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No Ifs, Ends, Or Butts

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Disclosure

We have no financial relationships with any commercial interest related to the content of this activity



Statistics



Population of Monroe County

Population of MC smokers

Population of adolescent/teenage smokers



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What You Know



“the single most **preventable**
cause of **death**
in the world”



First Hand Smoke

Second Hand Smoke

Third Hand Smoke

<https://www.youtube.com/watch?v=vU8-3xbBqBQ>

<https://youtu.be/RRPPYqyiJkM>

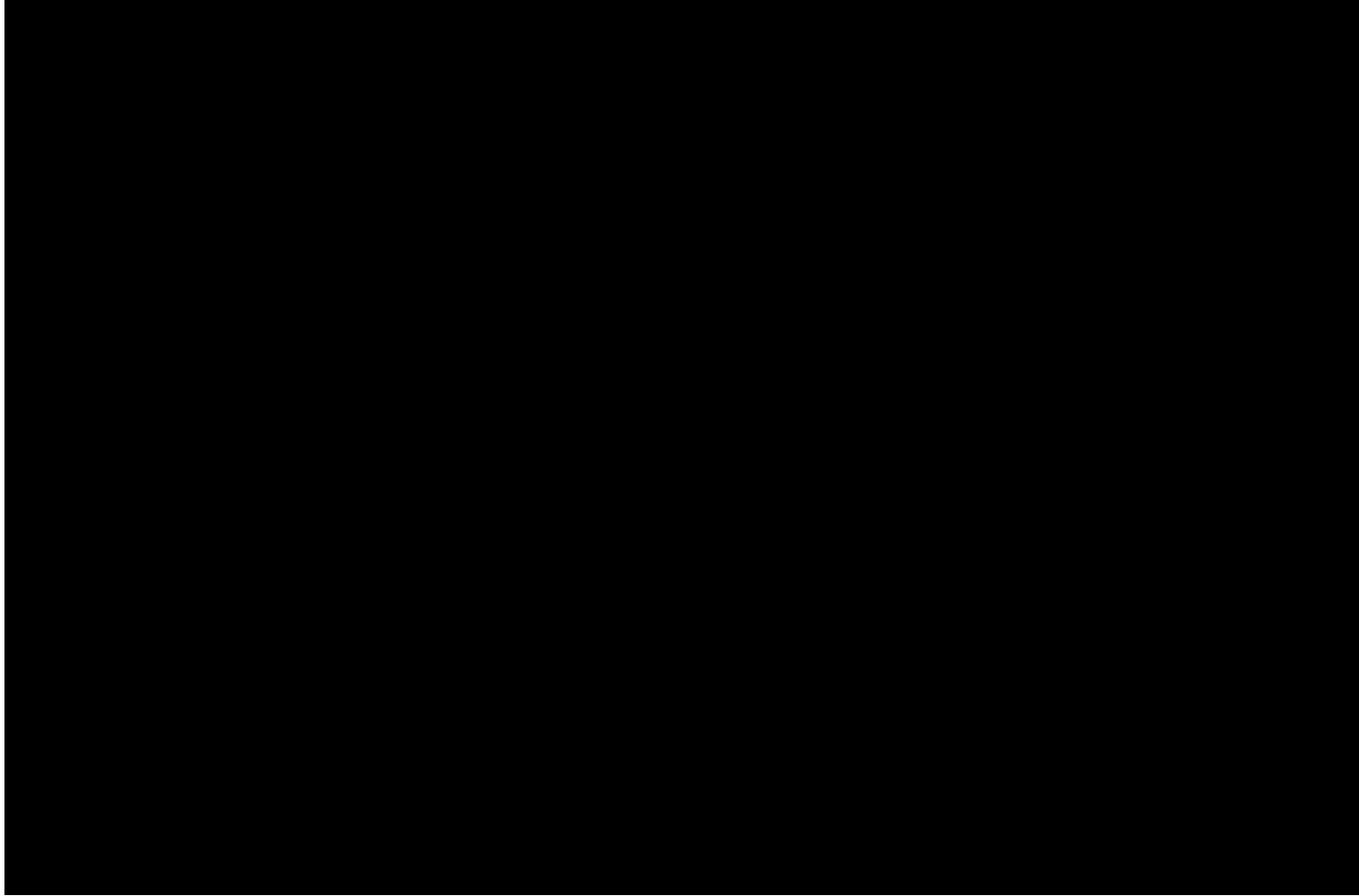


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PASSIVE SMOKING
IS NOT AS PASSIVE AS YOU THINK

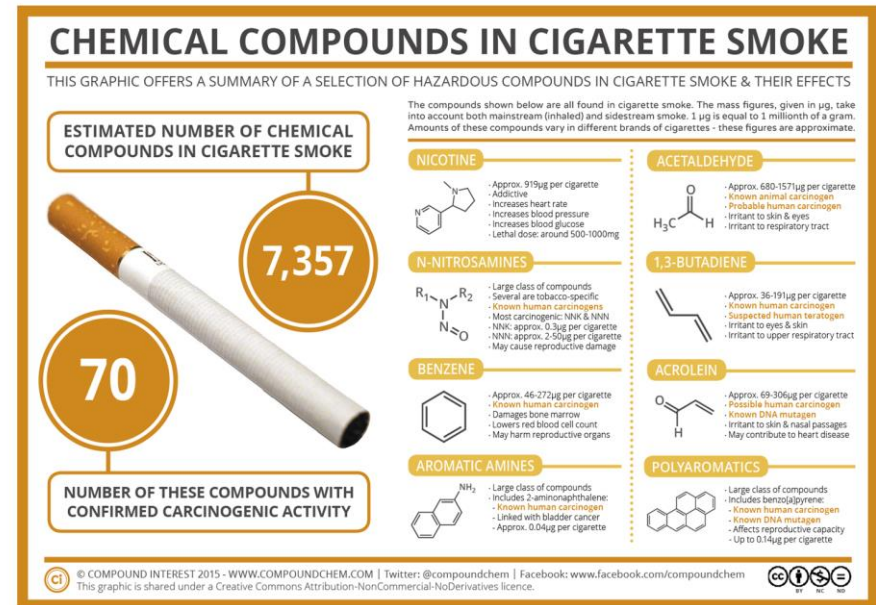
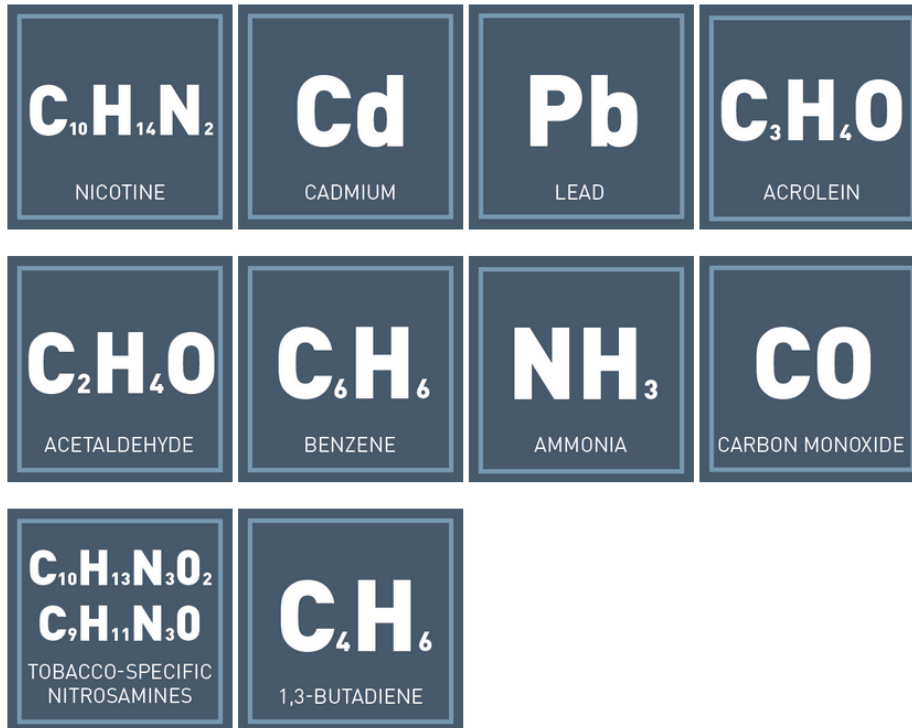
Quit Smoking Initiative by Noble Advertising LLC.

GULF NEWS 



Cigarette Chemicals

Here are some of the known and potentially harmful chemicals in cigarettes:





Cigarette Chemicals

- Butane – lighter fluid
- Cadmium – batteries
- Toluene – solvent
- Ammonia – cleaner
- Acetic acid – vinegar
- Methane – sewer gas
- Arsenic – Poison
- Carbon Monoxide – poisonous gas
- Methanol – rocket fuel
- Formaldehyde – embalming fluid





Cigars

- Most cigars are composed primarily of a single type of tobacco (air-cured and fermented), and they have a tobacco wrapper. They can vary in size and shape and contain between 1 gram and 20 grams of tobacco.
- One Cigar = **7** cigarettes
- Large cigars, Cigarillos, Little cigars





The main health risks from cigar smoking are ***head and neck cancers*** followed by ***lung cancer and heart diseases.***

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NEW YORK STATE SMOKERS' QUITLINE

1-866-NY-QUITS (1-866-697-8487) • www.nysmokefree.com

CIGARS - KNOW THE FACTS

Health Risks Associated with Cigar Smoking...

The main health risks from cigar smoking are head and neck cancers followed by lung cancer and heart disease.

- ▶ Cigar smokers are basically exposed to the same cancer-causing chemicals that are found in cigarettes.
- ▶ The health risks of cigar smoking increase with dosage, for example more cigars per day, inhaling more deeply, and more years of smoking.
- ▶ The only thing that makes a cigar different from a cigarette is the wrapper. A cigar wrapper is made of a tobacco leaf or paper dipped in tobacco extract while a cigarette wrapper is made of paper, painted white.

Secondhand Smoke and Cigars...

- ▶ Secondhand smoke, also known as environmental tobacco smoke (ETS) or passive smoke, is the smoke coming from a lit cigar or cigarette. The secondhand smoke from cigars and cigarettes contains many of the same poisons, irritants and cancer causing substances.
- ▶ Lit cigars give off much more secondhand smoke than cigarettes. One can imagine that smoking a cigar is like burning a log, whereas smoking a cigarette is like burning a twig.
- ▶ The typical cigar contains 7 times the amount of tobacco compared to the average cigarette.

Stopping Cigar Smoking...

- ▶ Why keep smoking when it's so dangerous? As soon as you stop smoking cigars, your body starts healing itself right away!
- ▶ Soon after quitting, your blood pressure, pulse rate and breathing patterns start to return to normal.
- ▶ There are many long-term health benefits, too, including a lower risk of getting cancer and heart disease.



Need help to stop smoking cigars?

Ask your doctor to recommend the stop smoking medication that's right for you.

Nicotine replacement products such as:

- ▶ Nicotine patch
- ▶ Nicotine gum
- ▶ Nicotine lozenge
- ▶ Nicotine nasal spray

Non-nicotine prescription medication:

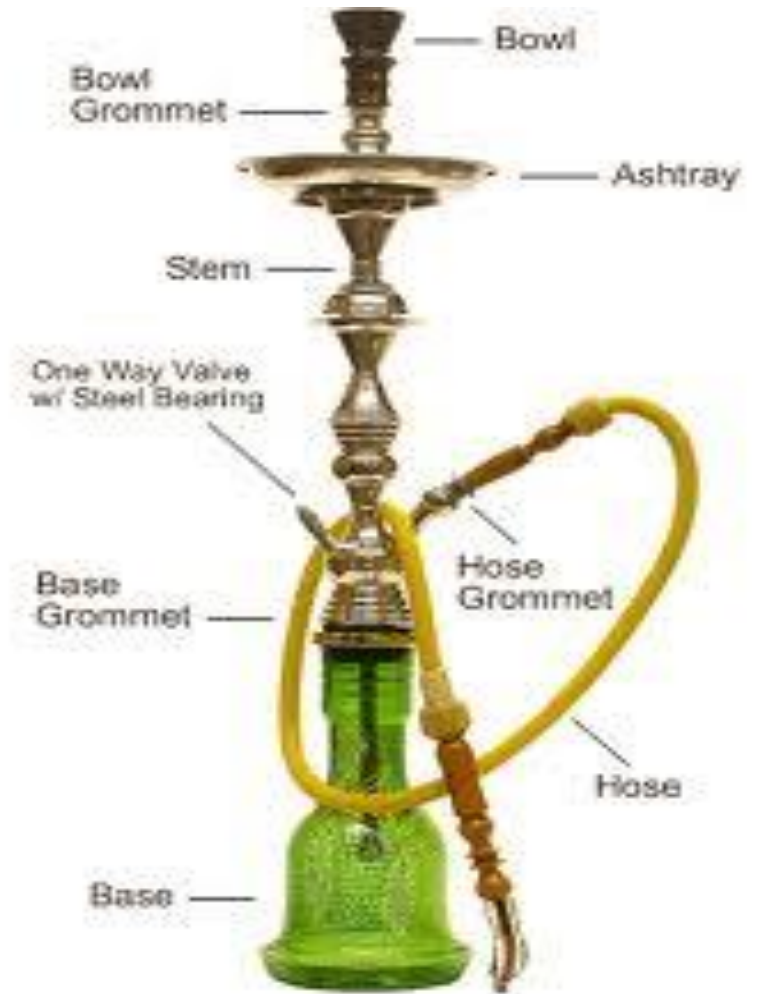
- ▶ Zyban® (also sold as Wellbutrin® and bupropion)
- ▶ Chantix™



