

TOBACCO AND VAPING

STINKS!



LOOK OUT!

BE CAREFUL! For the first time in many years, the tobacco industry is back and worse than ever. For a long time, nobody wanted to use stinky, smelly tobacco. After **Big Tobacco** said that tobacco has the addictive drug nicotine in it and that **tobacco causes scary issues like cancer**, the use of tobacco was at the lowest it had ever been!



But now, a new type of tobacco product is sweeping the globe: **E-CIGARETTES**.



This **DEADLY PRODUCT** is all over the place and has caused a boom in the tobacco industry.

We have to take a stand and fight against the tobacco industry.

Let's send a message to Big Tobacco:

their tricks won't work. You're too smart to give in, hurt your body, or give into peer pressure.



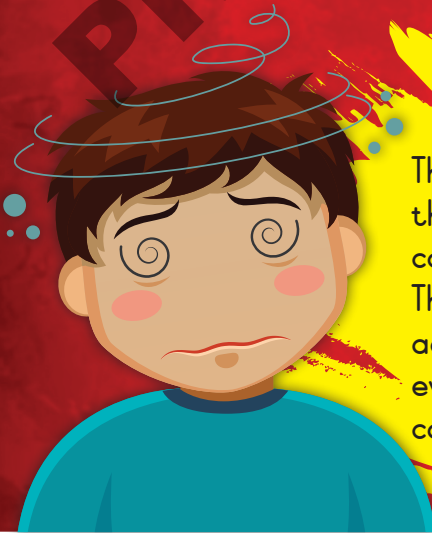
TARGET AUDIENCE



TOBACCO IS EVERYWHERE!

You might see scary pictures of it on billboards, in magazines, outside the gas station, on the radio, at a baseball game, or even on tv.

Images and ideas used to lure young people include bright colors, smiling models using Juuls, characters in movies & TV, and slogans such as “everything changes” and “Kooler than ever.”



These ads make tobacco seem fun, that it tastes good and makes you cool, but they don't tell the truth. The real people who use tobacco are addicted, coughing, sick, fidgety, and even sometimes stuck in bed from cancer or other illnesses.



TRICKS OF THE TRADE

- ★ **The tobacco industry has been tricking kids and teens** into using tobacco products for a long time.

- ★ **They spend more than 9 billion dollars a year trying to get kids to use their products.** They are betting big bucks that they can trick you into using tobacco!

- ★ **They also con kids into using tobacco** by making products in sweeter flavors that people say taste better or won't hurt you because they taste like candy, fruit, and popular cereals.

The truth is that these are just as bad for you! The tobacco industry needs kids to start smoking to make up for the adults that die off each year from tobacco-related disease. Are you willing to "replace" someone who died so you can keep money in the tobacco industry's pockets?



90% **QUICK FACT:**
OF TOBACCO
USERS START BEFORE
THEIR 18TH BIRTHDAY.



NICOTINE: DON'T TAKE THE BAIT..



Tobacco products contain a drug called **nicotine**. Many people think it won't hurt you because it makes you feel "happy," but it is dangerous! **It is the most addictive drug in the world.**



It **tricks the brain** into thinking it needs more and more nicotine by changing the way the brain works. Nicotine makes the user feel relaxed or sleepy, but a few minutes later, when the effects wear off, **the user feels bad and nervous.**



When a tobacco user quits, they go through something called **withdrawal**. **Withdrawal is a lot like being sick.** Your body and brain react to the loss of nicotine it is used to and has some nasty side effects. This includes **anger, depression, headaches, nausea, hunger, and dizziness.** Withdrawal from nicotine can last months or even years.



TOP SECRET

In the past, the tobacco industry told kids that nicotine was not an addictive drug. However, studies show that nicotine is deadly! The Tobacco Industry has tried to lie about the dangers of nicotine, especially to youth, but they could not hide the truth forever. Here is the Tobacco Industry admitting the truth about their products.



