



Talking to Kids About Tobacco



 **AMERICAN LUNG ASSOCIATION**
OF THE MOUNTAIN PACIFIC

Serving Alaska, Hawaii, Idaho, Montana, Oregon, Washington and Wyoming

About the American Lung Association

Our Mission

- Save lives by improving lung health and preventing lung disease through education, advocacy and research

Mission Goals

- Reduce tobacco use
- Prevent and control air pollution
- Provide education and funding research for people with lung disease

Presentation Objectives



Youth Tobacco Statistics

Tobacco Marketing

Current Tobacco Products

Health Effects of Smoking

Youth Tobacco Use Prevention Tips

Tobacco

- Most preventable cause of death
- Causes 443,000 or 1 in 5 deaths
- \$96 billion in health care costs annually

Youth Tobacco Use

3.6 million middle and high school students smoke

Nearly 4,000 kids under the age of 18 try their first cigarette every day

Nearly 9 out of 10 smokers started smoking by age 18, and 99% started by age 26

Almost no one starts smoking after age 25

Youth Tobacco Statistics

	United States	Washington
High school students who smoke	18.1% (3.4 mil) Boys: 19.9% Girls: 16.1%	9.5% (34,100)
High school males who use smokeless tobacco	12.8% Girls: 2.2%	7.2% (females use much lower)
Kids (under 18) who become new daily smokers each day	nearly 1,000	6,300
Packs of cigarettes bought or smoked by kids each year	800 million	8.6 million
Adults who smoke	19.0% (43.8 mil) Men: 21.6% Women: 16.5%	17.5% (918,400)
Kids now under 18 and alive today who will ultimately die prematurely from smoking (unless smoking rates decline)	6,000,000+	124,000

Why Do Kids Smoke?



When Do Kids Start Smoking?

- 6.1 percent of eighth grade students reported having had their first cigarette by fifth grade (ages 10–11)

- 15.5 percent had tried smoking by eighth grade

- 10.3 percent of high school students had smoked at least one whole cigarette before age 13 years

Current Tobacco Products

Hookah

Cigarettes

Cigarillos

E-
Cigarettes

Smokeless
Tobacco

Tobacco Products – Hookah



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Tobacco Products – Cigarettes

Camel Crush Cigarettes


- Marketed to males
- Contain a very small capsule with menthol flavoring
- “Squeeze. Click. Change.”



Camel No. 9 Cigarettes

- Marketed to females
- Associated with perfume, and fashion
- “Light and Luscious”



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Tobacco Products –Cigarettes



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Tobacco Products – Electronic Cigarettes

“Freedom to have a cigarette,
without the guilt”



Celebrity “Appeal”