Hookah

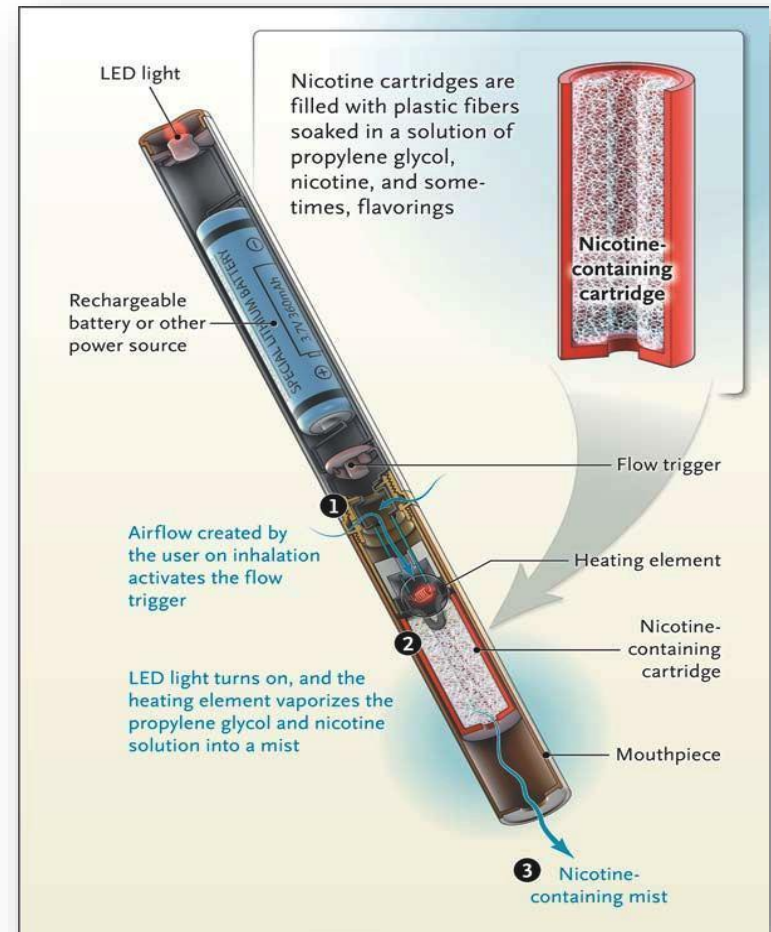
- Hookah use has the potential of becoming a global epidemic (Maziak, 2013)
- **Increasing particularly among adolescents and young adults** (Global Youth Tobacco Survey 1999-2008; Warren et al 2009)
- One hookah session = **10** cigarettes
- Secondhand hookah smoke = same as smoking a cigarette





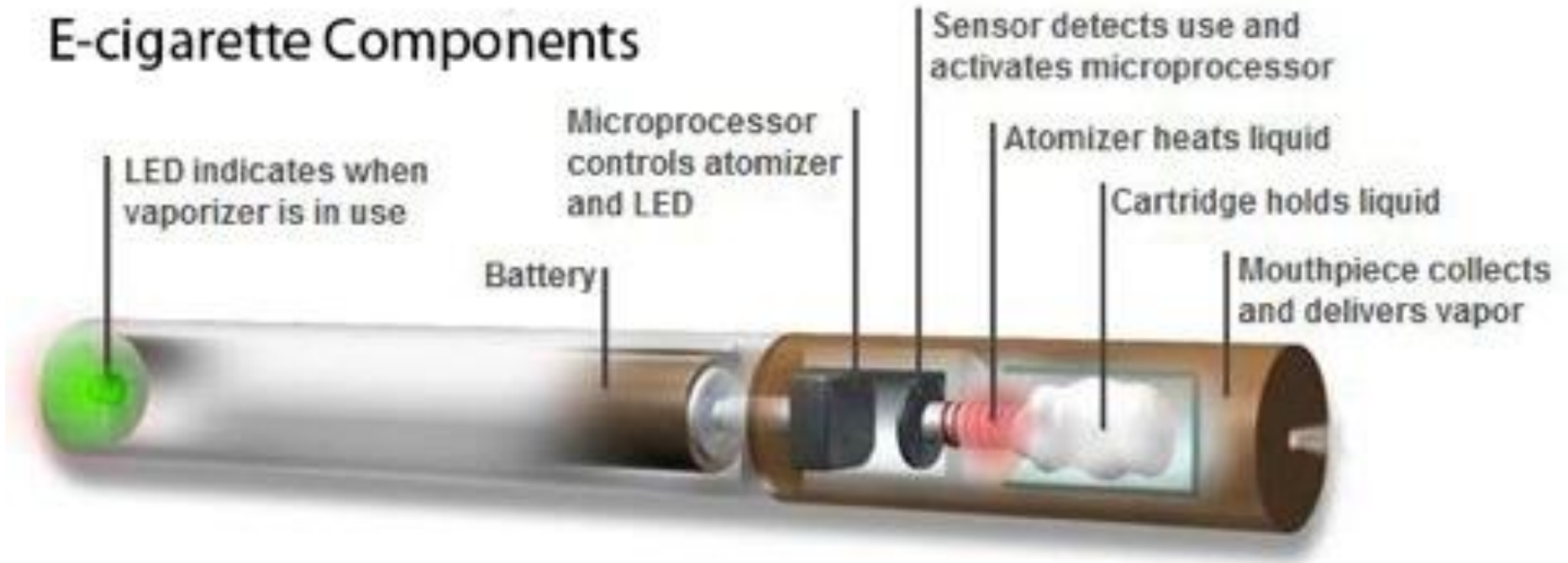
Electronic Nicotine Delivery Systems (ENDS)

- Electronic cigarettes, or e-cigarettes
vapes
e-hookah
e-cigars
e-pens
e-pipes
- **Targets adolescents and young adults**
(candy/fruit flavors, design)
- All 3 major cigarette companies produce E-Cigs





E-cigarette Components



WARNING - NOT FDA APPROVED FOR HEATING OR INHALING



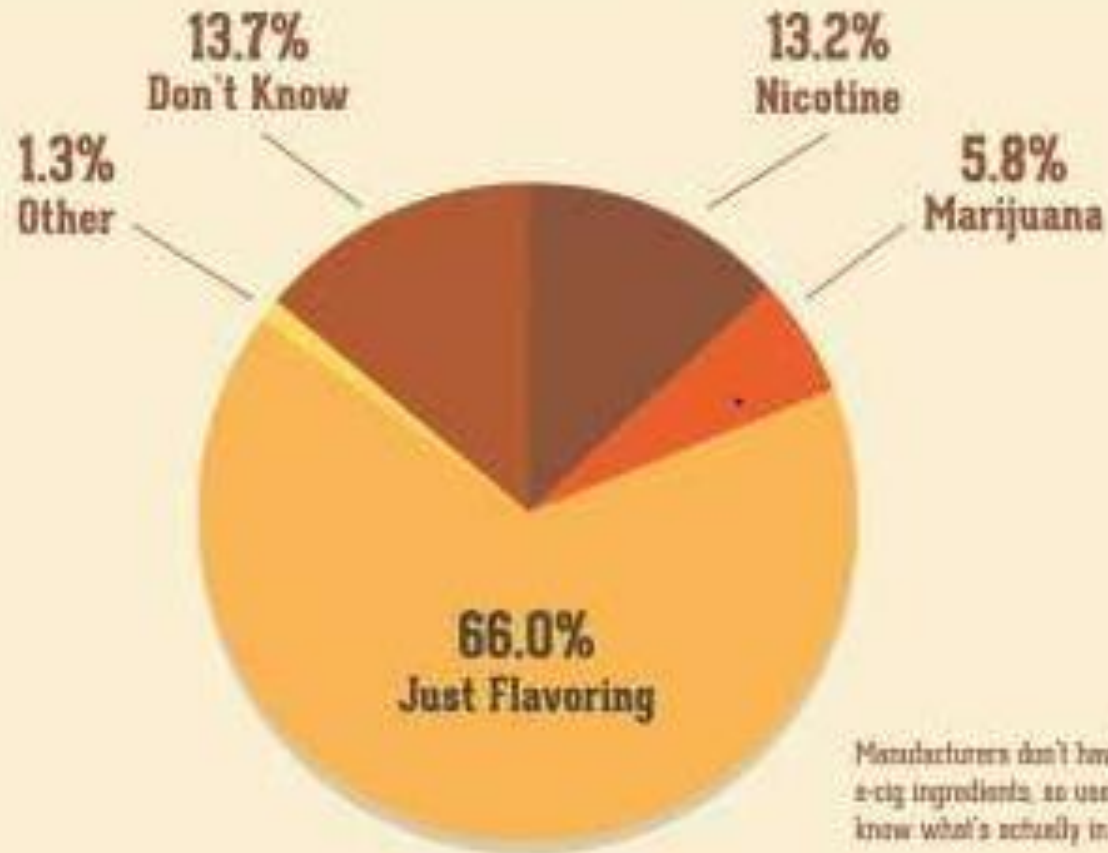
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<https://www.youtube.com/watch?v=zYuyS1Oq8gY>



WHAT DO TEENS SAY IS IN THEIR E-CIG?³





New Facts On E-cigarettes

- Flavorings are **TOXIC** e.g. cinnamon, vanilla, butter
- Higher metal quantity compared to the traditional cigarettes
- **Cancer-causing chemicals-**
 - Benzene
 - Cadmium
 - Isoprene
 - Lead
 - Nickel
 - Formaldehyde
 - Toluene
 - Acetaldehyde
 - N-Nitrosornicotine
 - Nicotine



E-cigarettes





Vapes

Second Generation e-Cigs ("Vapes")



<http://www.independent.co.uk/news/world/americas/first-ecigarette-child-death-new-york-baby-dies-after-drinking-liquid-nicotine-9924229.html>



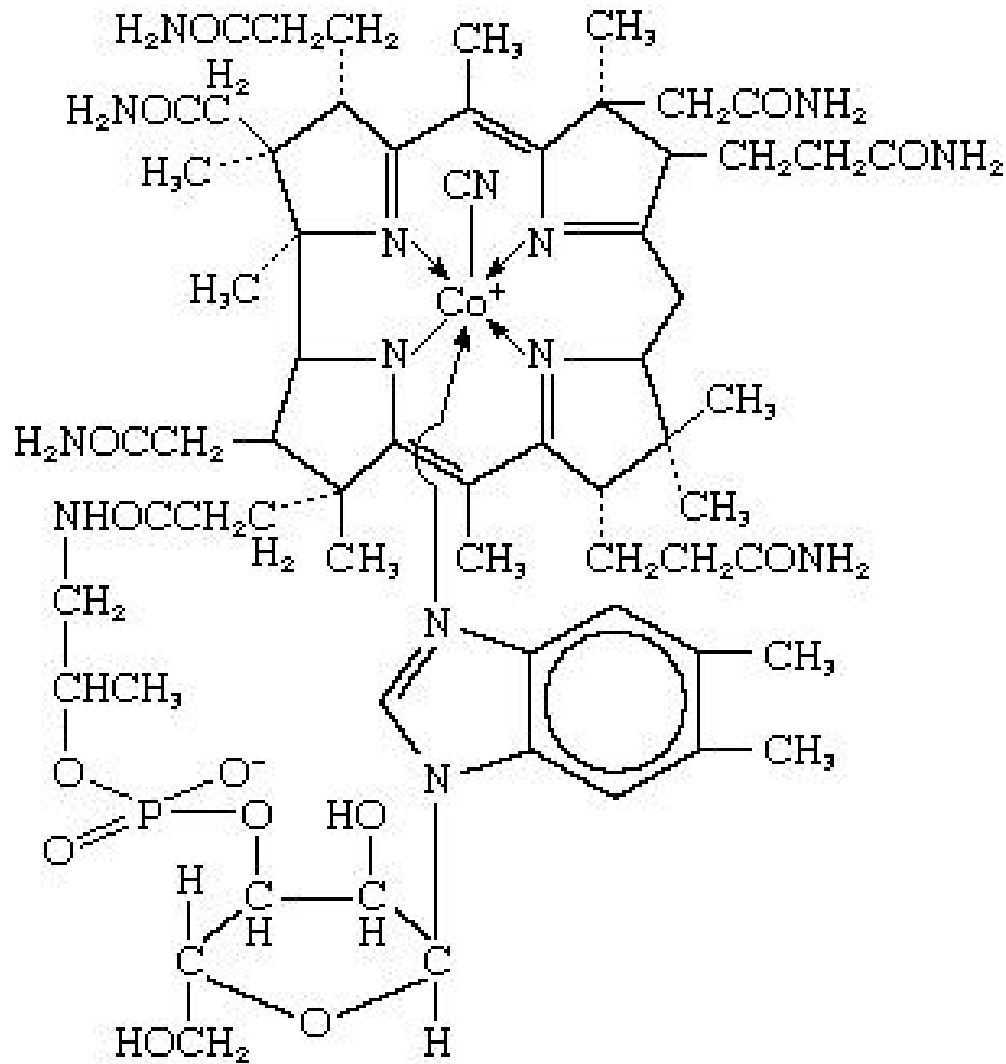
Vaping pens with different flavors and products





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Vitamin B₁₂

Toxic upon inhalation.