“ Of course it’s addictive. That’s why you smoke the stuff.”

-Ross Johnson, ex-Chief Executive of RJ Reynolds



“ ...yes it is addictive.”

-Kevin Burns, ex-Juul CEO

“ ...nicotine is a poison.”

-Brown and Williamson memo signed by H.D. Steele

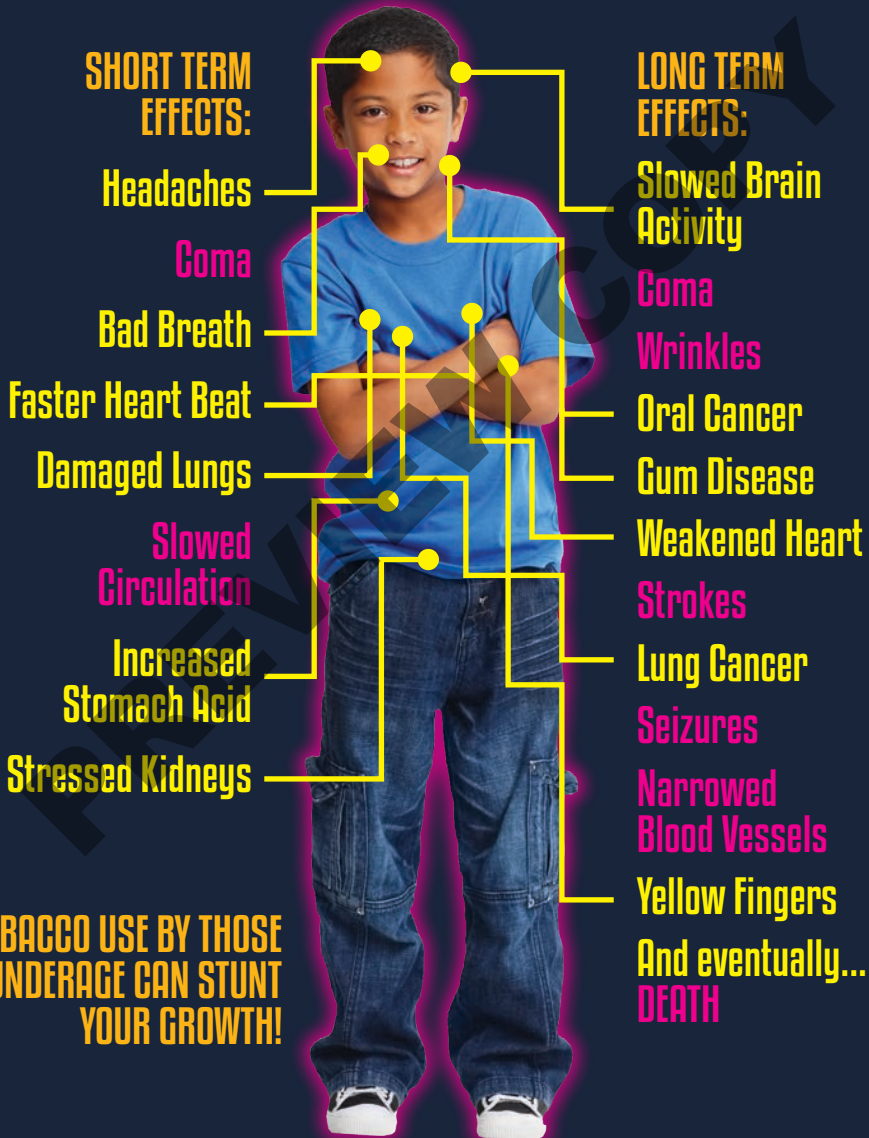


“ We were targeting kids...it was just company policy.”

-Terence Sullivan, a sales rep for RJ Reynolds

TOBACCO'S EFFECTS ON YOUR BODY

There's nothing special about the effects of tobacco. It is dangerous, harmful, and leads to early death.



LOOK OUT AND STAY AWAY!



