

# Tobacco IS TRASH

**Top Ten Chewing  
Tobacco Gross-outs**

**A Call To Action  
Against Tobacco**

**Top Secret  
Industry  
Memos**

**Burned by  
Tobacco:  
True  
Stories**



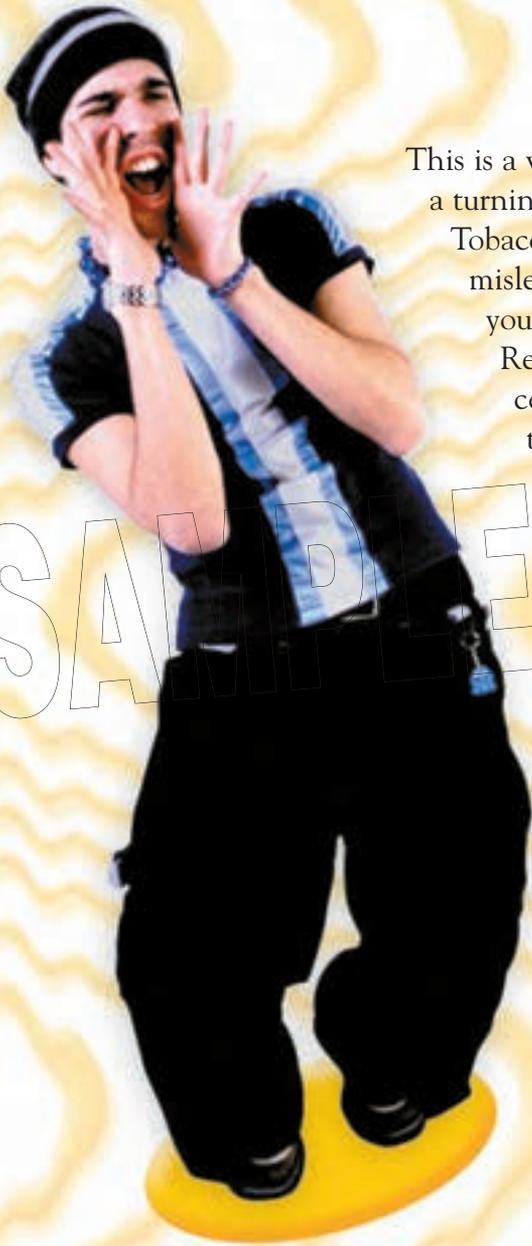
**Put It Out!**

# A CALL TO ACTION

This is a very unique time in history—a turning point. For years the Tobacco Industry has been misleading the public: you, your parents, and your friends.

Recently, the tobacco companies have been forced to tell the truth: that they knowingly sold an addictive and deadly drug, nicotine. They have also admitted that they illegally promoted their product to kids. And they did it all for money.

It's time for young people to declare war on the Tobacco Industry. Send a message to Big Tobacco: you're too smart to get tricked into giving them your money. You have better things to do than to use tobacco.



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# PROFILE OF AN

# ADDICT

The Tobacco Industry has spent a lot of money to learn exactly how to trick people into smoking. This is what they know about the psychology of tobacco users. They:

*don't like how they look or feel*

*are rebellious and take risks*

*do things without thinking*

*lack confidence in social situations*

*have a hard time defending themselves*

Sound like someone you know? The Tobacco Industry knows that most normal teens fall into some of the categories above. That's why they spend so much money targeting you and your friends. Cigarette advertisements tend to play up being young, attractive, and independent; all of which appeal to teenagers. Arm yourself with the facts and you won't be tricked.