JUUL

JUice USB Light

Juul devices function as nicotine-delivering e-cigarettes

A highly concentrated nicotine vaporizer

One JUUL = **20** cigarettes





Youth use of E-cigarettes (data from FDA)

- Preliminary data from the 2018 National Youth Tobacco Survey (2017-2018)
 - The number of high-school-age children reporting use of e-cigarettes **increased by more than 75%**
 - Use among middle-schoolers **increased nearly 50%**



The dose makes
the poison.

Paracelsus

NEW IQOS Launch Party
「THE EVOLUTION」

新型アイコス

Unlike cigarettes, since there is no combustion when tobacco sticks are used with **IQOS** => there is no smoke, ash or tar and no smell/scent





Possible hepatotoxicity of IQOS

On 25 January 2018, the Food and Drug Administration (FDA) Tobacco Scientific Advisory Committee unanimously voted (with one abstention) that Phillip Morris International (PMI) could not claim their heated tobacco product (HTP) IQOS (I-Quit-Ordinary-Smoking) would reduce the risk of tobacco-related diseases.

Lauren Chun,¹ Farzad Moazed,¹
Michael Matthay,^{1,2,3} Carolyn Calfee,^{1,2,3}
Jeffrey Gotts¹

¹Department of Medicine, University of California, San Francisco, San Francisco, California, USA

²Cardiovascular Research Institute, University of California, San Francisco, San Francisco, California, USA

³Department of Anesthesia, University of California, San Francisco, San Francisco, California, USA

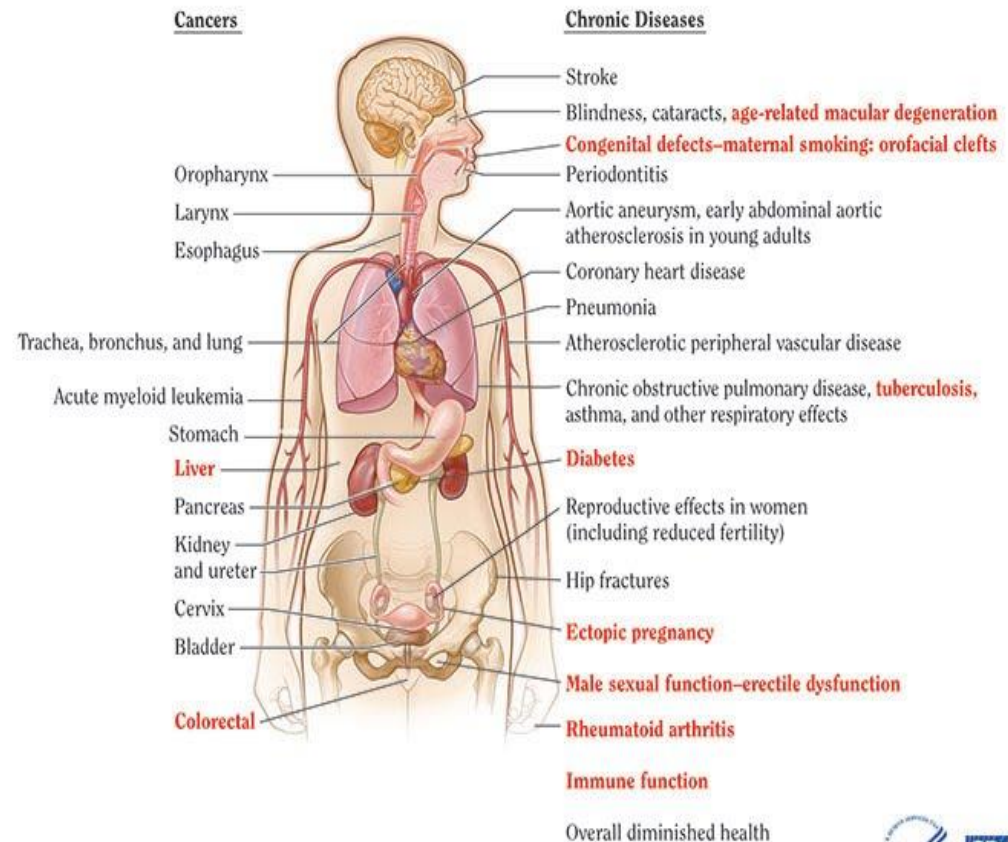
The public health community should focus intense scrutiny on possible **liver injury** users of IQOS and other HTPs (heated tobacco products).

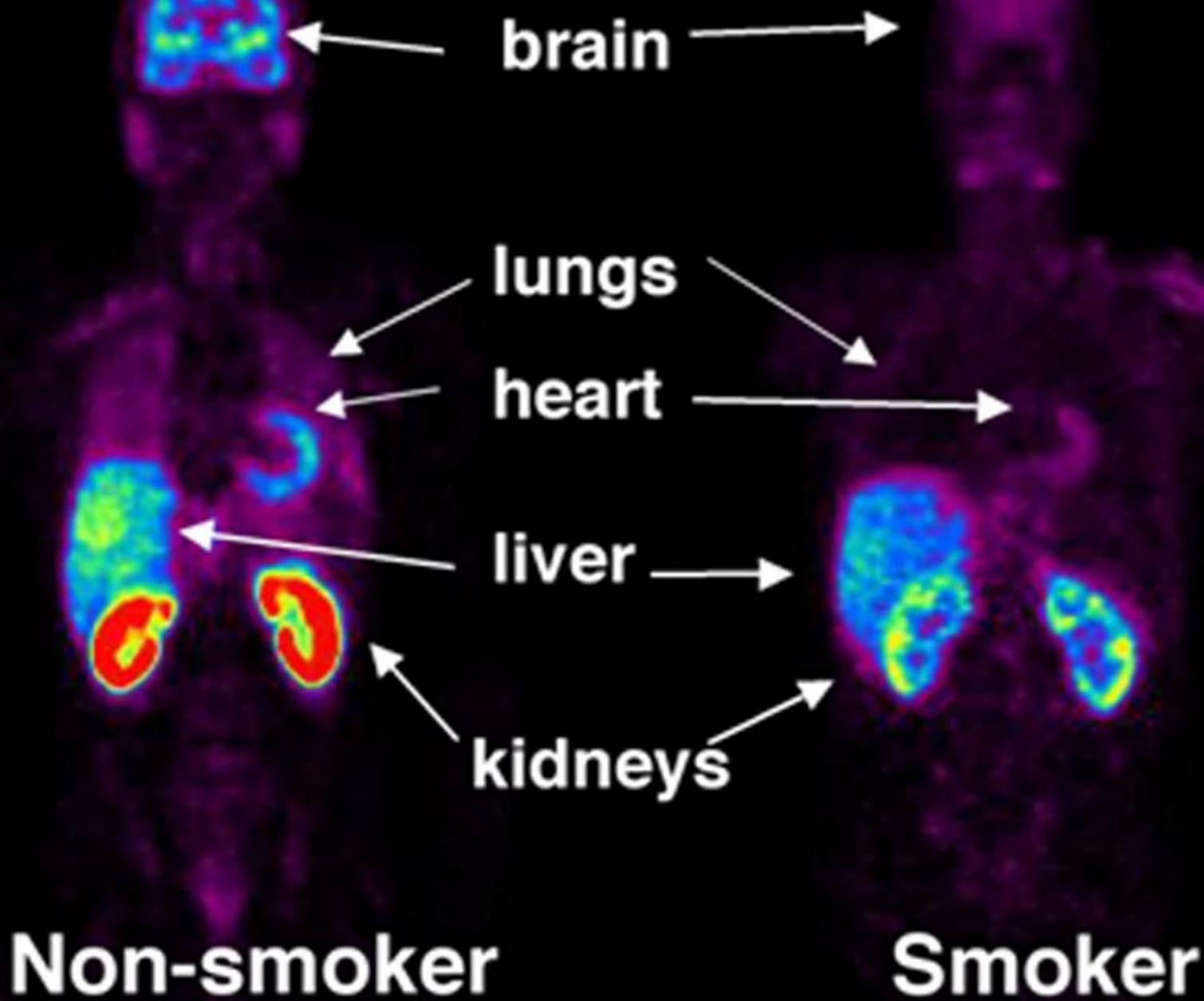


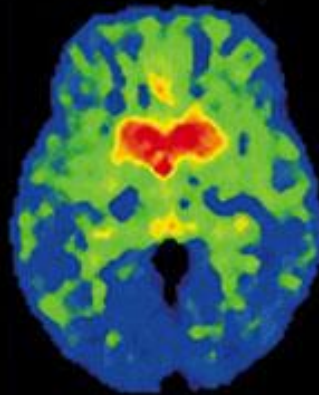
- Brain => Stroke
- Heart => Heart Attack
- Lungs => Asthma, COPD, Lung **Cancer**
- Blood Vessels => Atherosclerosis,
Erectile Dysfunction
- Stomach => Esophageal **Cancer**,
Gastric **Cancer**
- Kidneys => Renal Failure
- Bladder => Bladder **Cancer**
- Liver => Hepatic Failure, Hepatic **Cancer**
- Colon => Colorectal **Cancer**
- Bones => Dental Caries, Arthritis, Limb Loss

Risks from Smoking

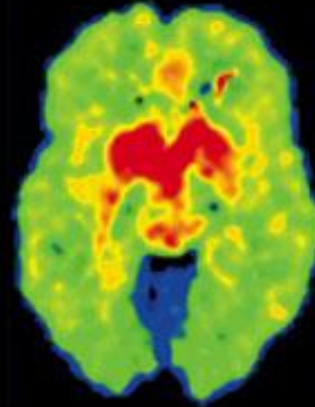
Smoking can damage every part of your body



