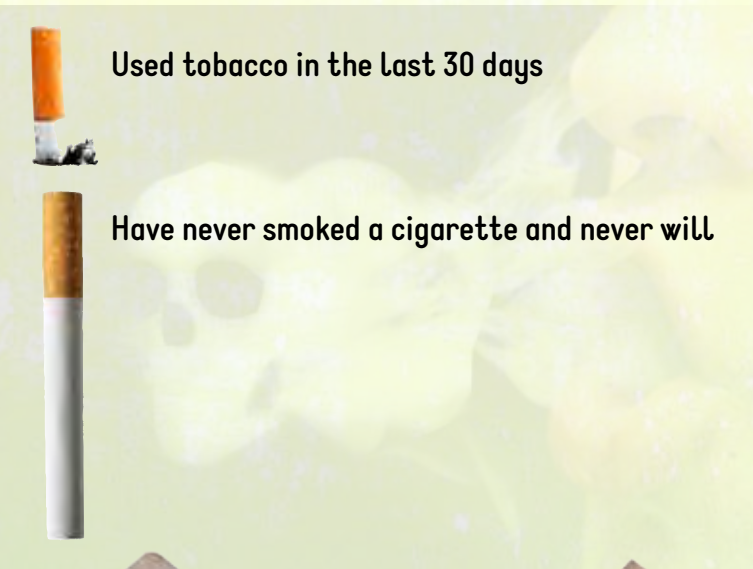


Don't be one of the 369,000 young people alive today who will die prematurely from smoking. Visit gen-swat.com.

Tampa Bay by the numbers

Less than six percent of Tampa Bay middle school students used tobacco in the last month. By high school, three times that many students had.

Almost three-quarters of Tampa Bay middle school students have never smoked. By high school, only 59 percent of students have never smoked.



Source: Florida Department of Health 2012 Florida Youth Tobacco Survey. Data for Hillsborough, Pasco and Pinellas counties

The show goes on



Most people know that smoking is unhealthy. It causes cancer, emphysema, heart disease, birth defects and a variety of other ailments. In 1970, tobacco advertising was banned from television; however, ads for tobacco appear in many newspapers and magazines. Using several consecutive editions of the *Tampa Bay Times*, keep track of any references to smoking and public health. Focus your attention on all parts of the newspaper, including editorials, cartoons, comic strips, news, features and advertising. Keep a log of the articles and the section of the newspaper in which the articles appear. Write a report based on what you have learned. Create a chart or graph depicting what you have found. Share your results with your class.

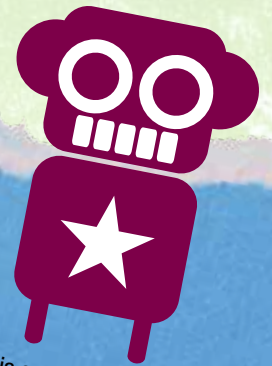
THINK ABOUT IT

Tobacco companies spend more than 1 million dollars an hour in this country alone to market their products, according to a U.S. Surgeon General's report. The tobacco industry has stated that its marketing only promotes brand choices among adult smokers. Regardless of intent, this marketing encourages underage young people to smoke.

Young people are vulnerable to social and environmental influences to use tobacco. That is why messages and images that make tobacco use appealing to them are everywhere. **Nearly nine out of 10 smokers start smoking by age 18**, and more than 80 percent of underage smokers choose brands from among the top three most heavily advertised.

Through the use of advertising and promotional activities, packaging and product design, the tobacco industry promotes the myth that smoking makes you thin. This message is especially appealing to young girls. And this is a lie. Teen smokers are not thinner than nonsmokers.

Source: U.S. Surgeon General





i KNEW YOU WERE TROUBLE

Worldwide, approximately one in seven teenagers ages 13 to 15 smokes. According to Tobacco Free Florida, 25 percent of these teens tried their first cigarette before the age of 10! Why are young people so interested in smoking? The answer is simple: **marketing.**

Tobacco marketing is prevalent everywhere. From television to movies to radio to magazine ads and billboards, smoking is promoted at home, at sporting

events, arts festivals, music concerts and street events, not to mention prime product placement in stores.

Studies have proven that young people are twice as likely to be influenced by tobacco advertising as adults. Annually, tobacco companies spend hundreds of millions of dollars marketing their products in Florida.

Source: Tobacco Free Florida

SOMEONE LIKE YOU

Tobacco marketing is aimed at convincing teens that these products are the gateway to achieving the power, status and adult independence that they seek. In other words, tobacco companies manipulate the truth. Tobacco companies market social acceptance, success and being cool in one dangerous package.

A recent survey by the health departments of Hillsborough, Pasco and Pinellas counties found that:

- Three out of four young people visit convenience stores on a weekly basis, usually before or after school.
- One quarter of exterior advertisements at this type of retail outlet were found to be tobacco related.
- This weekly exposure to tobacco advertising has been shown to cause a 50 percent increase in tobacco use among young people.
- More than 90 percent of surveyed retailers in Hillsborough, Pasco and Pinellas counties sell candy or fruit-flavored tobacco products that appeal to young people.

Sources: Source: Tobacco Free Florida; Health Departments of Hillsborough, Pasco and Pinellas counties

For more information or to get involved:

Hillsborough County Anti Drug Alliance
hcada.com/wp12/task-forces/tobacco/
813-238-4034

Partnership for a Tobacco Free Pasco
pascoasap.com/TobaccoFree
727-861-5250, ext. 161

Tobacco Free Coalition of Pinellas County
tfpcp.webs.com
727-824-6947

THINK ABOUT IT

The tobacco industry tries to reinforce the "glamorous image" of smoking in movies and on television. Historically, the industry has spent millions of dollars to have on-screen heroes and sex symbols smoke their brands. Even though the tobacco industry was banned in 1998 from paying to have cigarettes shown in movies, smoking in movies has not disappeared.