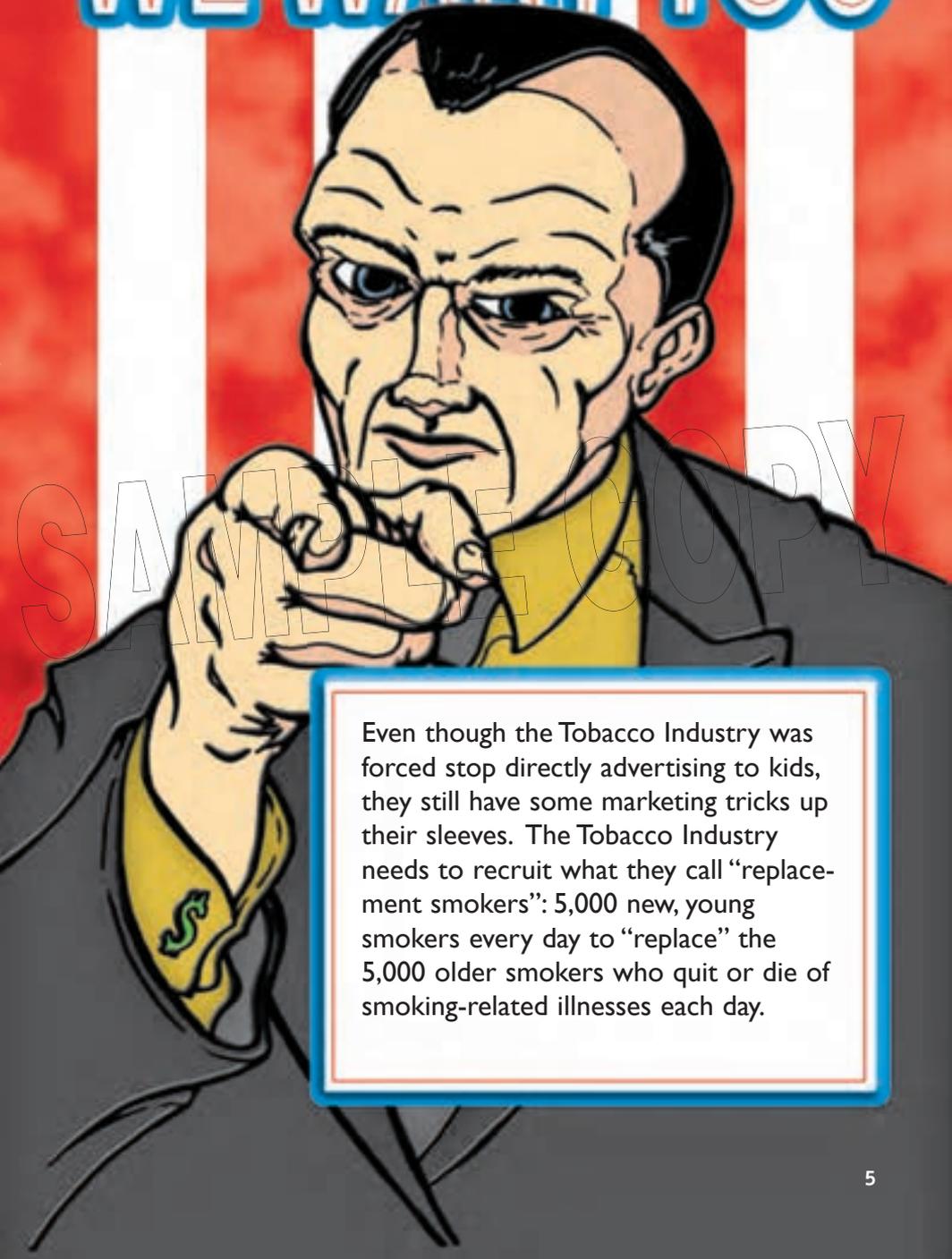
# Target Audience

It can be hard to duck the tobacco advertisements that assault us every day. You'll see them on billboards, in magazines, on city busses, at sporting events, and even on the Internet. Look out for these tricks used to lure young people: the "strong and brave" Marlboro man, the "cool and smooth" Camel character, the "thin and glamorous" Virginia Slims model, and the "confident" Skool user. These images try to glamorize tobacco use. They want you to think smoking is cool and that everyone is doing it.

Why doesn't Big Tobacco show us the real people who use tobacco? Because they are wrinkled, coughing, sick, and sometimes bedridden from cancer and other tobacco-related illnesses. There's nothing fun or cool about disease and death.



# WE WANT YOU



Even though the Tobacco Industry was forced stop directly advertising to kids, they still have some marketing tricks up their sleeves. The Tobacco Industry needs to recruit what they call “replacement smokers”: 5,000 new, young smokers every day to “replace” the 5,000 older smokers who quit or die of smoking-related illnesses each day.



**TOP SECRET**

*The Tobacco Industry repeatedly told the public that nicotine is not an addictive drug. They called it a “flavoring agent.”*

*Recent lawsuits against the Tobacco Industry have forced tobacco companies to reveal secret memos proving that they know nicotine is addictive.*

**Here are some excerpts from those secret memos.**

*“think of a puff of smoke as the vehicle of nicotine delivery”*

–1970 William L. Dunne memo

*“Very few consumers are aware of the effects of nicotine, its addictive nature, and that nicotine is a poison”*

–1978 Brown and Williamson memo

*“We are basically in the nicotine business”*

–May 1991 Brown and Williamson report

**And what about YOUTH? Here’s what those secret memos revealed about the Tobacco Industry’s effort to recruit young users.**