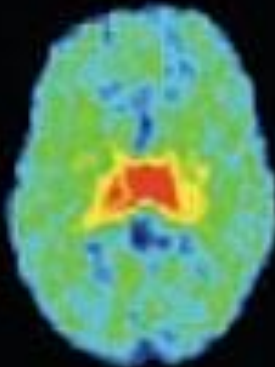




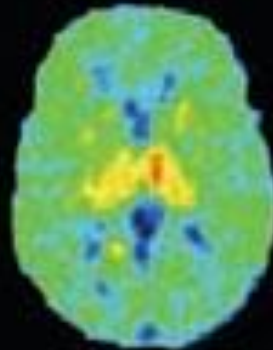
Smoker



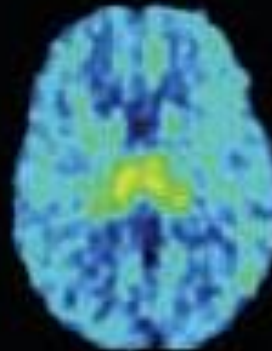
Non-Smoker



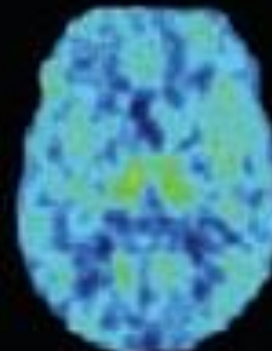
Nothing



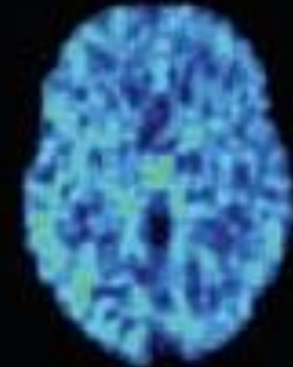
**One
Puff**



**Three
Puffs**

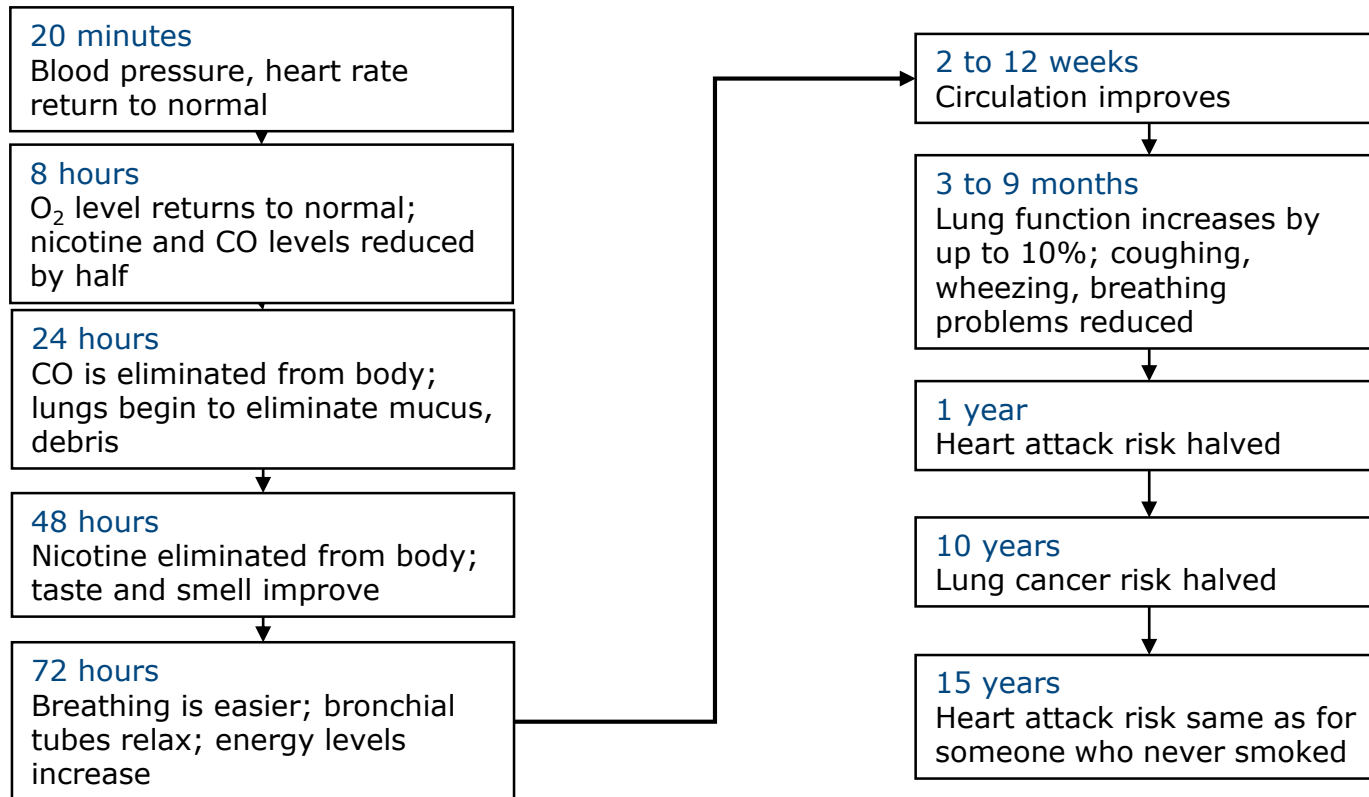


**One
Cigarette**



**Three
Cigarettes**

Timing of Health Benefits





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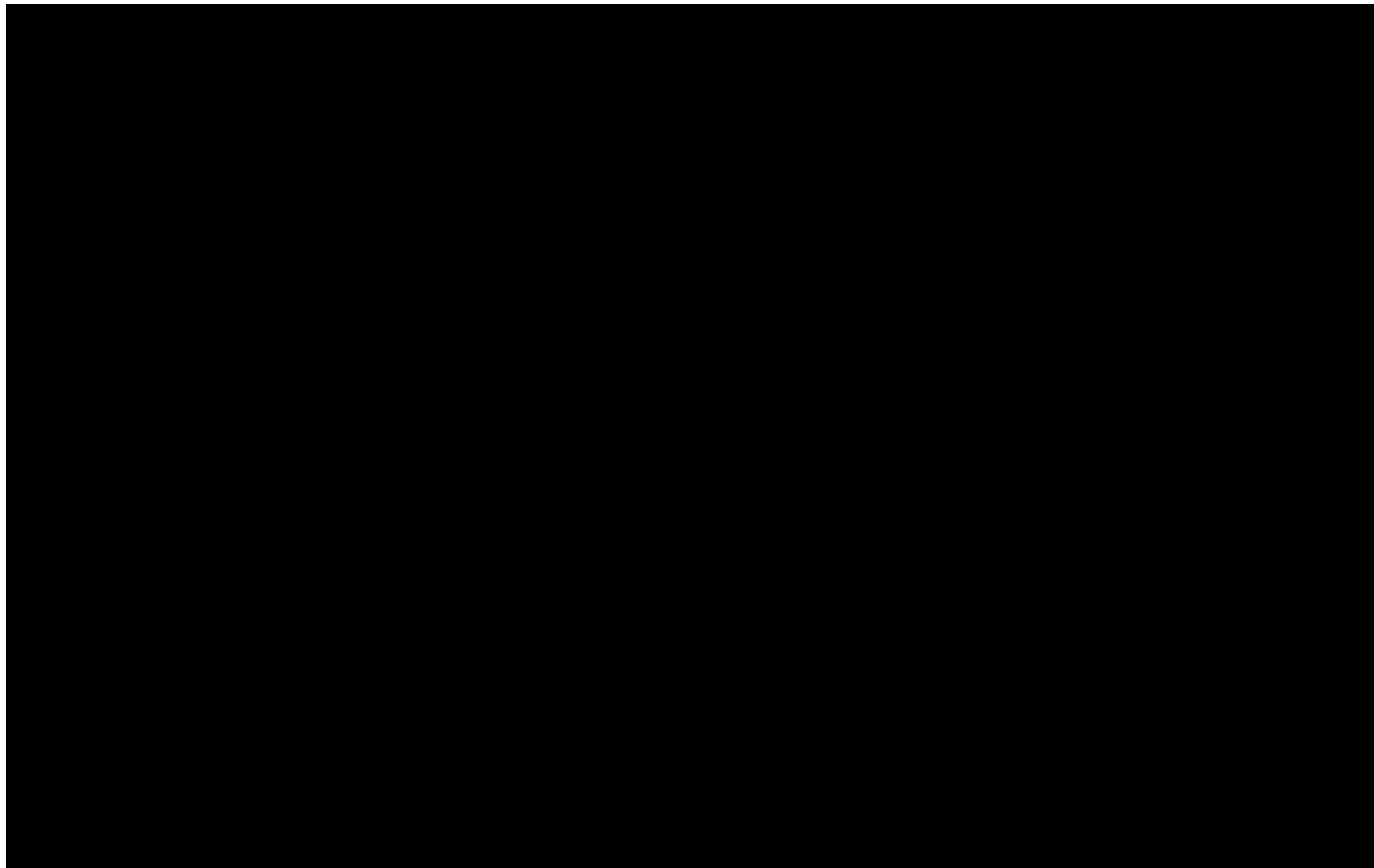
What You Don't Know

- 8.9 billion dollars a year
- 24 million dollars per day
- Target => Adolescents and Teenagers
- They want to create lifelong smokers**
- They want people to become addicted**
- They want to make money**

<https://www.youtube.com/watch?v=PiQVg1cFPIE>



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TOBACCO INDUSTRY'S
Poster Child

EIGHTY-FIVE PER CENT OF SMOKERS START BEFORE THEIR 16TH BIRTHDAY.
DON'T BECOME A TOBACCO INDUSTRY POSTER CHILD.

ADDICTION
Nicotine is classified as a powerful drug that can be as addictive as heroin and other top-tier drugs.

WRINKLES
Smoking increases blood flow to the skin. This leads to faster fading of skin and increased wrinkling.

CATARACTS
The more you smoke, the greater your chance of cataracts — an eye problem that can cause blindness and force surgery. Quitting can help slow or prevent cataracts.

MOUTH CANCERS
Smoking is the main cause of oral cancer in both men and women. Smoking makes it harder for your cells to remove poisons in your mouth. Not just on your lips, but on your tongue, throat and in your lungs — even if you're not smoking.

SKIN DAMAGE
You have already made your skin your friend's before you even started smoking.

THROAT CANCER
Four out of every five cases of cancer of the mouth, throat and larynx are caused by smoking. The smoke irritates your throat, making it more likely to catch cancer and other diseases.

PSORIASIS
Smokers are twice as likely to develop psoriasis, a chronic skin condition that causes itchy, scaly patches.

HEART DISEASE
Smoking is a major cause of heart disease. It's the number one killer. When you smoke, your blood vessels are damaged, your heart begins to beat faster. Your blood pressure (blood flow) rises, your heart pumps and beats faster, your heart is worn faster.

LUNG DISEASE
If you smoke, you're at risk for 20 different kinds of lung cancer. But lung cancer that's not fatal can be treated. The more you smoke, the more likely you are to get it. If you don't smoke, you're unlikely to get it. If you don't smoke, you're unlikely to get it. If you don't smoke, you're unlikely to get it. If you don't smoke, you're unlikely to get it.

STOMACH ULCERS
Smoking is a major cause of stomach ulcers. The acid in your stomach is increased, and it's more likely to cause ulcers. There's also growing evidence that smoking may increase the risk of stomach cancer.

www.tobaccofacts.org

Brain development in teens that smoke...

- FACT**-Nicotine addiction changes your brain
- Smoking => brain develops extra nicotine receptors to accommodate the large doses of nicotine from tobacco
- => nicotine increases levels dopamine
- => reward and pleasure
- => nicotine withdrawal
- => smoke
- => addiction
- => Gateway drug...



“The base of our business is the high school student.”

Aug 30, 1978 Memo to Lorillard Tobacco President Curtis Judge

“Students are tremendously loyal. If you catch them, they’ll stick with you like glue.”

1950, Phillip Morris Memo

Marketing Tools Used By Tobacco Companies

-Attractive

-Seductive

-Successful

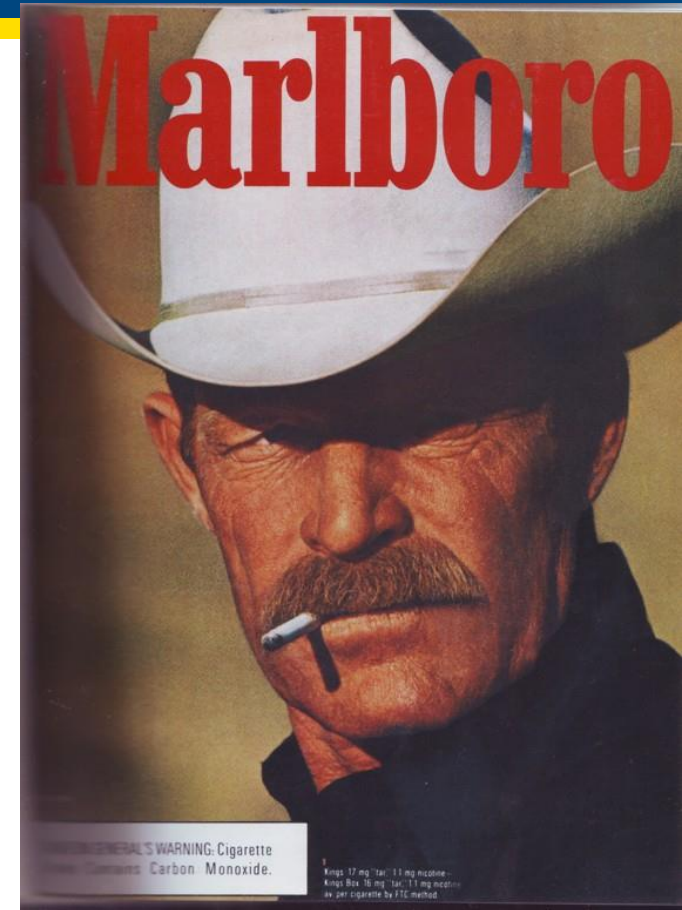
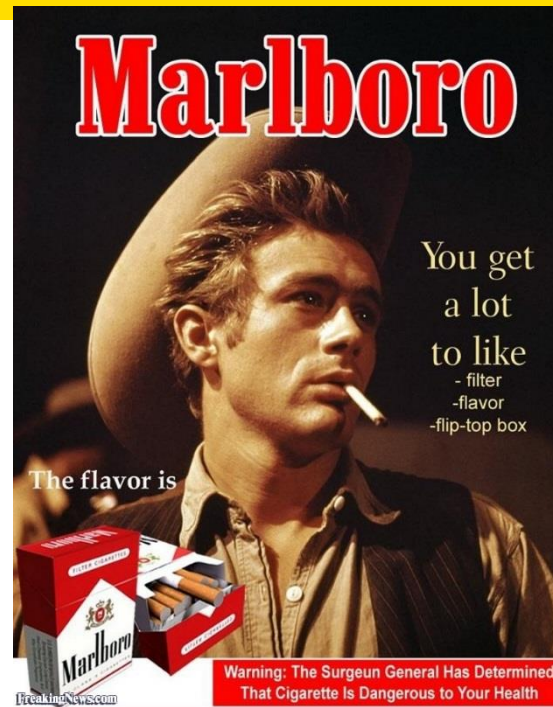
-Independent

-Happy

-Proud

=> Life is Bliss

“Your life can be this great if you
smoke a cigarette too!”



I want to be cool
I want to be a cowboy
I want to be Clint Eastwood!



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The filter doesn't get between you and the flavor!

Marlboro
THE NEW FILTER CIGARETTE FROM PHILIP MORRIS

Yes, this easy-drawing but hard-working filter sure delivers the goods on flavor. Popular filter price. This new Marlboro makes it easy to change to a filter. This one you'll like.

NEW FLIP-TOP BOX
Firm to keep cigarettes from crushing. No tobacco in your pocket.

POPULAR FILTER PRICE

(MADE IN RICHMOND, VIRGINIA, FROM A NEW PHILIP MORRIS RECIPE)

I don't let anything get in the way of my enjoyment.

That's why I smoke Salem. Fresh menthol. Great taste. That's my enjoyment.
Salem 100's & Salem King.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

KING 16 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC method.
100'S 11 mg. nicotine av. per cigarette by FTC method.

Why don't you settle back and have a full-flavored smoke?

Marlboro
the filter cigarette with the unfiltered taste


Paul Hornung: Green Bay halfback and 1961 National Football League Player of the Year. Paul's a Marlboro man all the way.