- 95 percent of the 250 biggest box-office winners between 1988 and 1997 depicted characters who smoked.
- 60 percent of the 81 G-rated films showed tobacco, alcohol or both.
- Fans of actors who smoke are more likely to smoke than fans of nonsmoking actors, according to a recent Dartmouth Medical College study of 178 films.
- In 2002, nearly 69 percent of youth-rated movies (G, PG, PG-13) depicted actors smoking and 83 percent of R-rated movies showed smoking.
- In 2007, the National Academy of Science's Institute of Medicine was so concerned with the link between young people being influenced by smoking in movies that recommended that anti tobacco ads be run before movies with smoking.
- In 2008, the California Department of Public Health partnered with six major movie studios to place California's anti smoking television commercials on millions of DVDs of movies rated G, PG or PG-13 that show tobacco use.

Source: Tobacco Free California

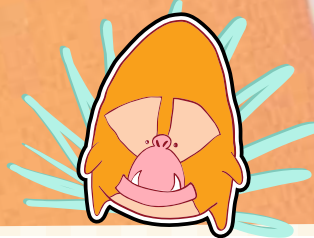
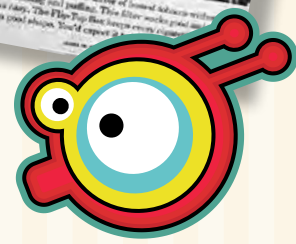




Photo Source: Chickenhead.com/truth - Photos originally published in Life magazine, 1941-1942



Wicked games

Like any business, tobacco companies need people to buy their products to make money. Advertising and marketing plans provide opportunities to convince consumers that they “need” those products. The goal of the marketing game is to convince as many people as possible to buy a company’s products.

One way to understand how the advertising power of this industry has evolved is to go to the Truth in Advertising website, chickenhead.com/truth/index.html, and review the ads from the 1940s and 1950s. As you review these advertisements, think about how and to whom the products are being marketed.

Next, check out tobacco marketing efforts on the Campaign for Tobacco free Kids website: tobaccofreekids.org. Pay special attention to the Ad Gallery page. Based on the ads presented at this site, along with ads you’ve seen in magazines and other publications, whom do you think they are targeting and why?

What are your thoughts about these images? Write a fully developed comparison essay discussing your ideas. Be sure to use specific examples and image descriptions to support your points.



The new divide

During the past decade, the tobacco industry has aggressively increased its advertising and promotional campaigns that target minority and ethnic populations. These campaigns take positive cultural characteristics and values of various groups and manipulate them to attract and addict new smokers.

- The tobacco industry specifically markets menthol cigarettes to African-Americans. More than 70 percent of African-American smokers prefer menthol cigarettes.
- The tobacco industry targets Latino consumers because they tend to be much more “brand loyal.” By sponsoring local events in Latino communities, the tobacco industry appears to care about the people in those communities.
- The tobacco industry targets young Asian women by using marketing messages that promote the idea of independence and conformation into American mainstream culture.
- Virginia Slims was the first and most popular female-specific cigarette brand. This brand was developed by Philip Morris. It promoted the idea of women’s liberation with the slogan “You’ve Come a Long Way, Baby!”
- In 2007, R.J. Reynolds launched Camel No. 9 cigarettes. The company spent nearly \$50 million on marketing to launch the new brand aimed at women. The cigarettes are packaged in shiny black boxes with hot pink or teal trim and a logo that matches the one on the cigarette pack. Print ads were placed in magazines popular with teens: *Vogue*, *Glamour*, *Cosmopolitan* and *In Style*.
- The lesbian, gay, bisexual and transgender (LGBT) community has been a focus of the tobacco industry since 1992, when Philip Morris placed its first ad in *Genre* magazine. Ads placed in LGBT publications focus their messages on freedom, choice and pride.
- In recent years, the tobacco industry has spent millions of dollars on causes of concern to the LGBT community in order to promote their products in this community. The LGBT population has one of the highest smoking rates compared to any other group.
- While tobacco industry executives claim they no longer target kids, they still use strategies to attract young people. Tobacco companies advertise in youth-oriented magazines, promote their products in convenience stores, and use direct mail, the Internet and social media to target youth. Tobacco products still appear in many youth-rated movies.

Source: Tobacco Free California

**Don't like being manipulated?
Want to find out more?
Visit gen-swat.com.**

Bad intentions

While cigarettes remain the most common form of tobacco used, the popularity of other tobacco products is on the rise, especially due to the fact that the tobacco industry promotes them as an alternative when smoking is not an option. But as William Shakespeare wrote, "A rose by any other name ..." is just as dangerous.

Snus (pronounced 'snoose')

Snus is the category that includes smokeless, spitless tobacco products. Studies show that these products cause nicotine to be absorbed more quickly into the bloodstream than traditional cigarettes. In 2009, tobacco companies began test marketing candy-flavored products, including fruit-flavored dissolvable strips, mint-shaped "orbs" and sticks.

Cigars

Did you know that one cigar has as much nicotine as almost three packs of cigarettes? The tobacco industry has been promoting "little cigars", called cigarillos, to young people. These cigars are often candy or fruit-flavored to hide the taste of the tobacco.