*“The base of our business are high school students.”*

–Lorillard memo

*“To ensure increased and longer-term growth for Camel filter, the brand must increase its penetration among the 14-24 age group...which represent tomorrow’s cigarette business.”*

–1975 RJ Reynolds memo

*“Today’s teenager is tomorrow’s regular customer.”*

–Philip Morris memo

# Tobacco's Effects On Your Body

## Short-Term Effects

Heart Beats Faster  
Stomach Acid  
Increases  
Lungs Become  
Damaged  
Kidneys Become  
Stressed  
Circulation Slows  
Headaches  
Bad Breath  
Gum Disease

## Long-Term Effects

Brain Activity  
Slows  
Blood Vessels  
Narrow  
Heart Weakens  
Strokes  
Emphysema  
Lung Cancer  
Oral Cancer  
Gum Disease  
Stained, Rotted  
Teeth  
Wrinkles  
Yellow Fingers  
eventually...Death



## Fact

Tobacco companies target young women by advertising in fashion magazines. They want young women to associate smoking with being thin, beautiful, and fashionable.

# A Timeline

Until the 1950's, the Tobacco Industry hid evidence from the public.

By looking at the following timeline, you can see what happened.

1950's

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

1970's

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

1960's

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

1980's

Doctors from the American Cancer Society report that all cigarettes are dangerous and that all smoking is dangerous-whether it's one cigarette or ten. Research also proved that secondhand smoke could cause a person to develop lung cancer.

1980

Surgeon General C. Everett Koop issues a report that labels cigarette smoking the "major cause" of lung and other cancers, and the "chief preventable cause of death" in the United States.

# of Truth

public that smoking was linked to lung cancer and other diseases.  
happened when the truth about tobacco was finally revealed.

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- 1990's A 1995 University of Michigan study is published, stating that there is an alarming increase in smoking among youth.
  - A 1997 landmark settlement forces the Tobacco Industry to spend \$368 billion dollars over 25 years, mainly on anti-smoking campaigns. The Tobacco Industry is warned about being fined if youth smoking doesn't drop.

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

## Questions:

What do you think happened between 1995 and 2010 to make youth smoking rates decline?

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How do you think the Tobacco Industry hid the truth from the public for so long?

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# Chemical Weapons

**Q:** What's in Cigarette Smoke? **A:** Over 4,700 Chemicals

Here are some of those chemicals:

The burning end of a cigarette is like a small chemical factory, releasing thousands of chemicals into a smoker's body and into the air that other people breathe.

## *Cancer Causing Agents*

Nitrosamines  
Polonium 210  
Urethane  
Toluidine

## *Acetone*

Nail Polish Remover

## *Hexamine*

Barbecue Lighter

## *Naphthalene*

Mothballs

## *Metals*

Aluminum  
Zinc  
Mercury  
Titanium  
Lead

## *Arsenic*

Poison

## *Nicotine*

Insecticide/Addictive Drug

## *Cadmium*

Rechargeable Batteries

## *Nitrous Oxide Phenols*

Disinfectant

## *Formaldehyde*

Dead Body Preserver

## *Stearic Acid*

Candle Wax

## *Ammonia*

Floor and Toilet Cleaner

## Fact

All the toxins from the smoke inhaled by a pregnant woman go directly to her developing baby and cause damage including birth defects, low birth weight, learning disabilities, and stillbirths. Sadly, 1 in 5 women smokes during pregnancy.

# Smokeless Tobacco:

## Ten Reasons Users Are Real Losers

Smokeless Tobacco is also known as “chew,” “dip,” “rub,” and “spit tobacco.” Some people think smokeless tobacco is a safe alternative to cigarettes. When they have parts of their mouths or throats removed, they realize how wrong they were.



1. Smokeless tobacco causes serious illness. We're talking oral cancer, lung cancer, heart disease, and death.
2. It's your mouth's worst nightmare. Chewing tobacco causes bad breath, gum disease, and loose teeth. Smokeless tobacco has a lot of sugar which eats away at tooth enamel and causes cavities and painful sores.
3. Over half of all users develop thick white patches in their mouths called “leukoplakia”. These patches may develop into cancer.
4. No Taste: Smokeless tobacco dulls a person's sense of taste and smell.
5. Smokeless tobacco addicts develop poor eating habits—using too much sugar and salt—due to damaged senses of smell and taste.
6. Many users develop restricted movement in their tongue and jaws.
7. So much nicotine is added to smokeless tobacco that a person can become addicted on the first use. One can of snuff has as much nicotine as **sixty** cigarettes.
8. There are thousands of chemicals in smokeless tobacco, including polonium—the same chemical found in nuclear waste!
9. Wanna know why smokeless tobacco is called “spit”? It makes the mouth produce more saliva. Users drool dark, slimy tobacco juice. Yuck!
10. Awful breath, discolored teeth, gunk stuck in your teeth, and constant spitting can wreck your social life!