Marlboro
FILTER CIGARETTES

*You get a lot to like—
Filter, Flavor, Pack or Box*

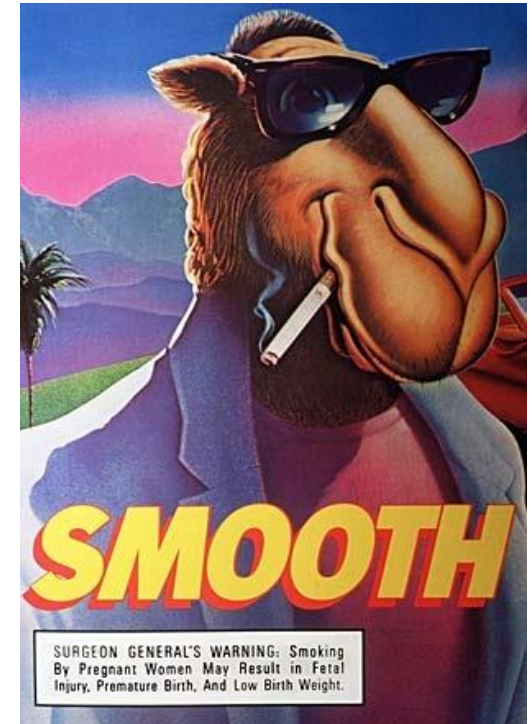
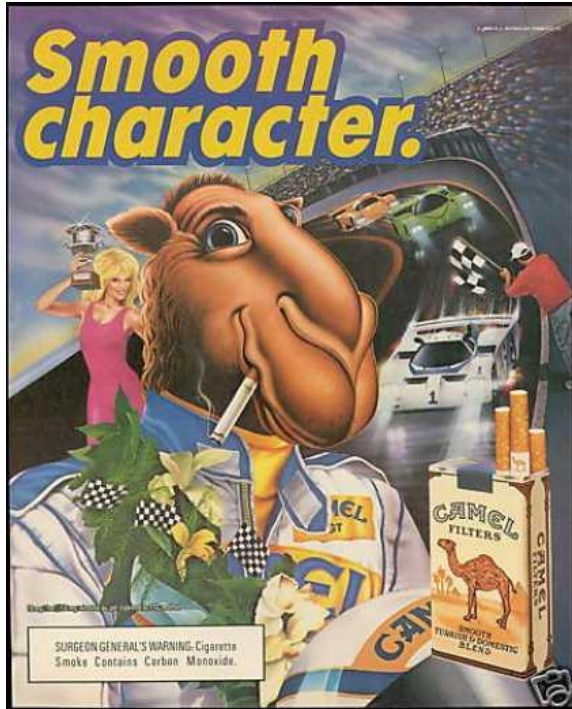


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JUST YOU &

http://www.tobaccofreekids.org/tobacco_unfiltered/post/2013_10_02_ecigarettes



I want to be cool!
I want to be Smooth!



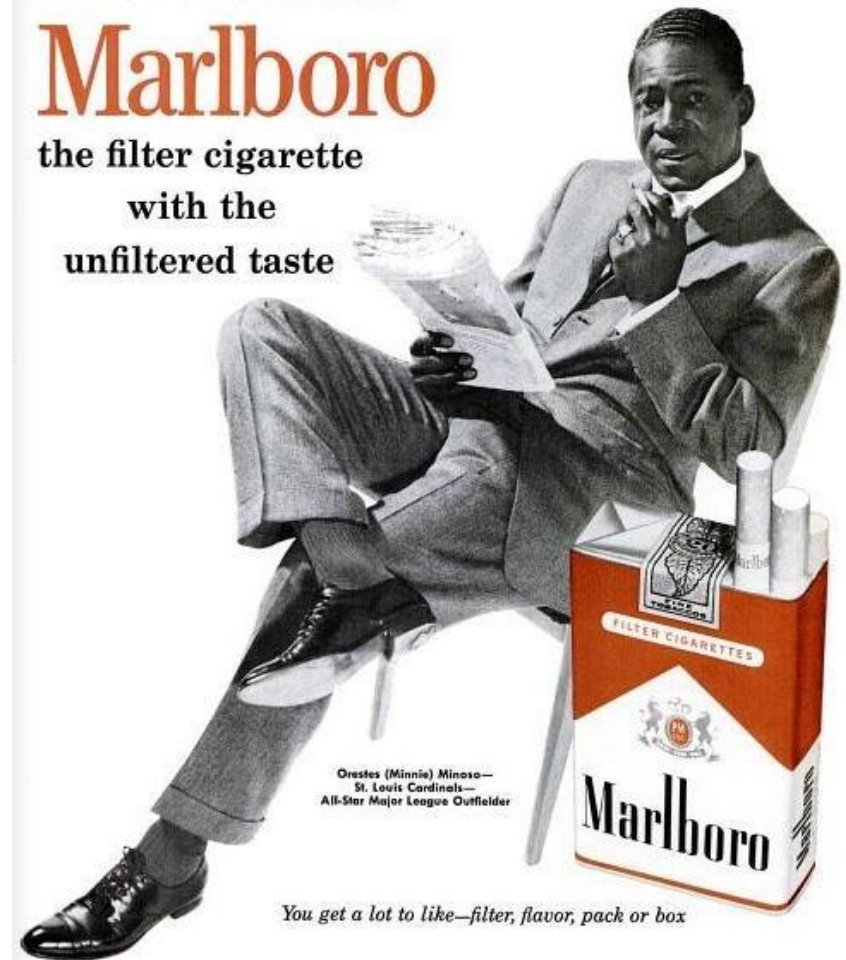
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Don't be foolish, take your doctor's advice:
Smoke a fresh cigarette.
From the **1930s** to the **1950s**,
advertising's most powerful phrase—
“**doctors recommend**”—
was paired with the world's
deadliest consumer product.
Cigarettes weren't seen as
dangerous then...

Why don't you settle back
and have a full-flavored smoke?

Marlboro

the filter cigarette
with the
unfiltered taste



Orestes (Minnie) Minoso—
St. Louis Cardinals—
All-Star Major League Outfielder

You get a lot to like—filter, flavor, pack or box



According to repeated nationwide surveys,

More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every
branch of medicine
were asked, "What
cigarette do you smoke?"
The brand named most
was Camel!

You'll enjoy Camels for the same reasons
so many doctors enjoy them. Camels have
rich, mild, satiny, pack after pack, and
a flavor unmatched by any other cigarette.
Make this sensible man smoke only
Camels for 30 days and see how well Camels
please your taste. How well they will
live there as your steady smoke. You'll
see how enjoyable a cigarette can be!



THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



Wendell H. Smith, M.D., "I pack
Camels for 30 days and see how well
Camels please your taste. How well they will
live there as your steady smoke. You'll
see how enjoyable a cigarette can be!"



Wendell H. Smith, M.D., "I pack
Camels for 30 days and see how well
Camels please your taste. How well they will
live there as your steady smoke. You'll
see how enjoyable a cigarette can be!"



Wendell H. Smith, M.D., "I pack
Camels for 30 days and see how well
Camels please your taste. How well they will
live there as your steady smoke. You'll
see how enjoyable a cigarette can be!"



For 30 days, test Camels in your "T-Zone" (T for Throat, T for Taste).



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MORE DOCTORS
VAPE
THAN USE TRADITIONAL
CIGARETTES



Don't remove the moisture-proof wrapping from your package of Camels after you open it. The Humidor Pack is protection against heat and germs. In offices and homes, even in the dry atmosphere of artificial heat, the Humidor Pack delivers fresh Camels and keeps them right until the last one has been smoked.



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THE SATURDAY EVENING POST June 6, 1922

Now Millions Know! **ONE KING SIZE**

tops 'em all for
TASTE and COMFORT!

*Your throat can tell—
it's PHILIP MORRIS*

No matter what brand of cigarette you are now smoking... there's greater smoking pleasure waiting for you in the new PHILIP MORRIS King-Size. Millions of smokers have tried them... and are buying them over and over again! Once you've tried them, you will, too. Because from the very first pack your throat can tell that here, at last, is a cigarette not only good to smoke... but good to the smoker... good to you! So... join the millions who now know PHILIP MORRIS King-Size says 'em all for taste and comfort. Try a carton—now!

AMERICA'S Finest Cigarette!
CALL FOR PHILIP MORRIS

Initially it was only men who smoked,
but by the 1920s
it also became
acceptable for women
to follow suit



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Vivian Blaine says:

"I've tried the different mildness tests. My throat made my choice—

Camels!"

A singer must think of her throat. I've found the cigarette that suits my throat best is CAMEL!"



VIVIAN BLAINE, glamorous singing star of Broadway hit, "Guys and Dolls", made different cigarette mildness tests—the sniff test, the puff test... and her own 30-Day Camel Test, the one through test. It was the 30-day test that gave her the answer. She found Camels exactly to her liking! They have rich flavor and the mildness her throat demands. Smokers all over America have made these tests. And after all the tests, published figures show Camel is by far America's most popular cigarette!



Test in T. 17 for 30 days. 17 for 30 days. 17 for 30 days.

Not one single case of throat irritation due to

THAT'S WHAT THROAT SPECIALISTS REPORTED IN A COAST-TO-COAST TEST OF HUNDREDS OF PEOPLE WHO

"EXPERIENCE IS THE BEST TEACHER!"

in ice skating... in cigarettes too."

with **JUNE ARNOLD**
WATER BALLETTINA OF THE ICE.

"I'VE TRIED THEM ALL AND I KNOW FROM EXPERIENCE THAT CAMEL IS THE SMOKE FOR ME!"

Born in St. Louis, June Arnold has returned to smoky business for movies here and abroad.

More people are smoking CAMELS than ever before!

JUNE ARNOLD'S eye to smoothen as "Ballarina of the Ice" has been a great experience for her—and for the thousands who have watched her spectacular performances. As a smoker, Miss Arnold had an interesting experience during the wartime cigarette shortage. "I smoked no many different brands when cigarettes were hard to get," says Miss Arnold. "I had a chance to make comparisons. That's when I learned that Camels was the best."



YOUR "T-ZONE" WILL TELL YOU...

T for Taste...
T for Throat...
T for Throat...

That's your smoking ground for any other cigarette. But if Camels don't "taste" your "T-Zone" in a "T-Zone"...

According to a Nationwide survey: **MORE DOCTORS SMOKE CAMELS** than any other cigarette

When 11,000 doctors throughout the country were asked by whom individual research cigarettes could be used, the cigarette that could stand up to any other brand!

In **1950s** America cigarette smoking was the epitome of cool and glamour. Hollywood icons such as James Dean and Humphrey Bogart were never without one. Screen beauties such as Audrey Hepburn and Marlene Dietrich made smoking look sensual and sophisticated.

"HAMMERIN' HANK" AARON ...

again in 1961, justified his reputation as one of the greatest outfielders in baseball. He led the Milwaukee Braves in hitting with a blazing .327 average—and also led the team in RBI's, base hits, stolen bases and scored runs. A real champion, Hank smokes a real cigarette—Camel. "Can't beat 'em for flavor," says Hank. "And Camels sure smoke mild!"

If you're smoking more now but enjoying it less... **CHANGE TO CAMELS**

Quantity will never be a substitute for quality. And the Camel blend of costly tobaccos has never been equalled. So if you're smoking more these days, but enjoying it less—change to Camels. Today as always, the best tobacco makes the best smoke.



MORE PEOPLE SMOKE CAMELS than any other cigarette!

Jane Green

I CHANGED TO CAMELS BECAUSE THEY HAVE A FLAVOR AND MILDNESS I CAN'T GET IN ANY OTHER CIGARETTE

Jane Green
Lovely Movie Star

Have a real cigarette — have a **CAMEL**





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Ahhhhhhh, the 80's....
When all of this was
considered "normal"...

B

Ah, the 80s... when a kid would blow out their birthday candles over top of an ashtray, a foot away from an open beer, while someone held a lit cigar next to their face.

Bozophobic





Marketing Tools Used By Tobacco Companies

- Retailers strategically place cigarettes next to candy
- Retailers strategically place cigarettes at the child's exact eye level
- Flavored vapes
- CVS**
- Walmart, Walgreens, Gas Stations, Convenient Stores etc.



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www.alamy.com - CWM4P7





FACT- In 1971, President Nixon passed a law
the Public Health Cigarette Smoking Act
banning the advertising of cigarettes
on television and on the radio

Tobacco companies can no longer display
their logos or advertise their products on T-Shirts, hats,
or other apparel...

⇒TV Guides, Magazines, Billboards, Bus stops, Trains...





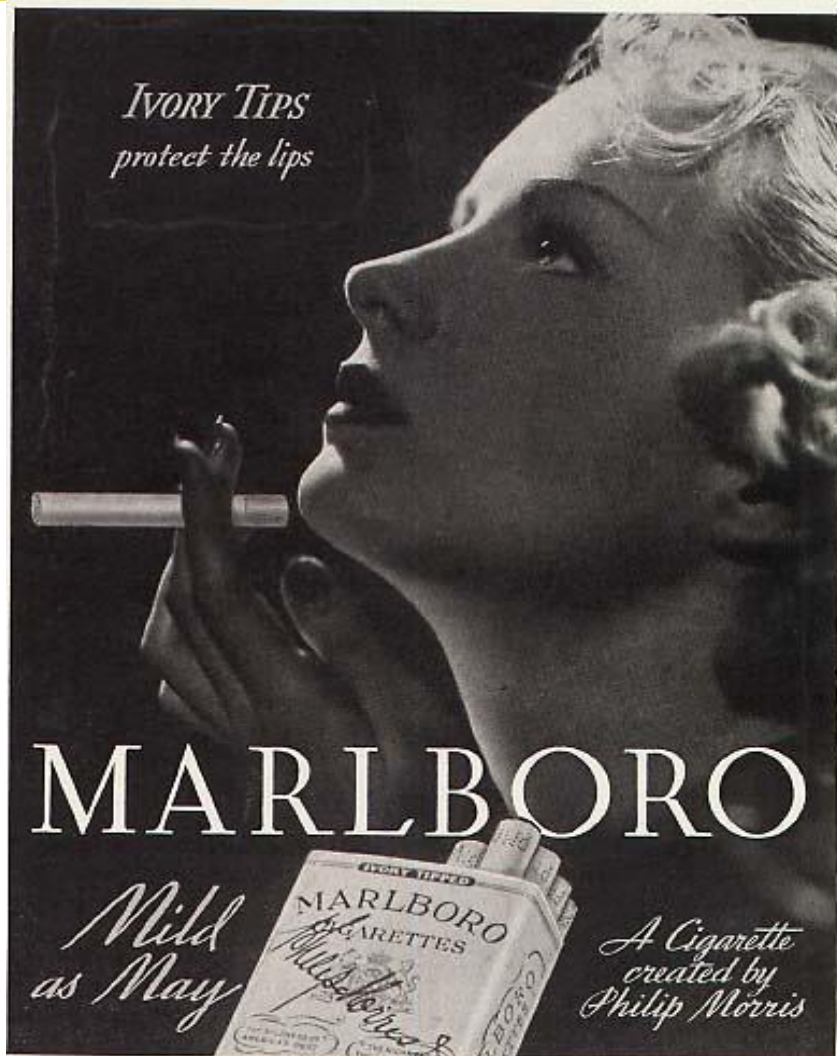
Social media =>

Celebrities that smoke =>

FREE ADVERTISING!!!