Hookah

Hookahs are water pipes used to smoke flavored tobacco. Hookahs use hot charcoal to heat the tobacco. Hookah smoking can cause oral cancer, lung cancer and heart disease. This specialty tobacco contains the same chemicals found in all tobacco, including nicotine and cancer-causing chemicals. Secondhand hookah smoke also contains the same cancer-causing particulates found in cigarette smoke. Just because the tobacco is flavored does not mean it is safe.

Source: Tobacco Free California



THINK ABOUT IT

Why would tobacco companies add candy flavors to their products? Adding flavors such as orange, chocolate chip cookie dough, cherry or coffee doesn't make tobacco products safer, but it does make them more appealing to young people.

Source: Tobacco Free Florida



DARK SIDE

- **Flavored tobacco products are as addictive and carry the same health risks as regular tobacco products, such as lung diseases, cancers and strokes.**

- Teens using products such as "bidis" or hookahs usually choose flavored products over cigarettes because those products "taste better" and young people think that means they are safer, which is not true.

- One study of smokers between the ages of 13 and 18 showed that 60 percent of those teens thought that flavored cigarettes would taste better than regular cigarettes.

- Among all high school seniors who have ever used smokeless tobacco, almost 75 percent began by the ninth grade.

- People who use smokeless tobacco are 50 times more likely to get cancer of the cheek and gums.

- Overall, 3.5 percent of Florida middle school students and 5.9 percent of high school students have used smokeless tobacco at least once during the past 30 days.

- **Smoking a hookah pipe for 60 to 80 minutes is the equivalent of smoking 100 cigarettes.**

Sources: U.S. Food and Drug Administration, Tobacco Free Florida, World Health Organization and Florida Youth Tobacco Survey.

THE RISING TIDE

Smokeless tobacco products have been in the shadows for decades, but in recent years, they have been taking the spotlight, especially with young people. This is the result of aggressive marketing on the part of the tobacco companies.

Smokeless tobacco includes chew, spit, dip, snuff, snus and a host of new dissolvable products. The fact is that these products are not safe alternatives to smoking. These products can be just as addictive and dangerous as cigarettes. Smokeless tobacco can result in many serious health problems, including oral, pancreatic and esophageal cancer. Smokeless tobacco products also can increase the risk of a fatal heart attack and stroke, not to mention breathing problems and infertility.

Using smokeless tobacco can lead to nicotine addiction and

dependence. Did you know that **the amount of nicotine absorbed from a dip of moist snuff tobacco is three to four times the amount delivered by a cigarette?** And, chew tobacco users absorb more nicotine per dose and it stays in the bloodstream for a longer time.

Sources: Florida Department of Health and Tobacco Free Florida



Just because the tobacco is flavored doesn't mean it's safer. Don't be fooled. gen-swat.com.



WILD ONES

Young people are important to tobacco companies. Think about it: If more than 1,200 people in the U.S. die every day due to smoking, then new users need to be found so their companies can stay in business. What is the best way to convince young people to try harmful chemicals? Make those chemicals taste good.

New flavored tobacco products are being presented in colorful and playful packaging, and they are backed by strong marketing budgets. Flavored tobacco – berry, orange, cherry, coffee, chocolate, vanilla – appeals to younger audiences. **In Florida, one in six kids between the ages of 11 and 17 has tried flavored tobacco.** Tobacco industry documents show that companies have designed flavored cigarettes with kids in mind.

Young people often believe that these candy-flavored treats are not addictive and are safer than smoking cigarettes. This is simply not true. The fact is using any kind of tobacco product increases the risk of developing serious health problems, including various types of cancer, heart disease and lung disease.

Source: Centers for Disease Control and Prevention



RUSSIAN ROULETTE

Nicotine is a drug. Stopping use of a drug can be difficult, especially when it is as addictive as nicotine. Be careful about changing out one habit for another.

Electronic cigarettes, also known as e-cigarettes, are battery-operated products designed to deliver nicotine, flavor and other chemicals. Although some people think using e-cigarettes can help them quit smoking, remember these are still addictive and dangerous. E-cigarettes turn highly addictive nicotine, along with other chemicals, into a vapor that is inhaled by the user.

E-cigarettes do not contain tobacco. Instead, there's a mechanism that heats up liquid nicotine, which turns into a vapor that smokers inhale and exhale. Don't be fooled by the fact that these devices do not contain tobacco.

Source: FDA and Discovery Health

CEASE FIRE

Hookah, narghile, argileh, shisha, hubble-bubble and goza – no matter what you call it, a water pipe is a device used to smoke specialty and flavored tobacco. While many hookah smokers think using a water pipe is less harmful than smoking cigarettes, hookah smoking carries many of the same health risks as cigarettes.

The water does not reduce the effects of the tobacco; it simply cools the smoke going directly into the smoker's lungs. Due to this method of smoking, water pipe users may absorb higher concentrations of the toxins, or poisons, found in cigarette smoke. A typical one-hour-long hookah smoking session involves inhaling 100–200 times the volume of smoke inhaled from a single cigarette!

In addition, the charcoal used to heat tobacco in the hookah increases the health risks by producing high levels of carbon monoxide, metals and cancer-causing chemicals. **And, just in case ingesting cancer-causing chemicals, metals and carbon dioxide is okay with you, water pipe users also are subjected to infectious diseases, which may be transmitted by sharing a hookah.**

Source: Centers for Disease Control and Prevention



Speak now

Here's your chance to speak out against youth smoking. Write a letter to the editor of the *Tampa Bay Times* and your school newspaper explaining your thoughts about youth smoking. Cite the health risks, debunk the myth about smoking being cool, or talk positively about better ways to spend your time and money. Use facts from this publication, as well as the resources noted on Page 16.