Tobacco is the biggest cause of disease and death in the United States! There are many tobacco products, and some may even look very different from the ones you may know about. Can you recognize all the different forms of tobacco products? Look below to see the types of tobacco products and what they look like so you can stay away!



CIGARETTES



CIGARS



E-CIGARETTES



SMOKELESS TOBACCO



WATER PIPES



DISSOLVABLE PRODUCTS

REALLY GROSS FACTS ABOUT SMOKELESS TOBACCO

Smokeless tobacco is known by many names - **dip, chew, spit** - but it is rarely called "safe." Here are some nasty facts about smokeless tobacco.



1. SMOKELESS TOBACCO CAUSES A PERSON TO BECOME REALLY SICK THE MORE THEY USE. IT CAN GIVE YOU ORAL CANCER, LUNG CANCER, HEART DISEASE, AND EVEN KILL YOU.



4. OVER HALF OF SMOKELESS TOBACCO USERS DEVELOP THICK, WHITE, SORE PATCHES IN THEIR MOUTH.



2. SOMETIMES SMOKELESS TOBACCO IS CALLED "SPIT" BECAUSE WHEN YOU PUT IT BETWEEN YOUR LIP AND GUM OR CHEEK, IT MAKES YOU HAVE TO SPIT OR DROOL DARK, SLIMY TOBACCO JUICE EVERY FEW MINUTES.

5. THERE ARE THOUSANDS OF HARMFUL CHEMICALS IN SMOKELESS TOBACCO, INCLUDING 28 KNOWN CANCER CAUSING CHEMICALS.



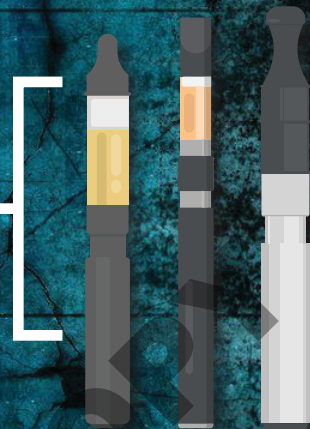
3. SMOKELESS TOBACCO CONTAINS SO MUCH NICOTINE THAT MANY PEOPLE BECOME ADDICTED AFTER THE FIRST USE.



6. BAD BREATH, STAINED AND ROTTED TEETH, AND WHITE OR RED SORES ON THE MOUTH ARE ALL NASTY SIDE EFFECTS OF USING SMOKELESS TOBACCO THAT MAKE A USER LOOK AS BAD AS THEY FEEL.

E-CIGARETTES

E-cigarettes, often known as vapes, are easily the most commonly used form of tobacco product by youth in America. You might know siblings, older friends, or even parents who use these. They are battery powered tobacco products that come in many shapes and sizes.



This type of tobacco product allows users to exhale flavored vapor that looks like clouds or smoke. This flavored vapor may seem appealing because of the way it smells or tastes. It can be bought in flavors like mint, raspberry, or even wedding cake, but this vapor contains toxic chemicals that damage the body.



They may not smell as stinky, but e-cigarettes are just as dangerous as cigarettes! Vaping harms the brain, causes lung related illness, affects memory, concentration, attention, mood, and has even killed users.



TYPES OF ELECTRONIC CIGARETTES

There are many types of e-cigarettes, and each looks very different - be on the lookout for some of these products!



STREET NAMES FOR TOBACCO PRODUCTS



There are hundreds of confusing words for nicotine and tobacco products that may be hard to understand or make it harder to turn down offers from people.

HERE ARE SOME OF THE COMMONLY USED STREET NAMES PEOPLE USE FOR TOBACCO PRODUCTS:

E-CIGARETTE SLANG

VAPING/VAPE
JUULING/JUUL
PUFFING/PUFF BAR

SMOKELESS TOBACCO SLANG

DIP/DIPPING
SNUFF/SNUS
CHEW
WAD
SPIT

CIGARETTE/ CIGAR SLANG

BONE
CIGGY
PIPE
STOGIE



WORD SEARCH

TEST HOW MUCH YOU KNOW ABOUT TOBACCO!
CAN YOU FIND ALL OF THESE WORDS?