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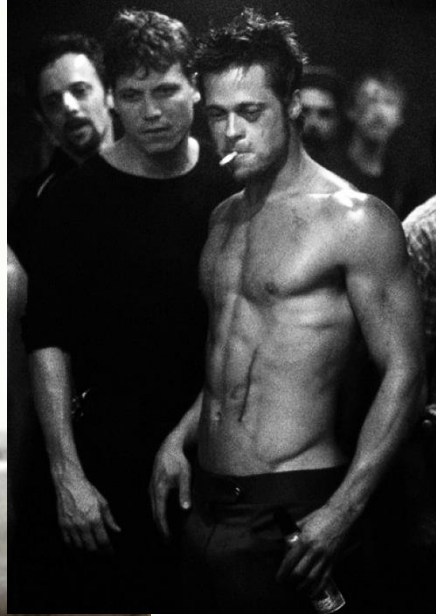


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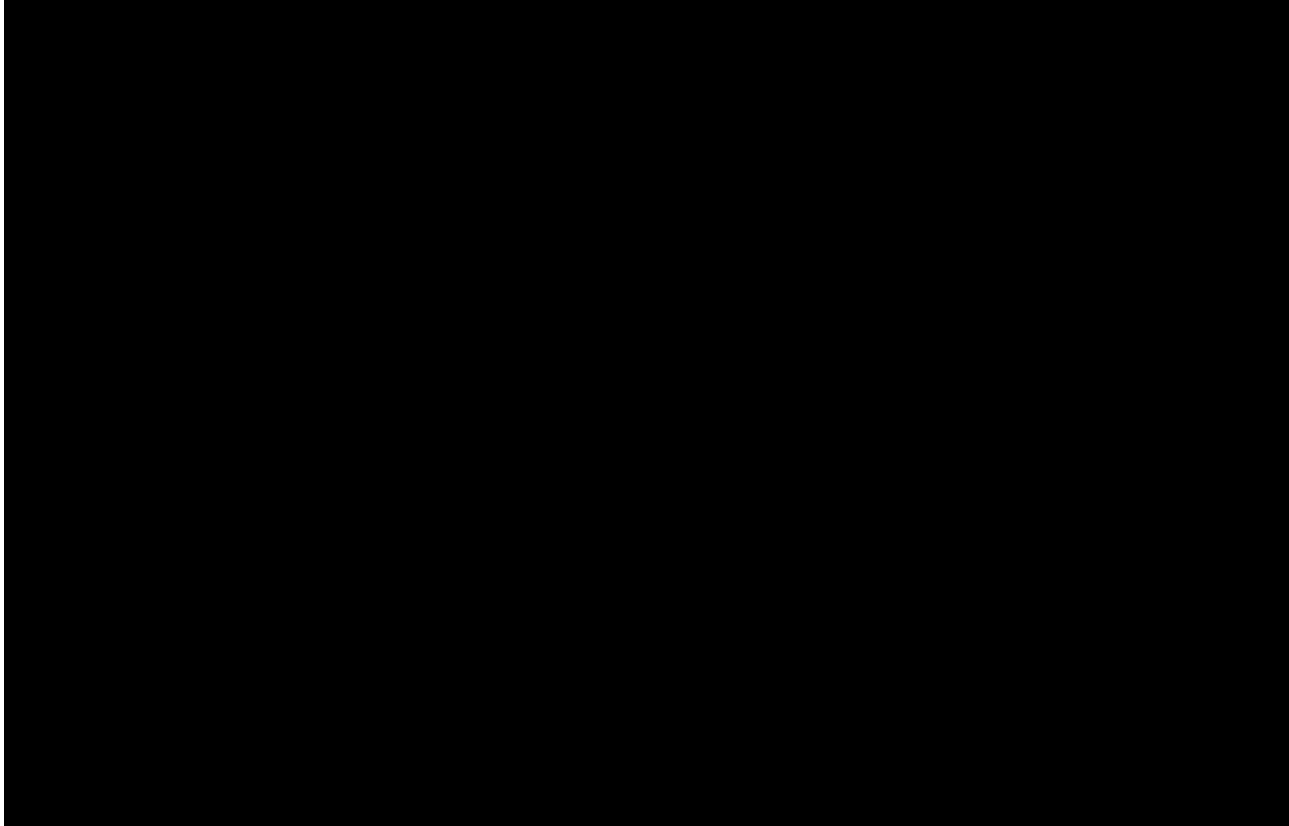
Iqos Launch



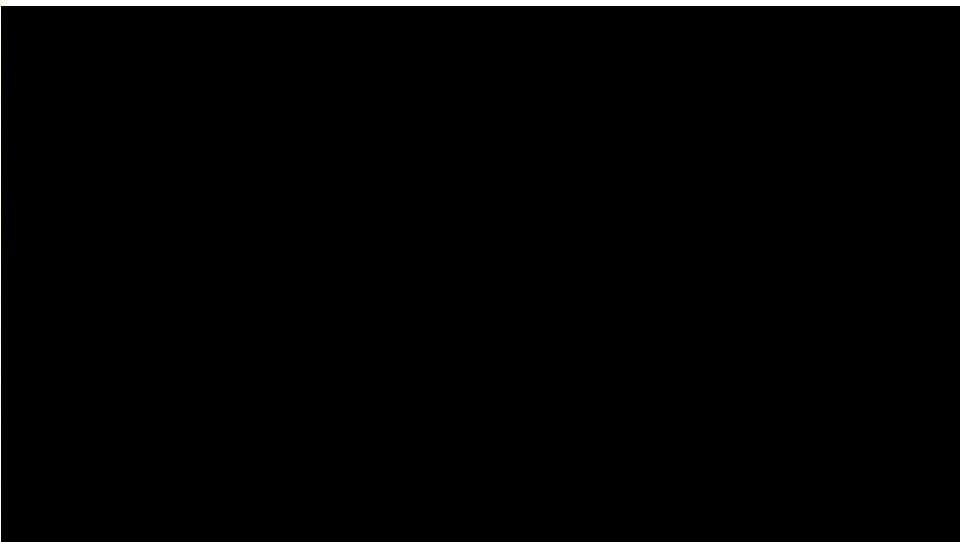
<https://www.youtube.com/watch?v=DmOCp10gYRs>



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definitely, **maybe**



<https://www.youtube.com/watch?v=804UN9XPV44>



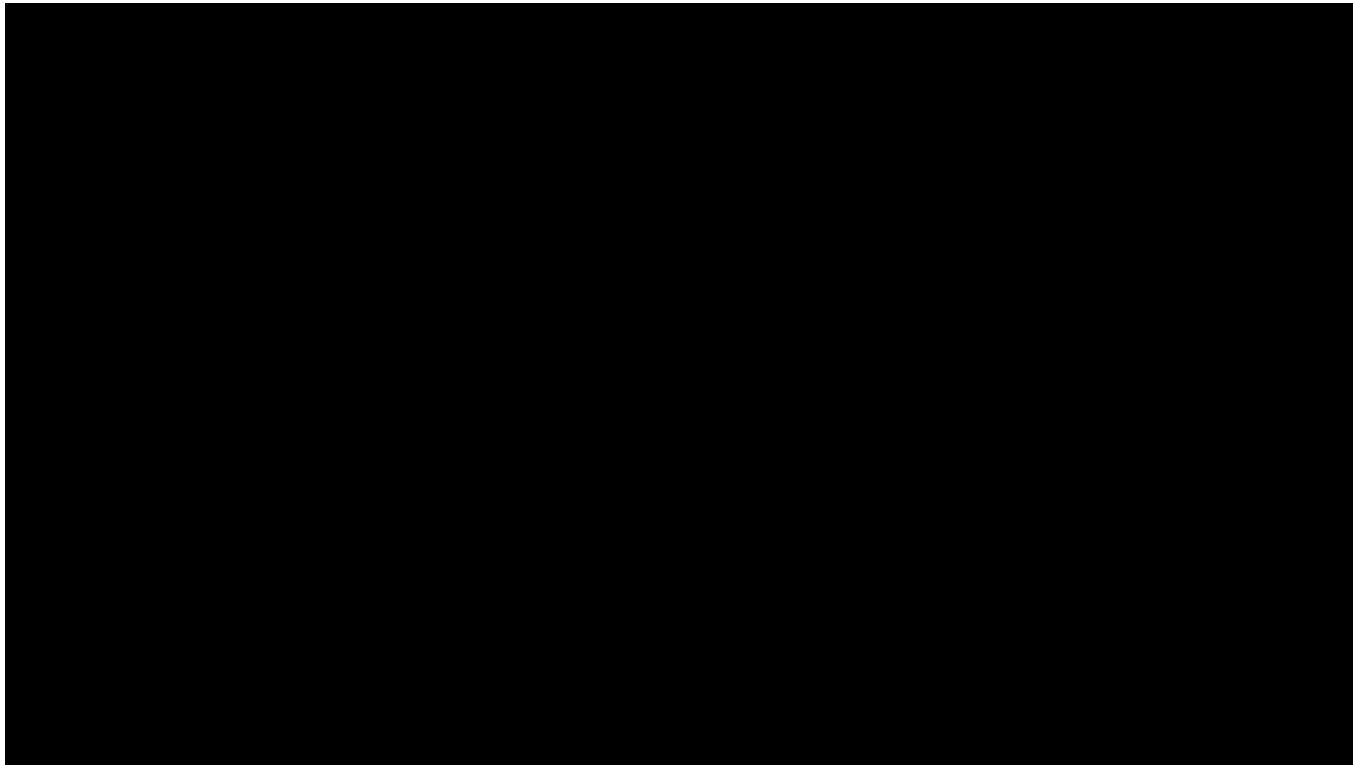
<https://www.youtube.com/watch?v=GALMX2BO5ps>

<https://www.youtube.com/watch?v=U1bPoSEii2M>

<https://www.youtube.com/watch?v=GLIZTk-T2vY>

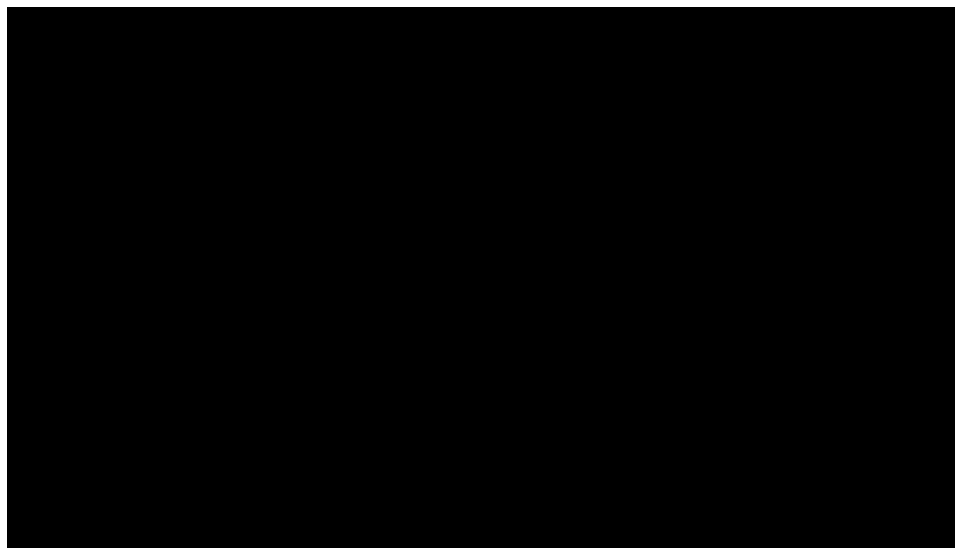


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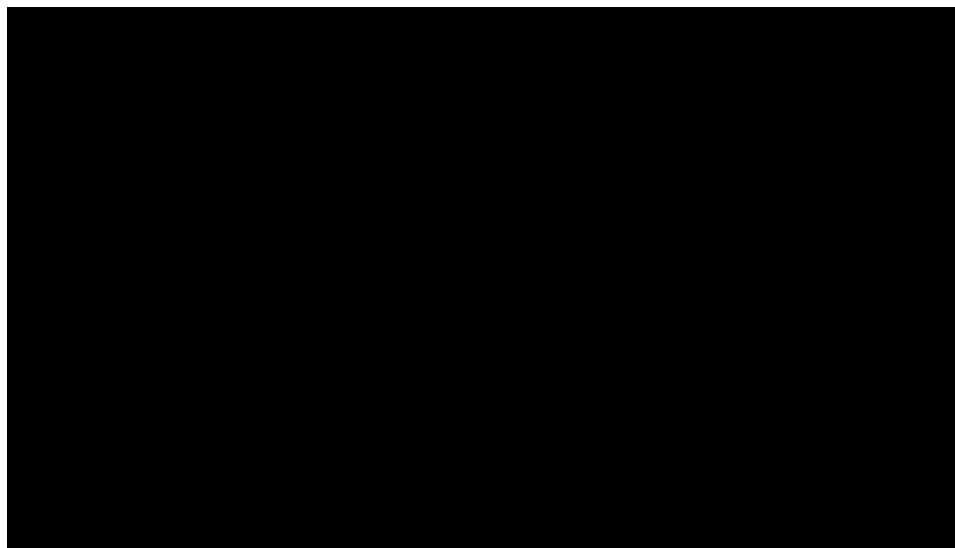