# What You Should Know About Nicotine



Nicotine is a drug. It's more addictive than cocaine or heroin!

Nicotine tricks the brain into thinking it needs more and more nicotine. That's how the addiction begins. After a person smokes a few cigarettes or cigars or uses smokeless tobacco, the brain cells adapt to the different mix of neurotransmitters that nicotine stimulates. Without nicotine, decreased neurotransmitter release causes withdrawal symptoms, like irritability. Addicts feel relaxed after using. The "relaxation" occurs because nicotine treats the withdrawal symptoms. When the effects wear off, the user feels edgy and nervous and wants more nicotine.

Tobacco withdrawal includes anger, depression, hunger, and dizziness. Some people break out in sweats and have tremors.

Withdrawal from nicotine can last months after quitting.

Young tobacco users may think they're in control of their use. In fact, an addiction makes a user **LOSE CONTROL. The drug controls the user.**



# Teens Who Use Tobacco...

Are more depressed • Are injured in accidents 3 times more often • Make poorer grades • Have lower self-esteem • Fight more • Are insecure • Give in to peer pressure • Have trouble sleeping • Have poor general health • Use



## Wanna Quit?

If you or a friend want to quit, here are some suggestions. Talk to a school counselor, school nurse, parent, or trusted adult. To learn more about quitting, search the Internet with the term “smoking cessation.” Remember, breaking an addiction is tough, but you are tougher.

# Burned By Tobacco:

“I started smoking when I was 15. I think I did it to be rebellious. It was my way of showing I was independent. Up until six months ago, I was smoking about a pack a day. I started cutting down little by little. I’m down to six cigarettes a day now. My goal is to quit altogether within two months. I tell people not to start. It is so hard to quit. I thought I would never get addicted and that I could quit anytime. The truth is, you’re addicted faster than you think.”

“My fascination with smokeless tobacco began when I was 8. My brother’s friend, Charley, let me try some of his dip every now and then. Around the time I turned fourteen I started dipping regularly, even though I knew it was bad for me. I got addicted fast. Now I want to quit really bad. First off, it’s a total turnoff for girls. I have tried to quit five times. The longest I’ve ever gone is three weeks. No matter how weak or strong you are, you will be addicted.”



Maria Rodriguez, 17  
San Antonio, Texas

Luke Nelson, 16  
San Antonio, Texas

## True Stories

# Decision of a Lifetime

The decision not to use tobacco is one of the best decisions you'll ever make. You'll save your life and a whole lot of money. Here is what other teens had to say about refusing to use.

"Disagreeing with someone doesn't mean that they won't like you. Even if the other person isn't happy with your response, that doesn't mean you should have said yes. Your rights are important."



Heather Payton  
Cleveland, Ohio

"Give a reason, like 'that's gross' or 'I don't want to stink.' And maybe there's big reasons, like not wanting to get in trouble or get kicked off the team."



Londra Jefferson  
Champaign, Illinois



James Gilford  
Hartford, Connecticut

"If someone really pressures you, be firm. Be direct, but not too pushy. If the person won't listen, it's time for you to leave."



Gil Kehoe  
Lansing, Michigan

"When you're in a sticky situation and someone is trying to get you to smoke, you might get nervous, but it's important to keep cool. Just say no and don't make a big deal of it, and the other person won't either."

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# Not Addicted? That's What You Think!

The American Psychiatric Association says a user is addicted if any three of these symptoms appear:

**1. Tolerance: Needing more to achieve the same effect**

*Tobacco users jump from "one now and then," to a pack or a can a day.*

**2. Withdrawal: Uncomfortable symptoms when off the drug**

*Tobacco users feel irritable, scatterbrained, fatigued and worse.*

**3. Loss of control: User takes more than intended or can't cut down**

*48% of current smokers wish they could quit, but feel that they can't.*

**4. Preoccupation: User's time and/or mental energy taken up by getting and using the drug**

*Smokers panic if out of cigarettes or matches.*

**5. Continuing despite consequences: Giving up activities for the drug**

*Standing in the cold to have a cigarette... Choosing chew over girls...*

*Dipping snuff despite scary sores on the gums... 'Nuff said?*

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