“Delicious Flavors “

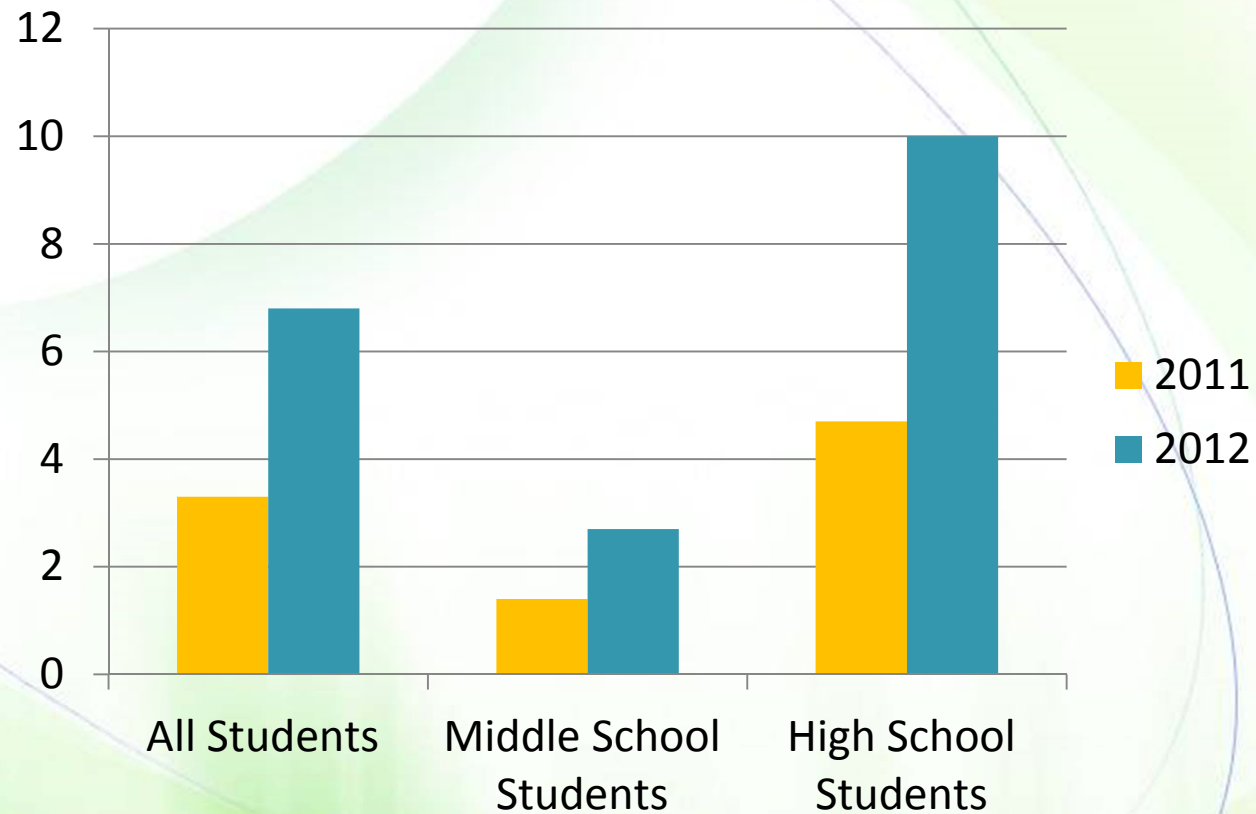


“Sexy and Safe”

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Tobacco Products – Electronic Cigarettes



Tobacco Products – Cigarillos

Common Brands:
Black and Mild, Swisher Sweets, and White Owl Pipe

- ❖ Very inexpensive
- ❖ Offered in all kinds of flavors
- ❖ Smaller than cigars, but larger than cigarettes



WILD PEACH BLEND
VANILLA CHAMPAGNE
APPLE WATERMELON
WINE ORIGINAL BLACKBERRY
MENTHOL STRAWBERRY SUMMER
CREAM SWEET CHERRY
SWEETS **GRAPE**
GREEN PINEAPPLE
WHITE

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Tobacco Products – Smokeless Tobacco

Camel Sticks, Strips and Orbs

“Enjoy virtually anytime, anywhere.”



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Tobacco Products – Smokeless Tobacco

“Boldly go anywhere”

"Zero emissions"



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Tobacco Products



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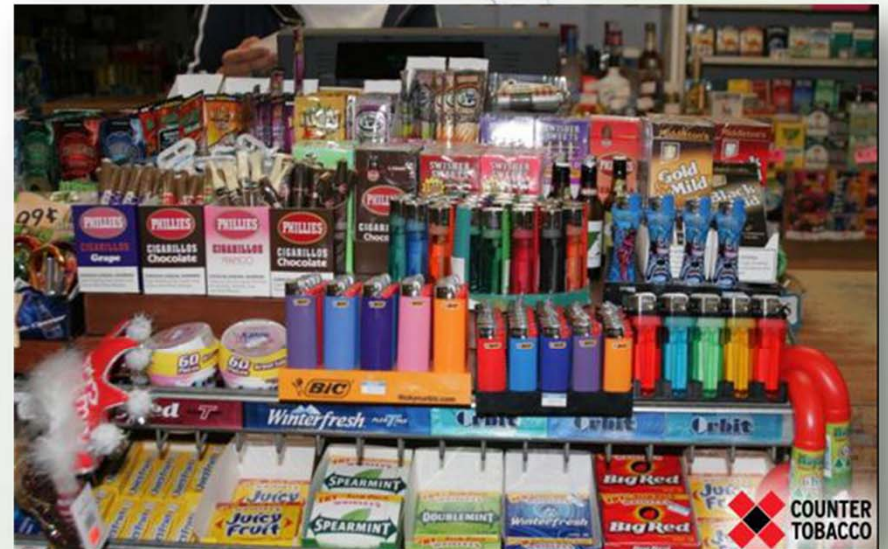
Can You Spot the Tobacco Products?



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Tobacco Product Marketing



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Tobacco Industry Marketing

"They got lips?
We want them."
-R.J. Reynolds, 1990

"Cherry Skoal is for somebody
who likes the taste of candy, if
you know what I'm saying."
- U.S. Tobacco

"The base of our business is
the high school student."
- Lorillard Tobacco

Health Effects of Smoking

SHORT-TERM EFFECTS

- Respiratory and non respiratory effects
- Addiction to nicotine and exposure to other dangerous chemicals
- Phlegm and coughing
- Bad breath, yellow teeth and stained fingernails

LONG -TERM EFFECTS

- Lower level of lung function
- Reduced rate of lung growth
- Shortness of breath
- Risk of heart disease, stroke and variety of cancers
- Increased heart rate
- Low rates of endurance

Health Effects of Smoking

Smoking can
cause cancer
almost anywhere
in your body:

Stomach

Esophagus

Trachea

Pancreas

Cervix

Mouth, Nose and Throat

Larynx

Lungs

Bone marrow and blood

Bladder

Kidneys and ureters

Nicotine Addiction

NICOTINE

Cigarettes and other forms of tobacco contain the addictive drug nicotine

A person who smokes about 1½ packs (30 cigarettes) daily gets 300 “hits” of nicotine each day

Nicotine is addictive and can be toxic if ingested in high doses, BUT it does not cause cancer

