

Be Smart
Don't Start!

Kids who DON'T smoke...

make fewer visits to the dentist.

feel better about themselves.

are less likely to use other drugs.

make fewer visits to the doctor.

make better grades.

TOBACCO! STINKS!

KIDS SPEAK: WAYS TO SAY NO!

Tobacco's Not-So Special Effects

**Get Mad About
the Science of
Tobacco Smoke**

**5 Really Gross
Facts About
Smokeless Tobacco**

**TOBACCO: ADDING
UP THE COSTS**



DON'T GET TRICKED

If someone told you the moon was made out of cheese, would you believe it? Probably not. What if someone told you smoking cigarettes or using smokeless tobacco would make you cool. Would you believe that? Probably not.

3 OUT OF 4 KIDS
DON'T USE TOBACCO.



Three out of four kids are like you. They know using tobacco will harm their health.

But one out of four kids does get tricked into using tobacco.

Here's how.

TRICKED by Peers

Some kids get tricked into thinking smoking is cool or that smoking will make them more "grown-up." Sometimes they are tricked by their peers—people their own age—who pressure them into using tobacco.

TRICKED by Tobacco Advertisements

The Tobacco Industry spends billions of dollars every year for ads that target kids. These ads make smoking look cool and fun. The Tobacco Industry hopes kids will see the ads and spend their money on tobacco.

SAVE YOUR MONEY AND YOUR HEALTH.

DON'T GET TRICKED
INTO USING TOBACCO!



Dear Friend;

A bunch of guys at school started dipping (using chewing tobacco.) I have always said no. Now, they do not treat me like a member of the group. What should I do?

Travis

Dear Travis,

Your friend,



Good Advice

Give some good advice to Paula and Travis.



Dear Friend;

There are some kids in my neighborhood that smoke. I know that they are going to ask me to smoke a cigarette. I'm afraid if I say no, they won't accept me. What can I do? How can I say no?

Paula

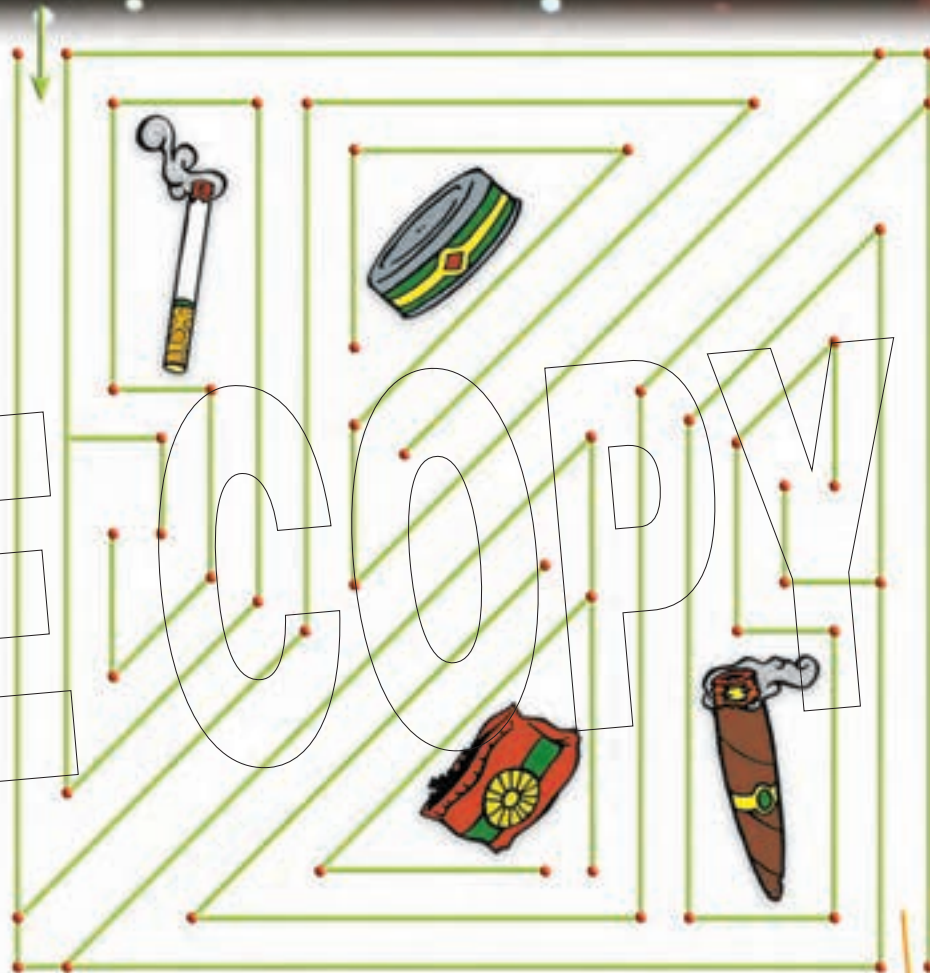
Dear Paula,

Handwriting practice lines for the response letter.