UNDER PRESSURE



Okay, saying no isn't always easy. It is important to fit in, but if you are worried that your friends won't like you if you say no, then maybe you should take a step back and examine the friendship. Real friends respect you as a person and would never stop being friends because you refuse to follow the crowd. Also, you may find out that some of your other friends feel the same way you do! If friends or classmates try to pressure you, keep in mind why they may be doing it:

They may be trying to make you feel small, so that they can feel better about themselves.

They may be afraid of anyone who is different from them.

They could be afraid of criticism, so they'll do the criticizing first.

They may be insecure.

They could be making up rules so that they fit in and you don't.

Source: Public Broadcasting System

Representin'

The Truth website, thetruth.com, is a media-savvy anti smoking campaign aimed at young people. Check out the website and explore the pages, messages, images and articles. Do you think the website is effective? Why or why not? Which pages or ideas are most interesting? How does this website use various marketing strategies to evoke emotional and relatable responses? Are these strategies effective? Are these strategies similar to the efforts of tobacco companies? Discuss your thoughts with your classmates. Write an essay exploring these ideas. Be sure to use specific examples to support your points. Create an anti smoking advertisement for the Tampa Bay Times based on the strategies used on the website.

US AGAINST THE WORLD

Smoking and peer pressure go hand in hand. If a friend or classmate has ever pushed you into doing something you don't want to do, then you've experienced peer pressure. Peer pressure is one of the main reasons young people start smoking. But you do not have to fall for the pressure or the lies.

It is important to remember these two statements when it comes to peer pressure:

- 1 You don't have to do anything that you don't want to do.
- 2 It's perfectly okay to say no. You don't owe anyone an explanation.

Source: Public Broadcasting System

Take a look around

If a simple "No, thanks" won't do the trick, here are some other strategies for turning down someone who offers you a cigarette:

- "I'm allergic to smoke."
- "The smell of smoke makes me sick and I don't want to smell like that."
- "My parents will ground me if I come home smelling like smoke."
- "I know someone who died from smoking and I don't want to do it."
- "I don't want to start because I'm trying to get my parents to quit."
- "No, thanks. I quit."

Whatever strategy you choose, make sure you are comfortable with your decision. Keep in mind that most young people do not smoke. It is okay to say no. Also, it is okay to talk to an adult you trust: a parent, grandparent, aunt, uncle, guidance counselor, teacher or older sibling.

Source: Public Broadcasting System



**Make up your own mind.
Learn more strategies at
gen-swat.com.**

I knew you were trouble

Smoking is not just dangerous to the smoker, it also is dangerous to the people breathing in secondhand smoke. Secondhand smoke is a combination of the smoke emitted by the burning end of a cigarette, pipe or cigar and the smoke exhaled by smokers. Did you know that secondhand smoke contains more than 7,000 substances? Every time a smoker exhales, the people around that person inhale those substances.

Among the more than 7,000 chemicals that have been identified in secondhand tobacco smoke, at least 250 are known to be harmful. The chemicals present in secondhand smoke include hydrogen cyanide, carbon monoxide, ammonia, arsenic, benzene, cadmium, ethylene oxide and formaldehyde ... just to name a few.

The U.S. Environmental Protection Agency, the U.S. National Toxicology Program, the U.S. Surgeon General and the International Agency for Research on Cancer have all classified secondhand smoke as a known human carcinogen, a fancy name for a cancer-causing agent.

Secondhand smoke is associated with heart disease, cancer, asthma and premature death in nonsmoking adults and children.

Sources: Environmental Protection Agency, U.S. Surgeon General and American Cancer Institute

IGNORANCE IS BLISS



There is indisputable evidence that implementing 100 percent smoke free environments is the only effective way to protect the population from the harmful effects of secondhand smoke exposure.

- Opening a window; sitting in a separate area; or using ventilation, air conditioning or a fan cannot eliminate secondhand smoke.
- Smoke free housing has economic benefits, such as insurance discounts that many property insurance companies offer to buildings with no-smoking policies.
- The Organization for Economic Cooperation and Development estimates that construction and maintenance costs are seven percent higher in buildings that allow smoking than in buildings that are smoke free.
- On September 15, 2010, the U.S. Department of Housing and Urban Development issued a policy memo strongly encouraging Public Housing Authorities to implement nonsmoking policies in some or all of their public housing units.

- Each year, an estimated 3,000 nonsmoking Americans die of lung cancer from being exposed to secondhand smoke.
- Nonsmokers who are exposed to secondhand smoke at home or at work increase their risk of developing heart disease and lung cancer by 20 to 30 percent.
- Each year, primarily because of exposure to secondhand smoke, more than 46,000 nonsmoking Americans die of heart disease.
- In the first two years of life, children exposed to secondhand smoke have more than a 50 percent increased risk of developing bronchitis and pneumonia.
- More than 40 percent of children who go to the emergency room for asthma attacks live with smokers.
- More than 300,000 children suffer each year from infections caused by tobacco smoke, including bronchitis, pneumonia and ear infections.
- In Florida alone, 2,520 nonsmokers died from exposure to secondhand smoke in 2010.
- In 2011, 10 percent of Florida middle and high school students lived in a home where smoking was allowed inside.