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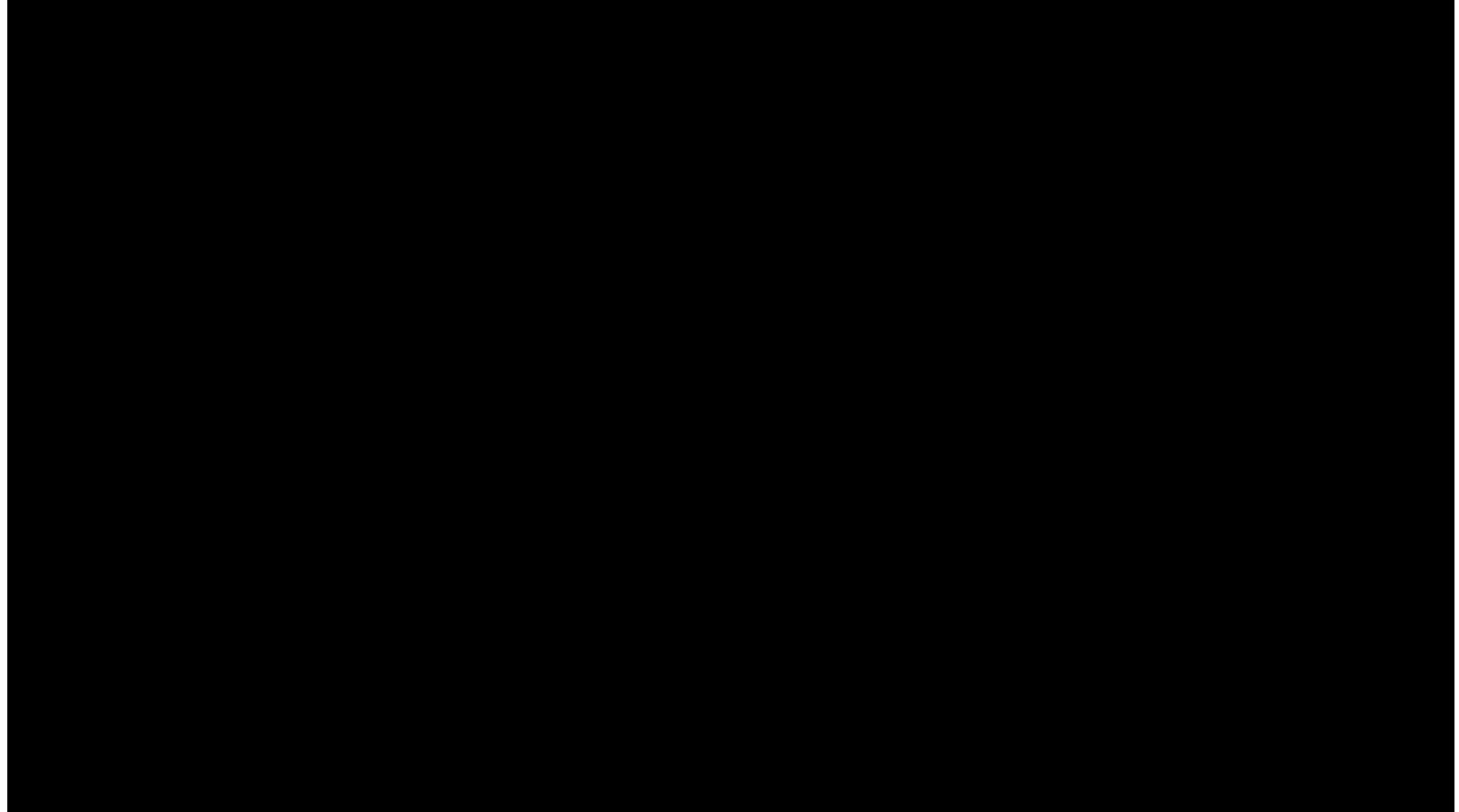
AMERICAN HORROR STORY

<https://www.youtube.com/watch?v=QwpS4P8zggc>

<https://www.youtube.com/watch?v=L5Tm-xgRXa4>

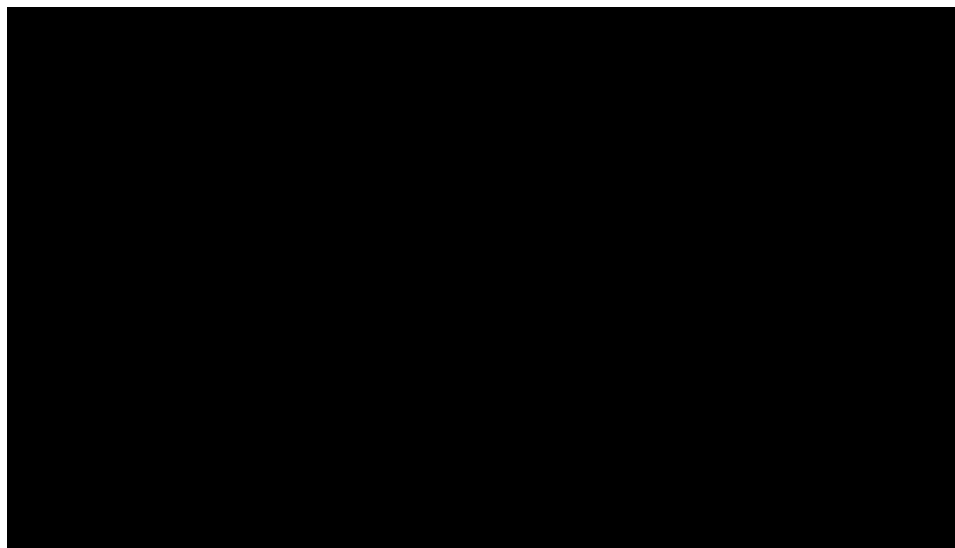


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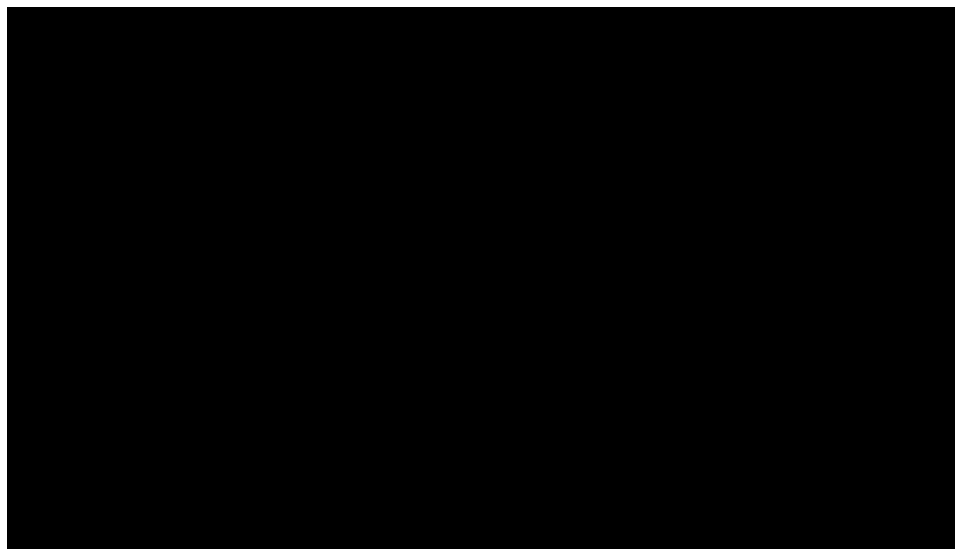




https://www.youtube.com/watch?v=HtjSqmg_a_y4



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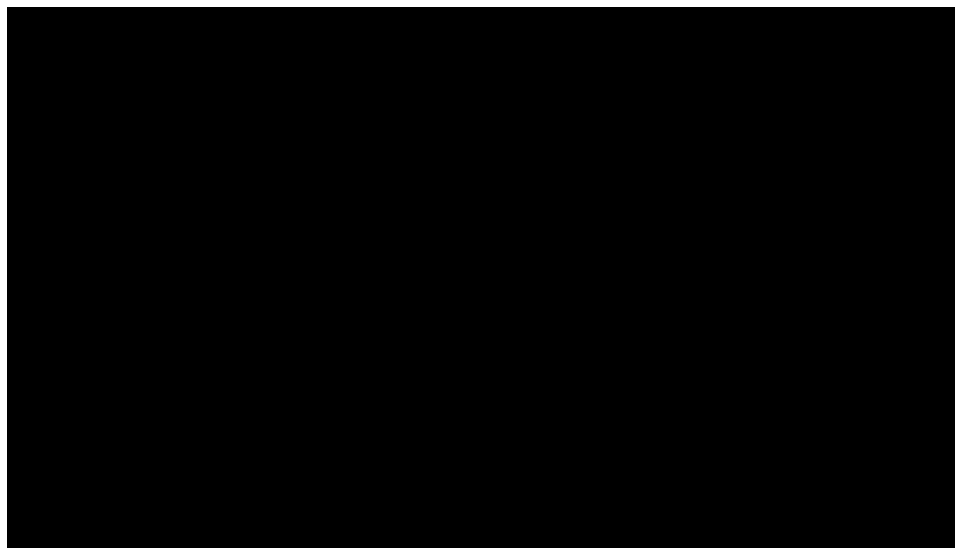