Your friend,

FIRST CLASS

FIND YOUR WAY THROUGH THIS TRICKY MAZE AND JOIN THE KIDS WHO DON'T USE TOBACCO.



FAST FACT:

Speaking of "Tricky"... Nicotine, a chemical found in tobacco, tricks the brain into thinking it needs more and more nicotine. That is how people get hooked—or addicted—to cigarettes and smokeless tobacco.



TOBACCO'S not-so-special EFFECTS

Short-Term Effects (these happen right away)

Headaches

Bad
Breath

Lungs
Become
Damaged

Heart
Beats

Stomach Acid
Increases

Kidneys
Become
Stressed

See our interactive animation of
tobacco's effects on the body:

www.saying-no.com/tobacco/body



KIDS SPEAK Ways to Say **No!**

What will you do if you
get asked to smoke or use
tobacco? There are many
ways to say 'No!' Here's
what some kids your age
had to say.

"I just said 'no
thanks.' I just acted
like it was no big deal."

Holly Rykels
Casper, Wyoming

"I just told them
that I don't chew. I was
kind of surprised that other
kids thought I was cool for
standing my ground. I felt good
for being myself."

Taylor McGill
Lafayette, Indiana

"Changing the
subject was a good
way to say no. I said 'no'
and started talking
about the game."

Jamal Warren
Hollywood, Florida

"I used body language.
I put my hand up, like 'no
way.' That was easier for
me than saying it."

Marcella Bonano
New York, New York

How will YOU say No? Write your answer in the space below.

Surf's Up!

The Lowdown On Tobacco

Looking for the truth about tobacco?
Log on to these sites to learn more.

<http://kidshealth.org/kid/watch/house/smoking.html>

After you read about smoking, scroll down to the bottom of the page. There you will find links to information about smokeless tobacco and more.

If you want to learn about another kids' health issue, use the kidshealth.org search engine to research the topics that interest you.

www.tobaccofreekids.org

Learn about the tobacco toll in your own state and how the Tobacco Industry tries to lure and addict kids. Also, learn the ABC's of what tobacco does to your body and much more.

www.wholetruth.com

Go on a Virtual Secret Mission to learn the truth about the Tobacco Industry and how far they will go to get your money.

www.costkids.org

Visit the Children Opposed to Tobacco (COST) site and learn how using tobacco shatters lives. See True Ads about tobacco and create your own True Ad.

Find your own cool sites on tobacco.

Use your favorite search engine with these search terms.

- tobacco prevention
- tobacco education
- cigarettes
- smokeless tobacco

FAST FACT:

80% of all smokers began before their 18th birthday. Most of them wish they could quit. Breaking an addiction to nicotine is very difficult.

There's nothing special about the effects of using tobacco. Take a look at the short- and long- term effects.

Long-Term Effects (these happen over time)

Stained & Rotted Teeth

Wrinkles

Gum Disease

Lung Cancer

Heart Weakens

Yellow Fingers

Brain Activity Slows

Oral Cancer

Strokes

Emphysema

Blood Vessels Narrow

and eventually—Death!

A Timeline of TRUTH

Until the 1950's, the Tobacco Industry hid the evidence from the public. This evidence proved that smoking was linked to lung cancer and other diseases. By looking at the following timeline, you can see what happened when the truth about tobacco was finally revealed.

1950s The American Medical Association (AMA) published a study revealing that 97% of lung cancer patients had been smokers.

1960s Doctor Luther Terry, The U.S. Surgeon General, published a report revealing that smoking causes cancer.

1970s Cigarette commercials are taken off the TV and the radio. More Surgeon General Reports reveal the health risks of smokeless tobacco.

1980s Doctors from the American Cancer Society and the Surgeon General report that all cigarettes are dangerous and that all smoking is dangerous—whether its one cigarette or ten. The Doctors also found that secondhand smoke could cause a person to develop lung cancer.



Test Your Knowledge

Try to answer the following questions based on what you've read so far. Find the answers in the word bank at the bottom of the page and fill in the blanks.

(Hint: You can find the answers on the page number listed next to each sentence.)