Source: Tobacco Free Florida



**Get involved in your community.
If you are interested in helping with issues like second-hand smoke, visit tobaccofreeflorida.com
to find out how you can help.**



STUDENTS WORKING AGAINST TOBACCO

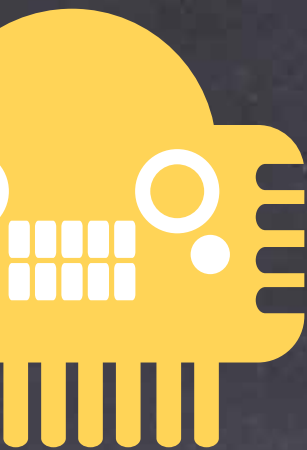
We are who we are

Students Working Against Tobacco (SWAT) is Florida's statewide youth organization working to mobilize, educate and equip Florida youth to revolt against and de-glamorize Big Tobacco. SWAT members are a united movement of empowered youth working toward a tobacco free future.

SWAT doesn't want to tell you what to think or how to think. Their mission is to share facts and let young people make their own decisions.

The purpose of SWAT is to expose the facts about Big Tobacco. SWAT gives Florida youth a voice to stand up to Corporate Tobacco. SWAT empowers Florida young people to educate their peers about the manipulative tactics of Big Tobacco so that together they can take a stand and make a change for the next generation

Source: Students Working Against Tobacco



Meet Kent Fernandez, SWAT team member, Pinellas County team



Q: What first drew you to SWAT?

A: "What first drew me to SWAT were the people who were in it. I knew the president, and she was a great person and she said, 'Come check out SWAT.' It was a great club. It really was the people in it and the fact that you think SWAT ... is that like Army SWAT? ... what could it be? I'd better go ... it sounds pretty cool."

Q: What kept you in the club so long?

A: "I've been in SWAT for three years. Once I got into SWAT, I just have that shock about what is really going on. Both of my parents were smokers all my life and I actually have breathing problems, and when I found out that people are targeted to smoke ... teenagers, children ... I couldn't believe it. And the products ... I knew they had candy-flavored tobacco products, but I didn't really know why they were there, what their purpose was serving ... these are for the children to get interested in tobacco.

"It was astounding to learn what the tobacco companies were willing to do in order to secure their market. Then when I heard about how many people die, 1,200 a day, it just blew me away. And the fact that nobody does anything about it ... except for us ... and a very few select organizations. People don't feel the urgency, but that's the equivalent of a couple of jumbo jets crashing each day. It's more than alcohol, AIDS, suicide, homicide, car crashes and illegal drug overdose combined. I don't understand why people don't think it's an issue. Some people just say, 'Smoking, what about it? It's in our culture.' Well, it's also killing our culture, so why should we keep it?"

Q: What have you gained the most from your involvement?

A: "Knowledge and experience. First, knowledge ... being enlightened, knowing what is really going on in the world. As youth, we can be naïve and sheltered and not know what's going on. You might see a tobacco product and say, 'Hey, that kind of looks like Tic Tacs,' but you won't say, 'Oh ... I bet that's targeting me.' Keeping up on the issues and having the inside scoop ... you feel like you're part of a secret organization when you know this stuff, because a lot of people don't. And it almost surprises you about that.

So with just the knowledge, I feel like I have an advantage in certain issues.

"It's also given me a policy knowledge ... like how the legislative process works, how the flow of power works, things about our government ... I think SWAT has granted me a great deal of knowledge and also experience. I never thought I would be talking to legislators and that is something that I think most people cannot say they've done. To be able to say, 'I passed this resolution, I passed this ordinance, I worked on this policy change ... My work and my efforts were part of the reason that this social change happened ... I was working toward something that would save people's lives ... I got somebody to quit smoking when they could have died from it.'

"Ultimately, I really wanted to help. I have seen people die from cancer, I have seen my parents struggle through the addiction. I don't believe this is something that people should have to go through, especially when you're at such a young age and you can't make good decisions, and you're being targeted so precisely, and with so much money behind it, and with so much effort put forth to get you to smoke ... it's almost impossible not to. To be targeted like that with something that can kill you ... it changes the rest of your life, and it's not something people should have to go through."

Motivation



Boredom is one reason many young people make bad decisions when it comes to drugs, alcohol and smoking. Joining SWAT or another after-school club is a good way to combat boredom and make a difference at your school. Look through the *Tampa Bay Times* and make note of activities and events available to young people in your community. List all the things a young person could do the next time he or she thinks, "I'm bored." Discuss your list with the class.

**Join students working against tobacco
(SWAT)!**
Visit gen-swat.com.

Meet Olivia Ferris, SWAT team member, Lakewood High School



Q: Why did you join SWAT?

A: "I joined because I wanted to join a couple of clubs and it seemed like a good idea. I needed Bright Futures hours and it was good for volunteering. I was involved in Girl Scouts before that, and I really like doing community work."

Q: What kept you in SWAT once you started?

A: "This is my third year [with SWAT]. I got there the first day and they were showing a PowerPoint and it was the candy tobacco all together with regular candy. The one that really sticks with me is by Camel ... it's called 'orbs', and they're basically little nicotine mints. They were talking about how a child could ingest one or two of these and get seriously ill, because they have 3 milligrams per mint and the level for nicotine poisoning for a child is 15. They are seriously dangerous and they look like Tic Tacs, so that was a little disturbing to me. Then I just got more and more into it and started learning more about what the Big Tobacco companies are doing and it's disgusting, it's terrible really, and I couldn't think of a reason to quit [the club]".

Q: What have you gained the most by being involved in SWAT?