<https://www.youtube.com/watch?v=PNhUWs1--F4>

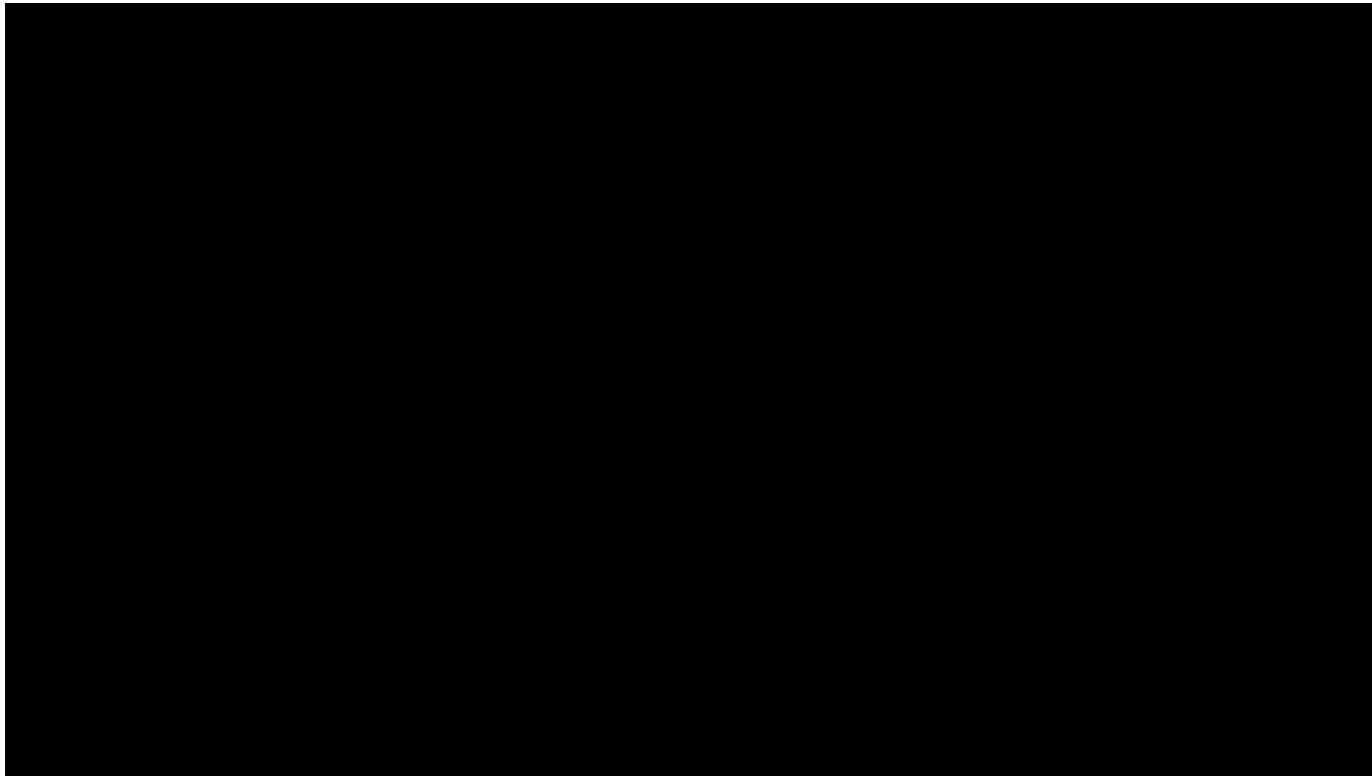


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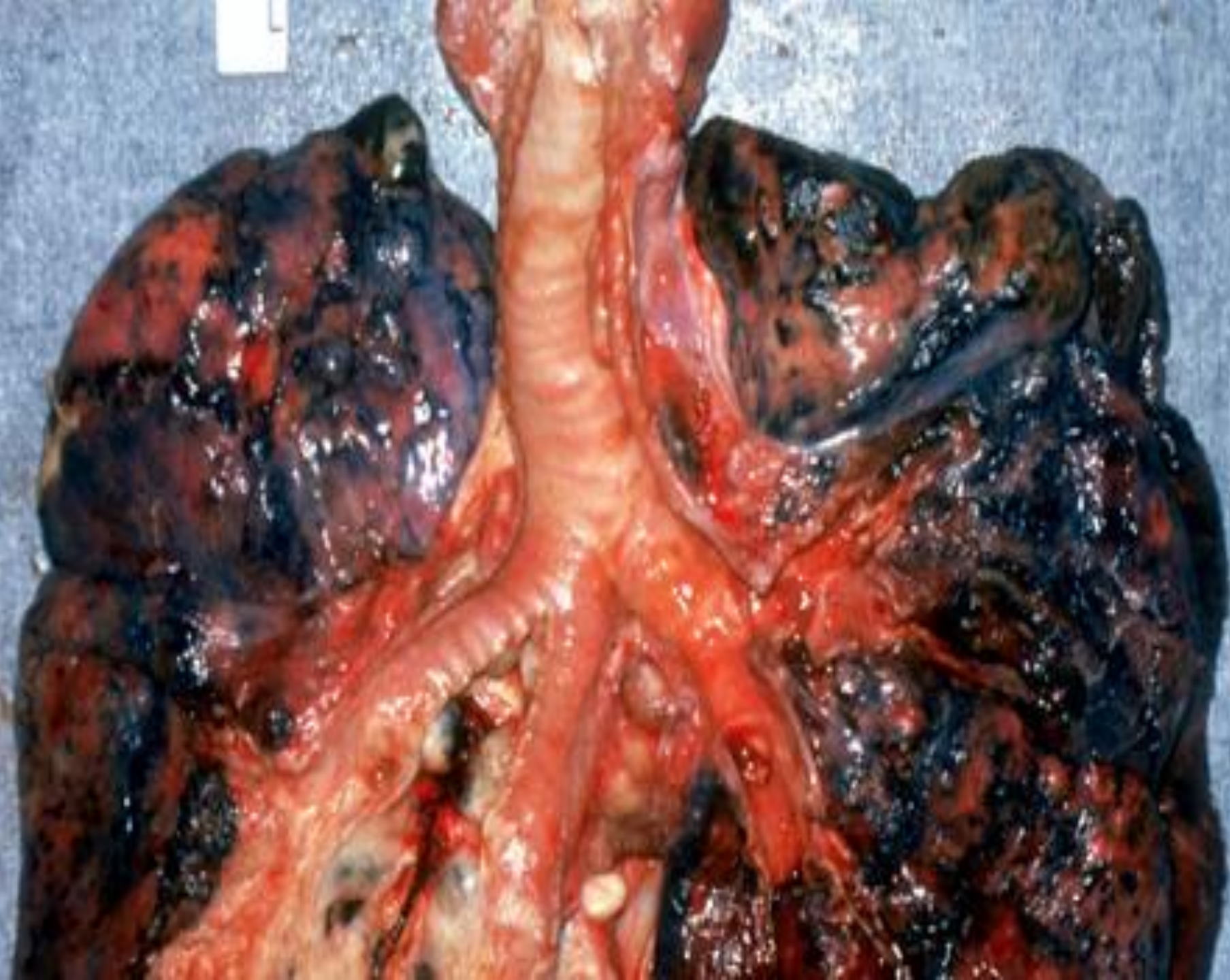


What You Need To See



https://www.youtube.com/watch?v=l_W35500w4k





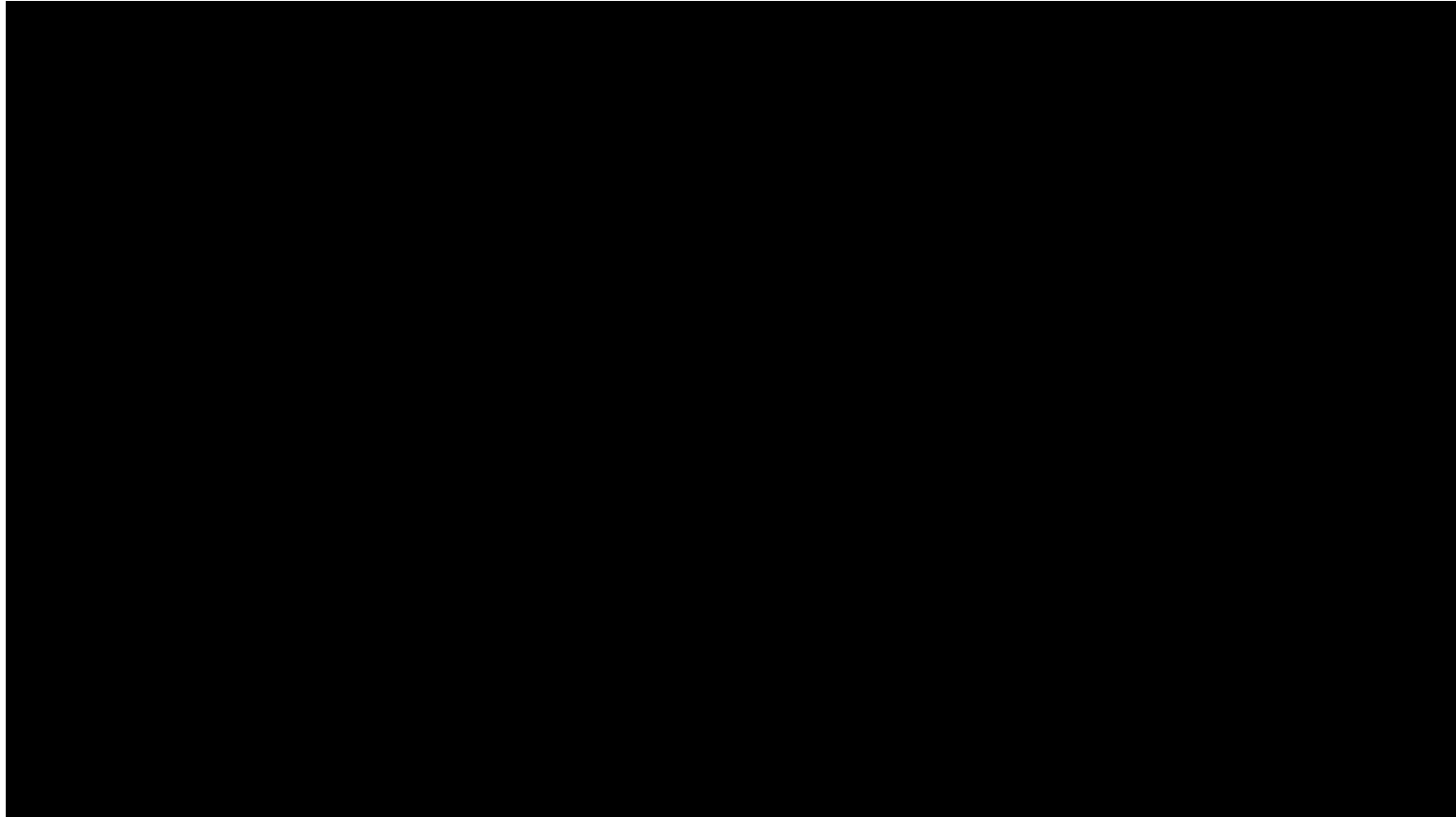




<https://www.youtube.com/watch?v=OoiryG6dJXY>



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E-CIGARETTE DANGER

E-Cigarettes

May Catch On Fire Or Explode

- ***Facial Burns/Injuries***
- ***Hand Burns***

1-800-BAD-DRUG

1800BADDRUG.com

223-3784

Anti- Smoking Ad

<https://www.youtube.com/watch?v=loLpcd7gqNE>

https://www.youtube.com/watch?v=Y_56BQmY_e8



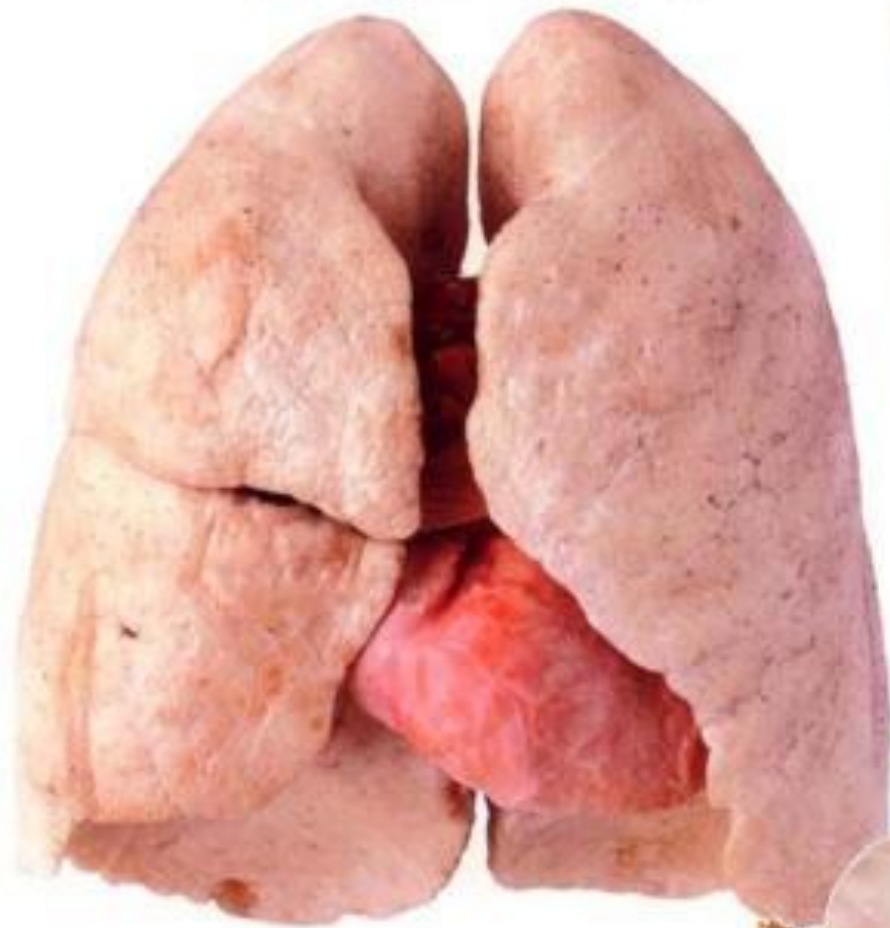
Healthy Lungs



Smoker's Lungs

Before

After



Smoking

Kills







Cigarette smoke contains carbon monoxide => which

displaces the oxygen in **your skin** and nicotine

=> which reduces blood flow

leaving **skin** dry and discolored

Cigarette **smoking** also depletes nutrients, including vitamin C

=> which helps protect and repair **skin** damage



<https://www.youtube.com/watch?v=ixMEEI0Zq9g>

<https://www.ispot.tv/ad/7BnU/the-real-cost-your-skin>



What Is Being Done?

Pending Legislation/Policies

a. Tobacco to 21 Act

- H.R.4273 -Introduced in House (11/07/2017) and S.2100 - Introduced in Senate (11/08/2017)
- Prohibits sale or distribution of tobacco products to individuals under 21 yrs

b. Cigarette Smoking Reduction and Electronic Vapor Alternatives Act of 2017

- H.R.2194 - Introduced in House (04/27/2017)
- Amends the Federal Food, Drug, and Cosmetic Act to authorize FDA to regulate electronic cigarettes through regulation of e-liquids & personal electronic vaporizers

c. Tobacco Excise Tax and Parity Act of 2017

- H.R.729 -Introduced in House (01/30/2017)
- Amends the Internal Revenue Code, with respect to the taxation of tobacco products, to increase or equalize or impose an excise tax tobacco products

Available support for Adolescents/Teens/Adults

1-866-NY-QUITS (1-866-697-8487)

www.nysmokefree.com

www.smokefree.gov

www.smokingresearch.urmc.edu

www.truth.com

Summary

- Adolescents and teens ranging from ages 12-18 have become the **prime targets for tobacco companies**
- It has become evident in the past fifty years that if a person from this age group begins smoking it is highly likely that they will continue to smoke and **become lifelong smokers**
- It has also become very evident how nicotine affects the brains of developing children and how the **addiction maintains strength** as they get older
- Cigarette smoking is often the first addiction and poses as the **“gateway”** for adolescents and teens to be influenced and curious to use/abuse other substances such as marijuana, cocaine, methamphetamines and multiple other illegal and ingestible substances
- **Millions of dollars per minute** are being spent on marketing tools to promote smoking however very little is being done to prevent smoking or to help current smokers quit
- Tobacco 21** limits the selling and buying of tobacco and all tobacco related products to anyone under the age of 21 years



QUIT
TO
SAVE
A
LIFE.
YOURS

QUESTIONS?
COMMENTS?
CONCERNS?