Nicotine and the Brain

NICOTINE

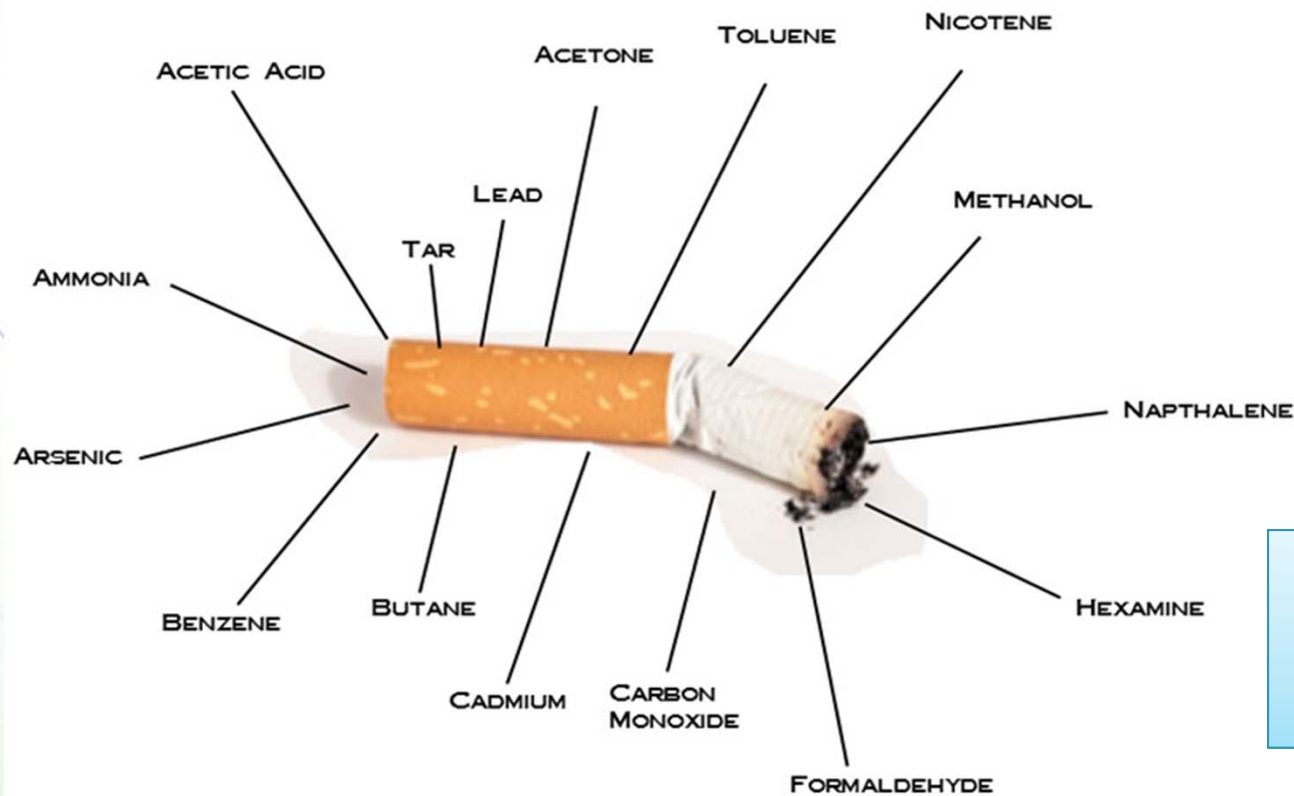
Immediately stimulates the
adrenal glands

Affects the brain pathways that control
reward and pleasure

When an addicted user tries to quit,
he or she experiences withdrawal
symptoms

Chemicals In A Cigarette

There are approximately 600 ingredients in cigarettes



When burned, they create more than 7,000 chemicals

Secondhand Smoke Effects

According to the Surgeon General,
“There is no safe level of exposure to
secondhand smoke.”



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Teachable Moments

- Choosing Your Moment
- Conversation Starters
- Know the Basics

Conversation Tips-Tobacco Prevention

Highlight
the Risks

Be Present

Be
Sympathetic

Provide
Facts

Make Media
Matter

Tobacco Prevention Tips

Recognize
Peer
Influence

Be Involved
in Positive
Activities



Spend Time
Together

Educate
Your
Community

Be a Role
Model

Smoking Cessation Resources



- **Freedom From Smoking[®]**
 - Adult smoking cessation program



- **Not-On-Tobacco[®] (N-O-T)**
 - Teen smoking cessation program

Lung Health Questions?
1-800-LUNGUSA

CLICK HERE TO ASK
WWW.LUNGUSA.ORG

AMERICAN LUNG ASSOCIATION.

- **Lung Helpline**

- 1-800-LUNGUSA (1-800-586-4872)

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Questions??

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Contact Information



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We will breathe easier when the air in every American community is clean and healthy.

We will breathe easier when people are free from the addictive grip of tobacco and the debilitating effects of lung disease.

We will breathe easier when the air in our public spaces and workplaces is clear of secondhand smoke.

We will breathe easier when children no longer battle airborne poisons or fear an asthma attack.

Until then, we are fighting for air.

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