A: "Character, you gain so many new experiences that make you a better person. You go and you volunteer and you meet new people and you explain your cause and there are all these people that are, like, 'That's amazing', and 'I really admire what you're doing' and 'I think that's really awesome'. Then you get to do all these cool things that you never thought you'd be doing ... You're talking to legislators, which is definitely something that I never thought I was going to be doing, and you're doing rope courses for an activity... It's a lot of fun and you meet tons of people. You get really passionate about it and you feel like you're a part of something, and I find that's what I take the most enjoyment in."

SWAT's message is about Big Tobacco's marketing practice and exposing the manipulation of the tobacco industry.

SWAT's message is not about health. SWAT is not trying to tell you how to live your life. There is a lot of inside information about how the tobacco industry works and just how far industry executives will go to get your money in their pockets.

Glad you came. Tobacco companies need you.



WE WANT YOU!



Think about it:

Almost 90 percent of all smokers are addicted by the time they turn 18.

Big Tobacco knows if you don't start before you are 18, chances are you never will.

Without middle and high school students smoking, the tobacco companies would be in trouble.

Without you, how would they replace the more than 1,200 customers who die each year?

According to SWAT, "The tobacco companies know that if they marketed their products for what they really were – addictive and deadly – they would never get anyone to buy them. So, tobacco

companies need you to buy an image. They need you to believe that you'll be cool, sexy and more sophisticated if you buy their lies. Why else would they have to hide behind models and cowboys to sell that stuff?"

Source: SWAT

HELP ME TO HELP YOU

The people at Tobacco Free Florida know quitting can be very hard, but it's not impossible. Did you know there are more former smokers than current smokers in Florida? With the right help, resources and support, you can be one of the many healthy nonsmokers. Tobacco Free Florida offers a number of free and convenient resources to help tobacco users quit.

The Florida Quitline and Web Coach® are available 24 hours a day, seven days a week with three free ways to quit:

Talk to a Quit Coach® who can help you quit tobacco.

1-877-U-CAN-NOW (822-6669)

Participate in the online program to help yourself quit tobacco.

quitnow.net/florida

Looking for local face-to-face help?

Find classes near you:

AHECtobacco.com

1-813-929-1000 or

1-888-546-2432



The edge of glory

Quitting isn't easy. The truth is the average smoker attempts to quit between eight and 11 times before ultimately quitting for good. Many people become discouraged, but with the right help, resources and support to keep you going, you will have the best chance to quit for good.

It is important to have a quit plan ready in order to be successful. While the road to becoming tobacco free can be bumpy, having a plan is a good way to keep yourself on course. Here are some quick quit tips to help you become a nonsmoker:

- Drink lots of water.
- Have gum or mints handy for when cravings kick in.
- Get your teeth cleaned and/or whitened.
- Avoid caffeinated beverages such as coffee and soda.
- Avoid alcoholic drinks.
- Enjoy healthy snacks such as carrots, celery, fruits and sugar-free snacks.
- Keep your hands and mouth occupied with cinnamon sticks, toothpicks or straws.
- Wash or dry-clean your clothes and have your car cleaned inside and out to get rid of the smell of cigarettes.
- Have the carpet, draperies, bed sheets and other fabrics inside your home cleaned and deodorized to remove the lingering smell of cigarette smoke.
- Try to stay away from places where there will be smoking.
- Become physically active, whether it's at a gym, with friends or on your own. Something as simple and easy as walking will help.

Source: Tobacco Free Florida

PRICE TAG

The U.S. Surgeon General's "Report for Kids on Smoking" reports that **the typical smoker spends approximately \$700 a year on cigarettes.** Think of what you could do with that much money! Here are a few things the report suggests:

- Play 2,800 video arcade games.
 - Have the world's biggest slumber party.
 - Talk on the phone to your friend in another state for 126 hours and 22 minutes.
 - Make a donation to your favorite charity.
 - Put it in a savings account, earning 5 percent interest, and make \$25,003.47 after 20 years.
- Now, think of some things on your own. Look through the *Tampa Bay Times* for fun and helpful ways to spend the \$700 you won't spend on cigarettes.