- 1) _____, a chemical found in tobacco, _____ the brain into thinking it needs more and more nicotine. That's how people get hooked, or _____ to cigarettes and smokeless tobacco. (page 3)
- 2) Gum _____ and Lung _____ are both long-term _____ of using tobacco. (page 5)
- 3) In 2010 Center for Disease Control research found a _____ in the use of tobacco among kids. (page 7)
- 4) _____, a chemical used to clean floors and toilets, can also be found in tobacco smoke. (page 8)
- 5) Smokeless tobacco makes the mouth produce more _____. This causes the user to "spit" every few minutes. The user also _____ dark, slimy juice. Yuck! (page 9)

Word Bank:

SALIVA

AMMONIA

DECREASE

DROOLS

CANCER

TRICKS

EFFECTS

DISEASE

NICOTINE

ADDICTED



ADDING UP THE COSTS

A cigarette or smokeless tobacco habit will cost you more than your health. A habit will also cost you a lot of money. Work the problems below to learn more.

Cost of a Pack of Cigarettes\$5.00

Cost of a Can of Smokeless Tobacco.....\$5.50

1

If Maria smoked two packs of cigarettes a day, how much would she spend per day?

2

If George used one can of smokeless tobacco a day for one week (7 days), how much would he spend?

3

Jared spent \$22.00 per week on smokeless tobacco. How many cans did he use?

4

If Sharon smoked two packs of cigarettes per week, how much would she spend in 4 weeks?

Answers: 1) \$10.00, 2) \$38.50, 3) 4, 4) \$40.00

1990s The Environmental Protection Agency declares cigarette smoke to be a Class-A carcinogen—the most dangerous of cancer-causing agents.

1995 A University of Michigan study is published, stating that there is an alarming increase in smoking among kids.

1995 The U.S. Food and Drug Administration declares nicotine a drug, stating that it is more addictive than heroin or cocaine. They force the Tobacco Industry to cut back on advertising in order to prevent smoking by youths.

The Tobacco Industry settles lawsuits with almost all U.S. States, and they are forced to pay back healthcare costs.

1995



1997 A 1997 settlement forces the Tobacco Industry to spend \$365 billion dollars on anti-smoking campaigns. The Tobacco Industry is warned that they will be fined if youth smoking doesn't drop.

2010 Center for Disease Control research shows that tobacco use among kids is on the decline.

2000



Answer the following questions:

1. What do the initials AMA stand for?

2. When were cigarette commercials taken off the TV and radio?

3. When was there a decrease in smoking among kids?

Get **MAD** About the Science of Tobacco Smoke

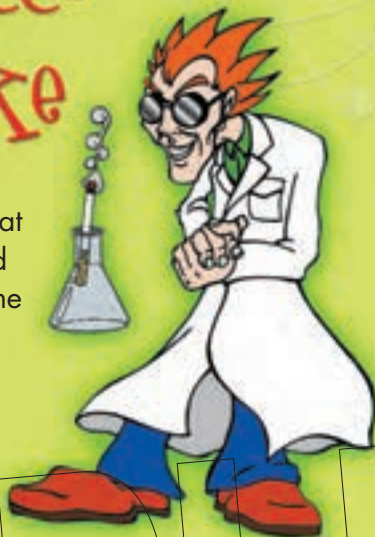
Tobacco Companies try to make people think smoking tobacco is natural and that it won't harm them. But the chemicals found in tobacco smoke are far from natural. Some of these same chemicals are used to clean toilets and preserve dead bodies.

Using the secret code, fill in the missing letters to learn just a few of the 4,700 chemicals found in tobacco smoke.

S **F** **R** **L** **H** **Y** Used to preserve dead bodies.
C **D** **U** **M** Used in rechargeable batteries.
 Used to clean floors and toilets.
P **H** **T** **L** **N** **E** Used in mothballs.

Secret Code	o	d	n	a	e	i	m

Answers: Formaldehyde, Cadmium, Ammonia, Naphthalene



5 REALLY Gross Facts about Smokeless Tobacco

also known as chew, dip, and snuff



Smokeless Tobacco causes a person to be seriously ill. We're talking **oral cancer**, lung cancer, heart disease, and even death.

Bad breath, **stained and rotted teeth** make all smokeless tobacco users **real losers!**



There are thousands of chemicals in smokeless tobacco. They include nicotine and polonium, the same chemical found in **nuclear waste!**



Tobacco companies put so much nicotine in one pinch of **smokeless tobacco**, a person can easily get addicted the first time they use it.



Wanna know why smokeless tobacco is called "spit"? When it is placed between the lower lip and gum or cheek, it makes the mouth produce more saliva. This causes the user to have to spit every few minutes. The user also drools dark, slimy tobacco juice. Yuck!

Fast Fact: Smokeless tobacco dulls a person's sense of smell and taste.