THE FIRST WORD IS DONE FOR YOU

WORD BANK:

~~JUUL~~ ADDICTION CHEMICALS CIGAR
CIGARETTE DIP HOOKAH NICOTINE
SNUS TOBACCO VAPE WITHDRAWAL

O G A L T X J N E L R C
I Q U D Z H I E A B A H
N U M H D C A W Z C G E
J Y R T O I A K G C I M
S M W T M R C E O E C I
D N I X D J R T U O X C
A N U H V A P E I E H A
E D T S O C C A B O T L
C I G A R E T T E F N S
W P W L B O H W U F W T
Q P E Y D G H R W F X K
X O Q A Y H K G Z G H K



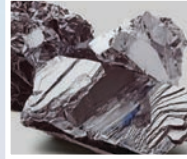
ALL NATURAL? NOT!

Tobacco companies try to promote the image that smoking is natural and harmless. But the chemicals in tobacco smoke are far from natural. Some of these same chemicals are used to clean toilets and preserve dead bodies. Here are just a few of the 4,700 chemicals found in tobacco smoke.

FAST FACT:
**TOBACCO
KILLS MORE
PEOPLE EACH
YEAR THAN
AIDS, MURDER,
SUICIDE,
ILLEGAL DRUGS,
CAR ACCIDENTS,
ALCOHOL,
AND FIRES
COMBINED.**



**FORMALDEHYDE
USED TO PRESERVE
DEAD BODIES**



**CADMIUM
USED IN RECHARGEABLE
BATTERIES**



**AMMONIA
USED TO CLEAN
FLOORS AND TOILETS**



**NAPHTHALENE
USED IN MOTHBALLS**



**STEARIC ACID
USED IN CANDLE WAX**



**ACETIC
ACID-VINEGAR**



**ACETONE
NAIL POLISH REMOVER**



**STILL THINK SMOKING
IS "NATURAL"?**

WAYS TO SAY “NO”!

It may seem hard to say no or turn down offers from people when they hand you a tobacco product. You may feel pressured, scared, or want to appear “cool” so you can fit in. Here are some real ways that teens have said no to other young people.



“Some kids from my neighborhood were smoking cigarettes. They offered me one and I said ‘no thanks.’ They asked me what was wrong and I just said ‘I just don’t like to smoke.’”

Shamio Johnson — New Orleans, Louisiana

“I’ve been offered vapes a ton of times at parties. I just laugh and say ‘I don’t really do that but thanks.’ They’re usually shocked, but usually say something like ‘Good for you.’”

Jason Stint — Omaha, Nebraska



“One time I got pushed to try smoking a cigar and I got really embarrassed that I didn’t want to ‘cause other people were there and all doing it. I just kept saying I didn’t feel like it until they quit asking.”

Kyle Lemonte — Chicago, Illinois



WEB OF TRUTH

Don't get caught in the Tobacco Industry's web of lies. Log on to these sites to learn the truth about tobacco products.

Check out the American Lung Association's Smoking and Teens section to read the latest news and stats about tobacco.

www.lungusa.org

Learn about the toll of Tobacco in your own state and how the Tobacco industry's advertising from the leading advocacy organization working to reduce tobacco use.

www.tobaccofreekids.org

Look at facts and information about tobacco usage and how it impacts your mind, body, and attitude...all reviewed and written by medical professionals.

www.kidshealth.org

Packed full of information on tobacco and nicotine as well as sources to help you quit, all from the United States' largest nonprofit public health organization.

www.truthinitiative.org

To learn more about tobacco,
type some of these keywords into your search engine:

Tobacco Prevention | Tobacco Education | Cigarettes
Smokeless Tobacco | Vaping | E-Cigarettes | Chewing Tobacco

PREVIEW