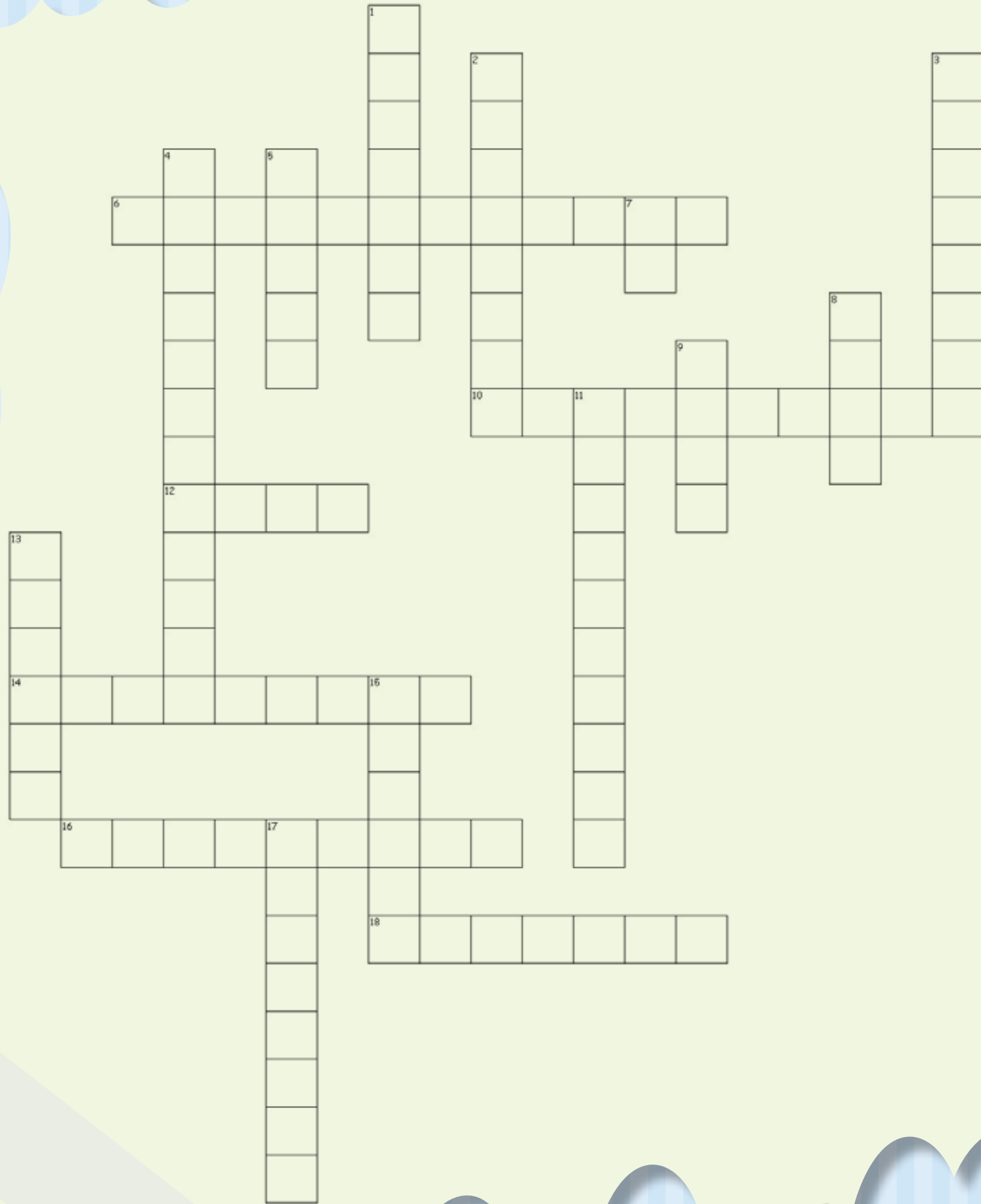
CROSSWORD CLUES

ACROSS

6. Using any kind of tobacco product increases the risk of diseases in these organs.
10. This type of smoke contains more than 7,000 substances.
12. Their mission is to share facts and let young people make their own decisions.
14. Tobacco use by young adults causes _____ damage.
16. Businesses use this to encourage young people to be interested in smoking.
18. Parents should set a good example by not doing this.

DOWN

1. Water pipes used to smoke flavored tobacco.
2. Tobacco companies spend this many millions of dollars marketing their products in Florida.
3. This type of tobacco is appealing to young people.
4. Smoking and this go hand in hand.
5. Teens want to hear this.
7. It's perfectly okay to say this.
8. It is important to have a quit _____ ready in order to be successful.
9. Smokeless, spitless tobacco products.
11. It will take _____ and effort to quit smoking.
13. The tobacco industry tries to reinforce a "glamorous image" of smoking in these.
15. Synonym for poisons.
17. Most smokers smoke their first cigarette by this age.



ANSWERS: Across: 6. Heart and lung; 10. Secondhand; 12. SWAT; 14. Immediate; 16. Marketing; 18. Smoking; Down: 1. Hookahs; 2. Hundreds; 3. Flavored; 4. Peer pressure; 5. Truth; 7. No; 8. Plan; 9. Snus; 11. Commitment; 13. Movies; 15. Toxins; 17. Eighteen

Say **iQuit** with AHEC



Let's get it started

Take a deep, fresh breath by making sure you and your family are smoke free. According to the CDC, smoking has become a health concern for both smokers and nonsmokers alike. The National Cancer Institute asserts that there is no safe level of secondhand smoke.

C'mon

Seventy percent of tobacco users report that they want to quit. Do you want to quit or help someone else quit? The Gulfcoast North Area Health Education Center (GNAHEC) can help. And, the best part: Help is free.

GNAHEC offers free tobacco/smoking cessation classes. You can choose between two iQuit programs: a six-week class or a two-hour seminar. These classes are available at clinical, work or community sites.

To register, call 813-929-1000 or log on to ahectobacco.com/calendar.

Take the power back

Want to spread the word about the dangers of smoking? There are a lot of ways you can help! Here are some ideas to get you started:

- Check with your school administration to see if there is a chapter of SWAT (Students Working Against Tobacco) at your school.
- Make your own public service announcement. Check with the television production team at your school to make a video for the morning show. Or, you can create a print announcement for your school newspaper.
- Make your own anti smoking cartoon by drawing pictures in a "flipbook": each picture goes on one page of a small notebook so that when you flip through the pages real fast, the pictures move.

• Get involved with an anti smoking campaign in your area by contacting one of the following organizations:

- ➔ Campaign for Tobacco Free Kids - (800) 284-KIDS
- ➔ American Lung Association - (800) LUNG-USA
- ➔ American Cancer Society - (800) ACS-2345

• Organize a Kick Butts Day event in your area! For information on how to create your own event, visit kickbuttsday.org.

• Promise that you'll never smoke by signing a pledge stating that you will be tobacco free.

• Take note of tobacco advertisements posted on store windows in your community. Write letters to those stores or ask your parents to speak to them about the problems caused by the tobacco industry.

• Contact local businesses and restaurants in your area that allow smoking and ask them to make their establishments smoke free.

• Write opinion pieces in your local paper or school newspaper.

• Paint posters to encourage kids not to smoke. With your teacher's permission, hang them in classrooms, the school media center and the cafeteria.

• Ask your school to have an anti smoking assembly program or volunteer to speak to other students about the facts that you've learned about smoking.

• Start an anti smoking club with other kids at school.

• If you see someone selling cigarettes to a person under the age of 18, report it to 1-888-FDA-4KIDS (part of the Food and Drug Administration).

Source: Centers for Disease Control and Prevention

Call me maybe

The decision and desire to quit smoking lies within the individual. However, as part of someone's support system – friends or family members – you can impact that person's efforts to quit for good. It is important to remember to be supportive and not pressure someone.

If you are ready to quit, the Gulfcoast North Area Health Education Center is ready to help. The iQuit program is free and provides:

- ❖ Nicotine replacement patches, gum and lozenges
- ❖ Individual assessments and customized treatment plans
- ❖ Group counseling sessions led by trained tobacco cessation specialists
- ❖ Times and locations throughout the Tampa Bay area
- ❖ Special programs for pregnant women

❖ Work site programs for employers

❖ Relapse prevention programs for those who need additional help or have slipped

For more information, go to ahectobacco.com or call 1-87-Quit-Now-6.

Change my mind

Do adults that you care about smoke: parents, relatives, teachers? Did you know that GNAHEC offers free smoking-cessation classes that take place at workplaces?

Think about it

Workplace productivity losses are \$4.4 billion annually in Florida due to smoking. That is a lot of money to be going up in smoke. Although going tobacco free in a corporate or private business sector can seem difficult, the benefits outweigh the challenges, causing an increasing number of businesses to adopt tobacco free policies. The result is increased productivity, less employee absenteeism, decreased medical expenses and boosted morale – all benefits to employers.

GNAHEC can help. To plan a group at your parents' workplace, please call 813-929-1000, ext. 208.



@IQUITWITHAHEC



Parents' corner

Scream and shout ... Not!

Parents, screaming and shouting is not the way to talk to your teens about the dangers of smoking, but it is important for you to address this topic with your children. Want to prevent teen smoking? You need to understand why teens smoke and how to talk to your teen about cigarettes.

- 1 Although teen smoking might begin innocently with curiosity, it can become a serious long-term problem. It is important to remember that most adult smokers began smoking when they were teens. The best defense is to help your teen avoid taking that first puff.
- 2 Set a good example by not smoking. Teen smoking is more common among teens whose parents smoke.
- 3 Understand the attraction of smoking. Teen smoking is often a form of rebellion or a way to fit in with a particular group of friends. Some teens begin smoking to lose weight, or to feel cool or independent. Talk to your teen if you notice his or her friends smoking.
- 4 Say no to teen smoking. You may think your teen doesn't listen to a word you say, but it is not true. Explain to your teen that smoking is not allowed. Your disapproval will have more impact than you think.
- 5 Remind your teen that smoking is not glamorous. It is dirty and smelly. Smoking gives people bad breath and wrinkles.
- 6 Do the math: Smoking is expensive. Show your teen how expensive a smoking habit can be. Compare the cost of smoking with that of electronic devices, clothes or other teen essentials.
- 7 Expect peer pressure and learn how to counteract it. Give your teen the tools he or she needs to refuse cigarettes.
- 8 Take addiction seriously. Remind your teen that most adult smokers start as teens. Once you're hooked, it's tough to quit.
- 9 Predict the future. Teens tend to assume that bad things happen only to other people. Teens believe they are infallible. Cancer, heart attacks and strokes happen to older people. Use loved ones, friends, neighbors or celebrities who've been ill as real-life examples.
- 10 Think beyond cigarettes. The world is changing, but bad habits are not. Smokeless tobacco, clove cigarettes (kreteks) and candy-flavored cigarettes (bidis) are just as harmful and addictive as traditional cigarettes. Teens may think that water pipe (hookah) smoking is safe, but that is just not true. Kreteks, bidis and hookahs all carry health risks. Don't let your teen be fooled.
- 11 Get involved. Take an active stance against teen smoking by participating in local and school-sponsored smoking prevention campaigns. You also can support efforts to make public places smoke free.

Source: Mayo Clinic

BLOWN AWAY

There are more than 7,000 chemicals that have been identified in secondhand tobacco smoke. At least 250 are known to be harmful, including hydrogen cyanide, carbon monoxide and ammonia. At least 69 of the toxic chemicals in secondhand tobacco smoke cause cancer. With a partner, research 10 of these chemicals and their side effects. Create a visual presentation with the information you have found to share with your class. Use specific examples from your research in the presentation.



Take control

How much does advertising influence your decisions? Think back to the decisions you've made in the past year. Were any of them influenced by advertisements in the newspaper or magazines, or on radio or television? Discuss your thoughts with the class. Next, talk about the techniques advertisers use to attract your attention. For example, many ads use the bandwagon approach – convincing you to join the crowd. Some ads use a famous person to make a pitch. This is called a testimonial. Others use images to associate a product with certain people, places and activities. Now, work in small groups to design an anti smoking ad using one or more of these techniques. You can learn more about advertising techniques on this website: valleytech.k12.ma.us/medialit/techniques.htm.

Wake-up call

Has your teen already started smoking? Avoid threats and ultimatums. Talk to your teen. Find out why your teen is smoking and discuss ways to help your teen quit. Avoiding or stopping smoking is one of the best things your teen can do for a lifetime of good health. Be supportive of your teen.

Source: Mayo Clinic

