Effects & Hazards of SMOKING
BIG TOBACCO REPLACES LOST CUSTOMERS WITH TEENS

Winston-Salem, NC – Every day, the tobacco industry loses 1,200 U.S. customers to tobacco-related diseases. But this is one industry that’s not about to file bankruptcy, thanks to the “replacement smoker” business model it has relied on effectively for many years.

Used by an R.J. Reynolds tobacco executive back in 1984, the term “replacement smoker” refers to a younger smoker who takes the place of an older customer who’s fallen victim to any of the numerous deadly illnesses brought on by tobacco use, or managed to quit, and can therefore no longer be relied upon to buy cigarettes.

So even though its products prematurely kill half of all lifelong smokers, the tobacco industry continues to find large profits, thanks in part to the “replacement smoker” business model.

Washington, D.C., Jan. 10 – 1,200 people across the nation died quietly today in their homes or in hospitals due to the tobacco industry’s product. The same happened every day thereafter. These deaths are so common that they rarely attract the attention of the media, even though the loss of life due to tobacco is combined. The fact that tobacco-related deaths are quiet rather than sudden and violent may make them seem less newsworthy. But where the front page leaves off, our
Through lung cancer, emphysema and other diseases, the tobacco industry’s products are responsible for killing about 1,200 people a day.

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continued on page A4
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So even though its products prematurely kill half of all life-long smokers, the tobacco industry continues to find large profits, thanks in part to the “replacement smoker” business model. Studies have shown that...
I've nagged my husband for years to quit smoking and he finally did...

Good for him!
Smoking peaked for 8th graders around 2003. It was near 20%. Since then we have seen a slight decrease. Why?
Price

A yearly survey by the University of Michigan counts how many U.S. teens have smoked a cigarette in the previous 30 days. Although smoking rates have dropped in the past four years, they are still alarmingly high.
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90% of smokers began smoking before the age of 20.

60% of smokers began smoking before the age of 16.

Very few people begin smoking after the age of 20.
Every year, in America, approx. 430,000 people will die from smoking related illnesses.
That’s 1200 Per day!
174,000 will die from heart disease.
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143,000 from Cancer.

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174,000 will die from heart disease.
143,000 from Cancer.
83,000 from lung Diseases.

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174,000 will die from heart disease.
143,000 from Cancer.
83,000 from lung Diseases.
26,000 from Strokes.
Worldwide 4 Million people die per year. In ten years it will be up to 10 Million deaths.
The Cost of Tobacco Use

A lit cigarette produces more than 4,000 harmful chemicals. 43 are proven to cause cancer.
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Smoking related illnesses cost the nation over $100 billion every year.

One out of every 5 deaths in America is due to smoking.
Smoking kills more Americans than homicides, suicides, car wrecks, drunk driving, fires, Alcohol, other drugs, and AIDS combined.
Nicotine is found naturally in Tobacco leaves
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Addiction can begin within a few days of the first cigarette smoked.
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Addiction can begin within a few days of the first cigarette smoked.

The Nervous System quickly adapts to nicotine, forcing the smoker to increase the number of cigarettes he/she smokes to achieve the same effect.
This is the lung from a middle aged non-smoker. The black specks represent smog and other air pollution.
Normal Lung

Lung Cancer/Emphysema
This is the lung from a long time smoker. The cancer is the white area in the upper left of the photo.
This is the lung from a long time smoker. The cancer is the white area in the upper left of the photo. The shape of the lung is changed due to the Emphysema.
This is the lung from a long time smoker. The cancer is the white area in the upper left of the photo. The shape of the lung is changed due to the Emphysema. The lung is dark due to the tar that the smoker inhales.
Health Consequences

**LUNG CANCER**

- Lung cancer kills more than 120,000 Americans a year.

[Image showing cancerous and normal lungs]
Health Consequences

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- Smoking is the number one risk factor for lung cancer.
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- Smoking is the number one risk factor for lung cancer.

- Often there are no symptoms of lung cancer until the cancer is advanced. By this time, it may have spread to other sites.
Poisonous Ingredients

- Nicotine - Addictive drug and insecticide
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- Nicotine - Addictive drug and insecticide
- Hydrogen Cyanide - Gas chamber poison
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- Nicotine - Addictive drug and insecticide
- Hydrogen Cyanide - Gas chamber poison
- Formaldehyde - Embalming fluid
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- Hydrogen Cyanide - Gas chamber poison
- Formaldehyde - Embalming fluid
- Cadmium - Battery ingredient
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- Nicotine - Addictive drug and insecticide
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- Cadmium - Battery ingredient
- Ammonia - Household cleaner
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- Ammonia - Household cleaner
- Arsenic - Rat poison
- DDT - Insecticide
Cigars & Pipes

Many people mistakenly think Cigars and Pipes are a safe alternative to cigarettes.
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The truth is the tobacco in cigarettes, cigars and pipes is the same.

All smokers face the risk of cancer and lung disease.
Cigars

A cigar has Five times the nicotine and 30 times More carbon monoxide than a cigarette.
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A cigar has five times the nicotine and 30 times more carbon monoxide than a cigarette.

Cigar smokers are five to ten times more likely to get cancer of the nose and throat.
Cigars

Oh! But, you don’t inhale, right? Doesn’t matter. The chemicals still come in contact with the lips and gums.
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Oh! But, you don’t inhale, right? Doesn’t matter. The chemicals still come in contact with the lips and gums.

Cigar smoke also has a higher pH level than a cigarette, so it burns the eyes and nasal passages more.
Secondhand Smoke

Secondhand smoke is the mixture of smoke that comes from burning tobacco and the smoke exhaled by the smoker.
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Because the smoke from a burning cigarette is unfiltered, it contains twice as much tar and nicotine as the smoke that is inhaled through the filter.
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Because the smoke from a burning cigarette is unfiltered, it contains twice as much tar and nicotine as the smoke that is inhaled through the filter.

Secondhand smoke is classified as a Group A Carcinogen by the E.P.A. This designation is reserved for substances proven to cause cancer.
Secondhand Smoke

Secondhand smoke will kill Approximately 50,000 Americans per year!
Secondhand Smoke

**WARNING**

**YOU’RE NOT THE ONLY ONE SMOKING THIS CIGARETTE**

The smoke from a cigarette is not just inhaled by the smoker. It becomes second-hand smoke, which contains more than 50 cancer-causing agents.

Health Canada
Secondhand Smoke

Health Risks to Infants
Secondhand Smoke

Health Risks to Infants
Pregnant women who smoke are much more likely to have a miscarriage or a baby born premature or with birth defects.
Secondhand Smoke

**Health Risks to Infants**
Pregnant women who smoke are much more likely to have a miscarriage or a baby born premature or with birth defects.

Babies born to smokers are at an increased risk for: Low Birth weight, Weaker lungs, various illnesses, and Sudden Infant Death Syndrome (S.I.D.S.)
Secondhand Smoke

Effects on Growing Children
Secondhand Smoke

Effects on Growing Children
Because children’s bodies are Still growing, they are especially Endangered by secondhand Smoke.
Secondhand Smoke

**Effects on Growing Children**
Because children’s bodies are still growing, they are especially endangered by secondhand smoke.
Each year up to 300,000 respiratory illnesses, mostly bronchitis and pneumonia are related to secondhand smoke.
Secondhand Smoke

Effects on Growing Children
Because children’s bodies are Still growing, they are especially Endangered by secondhand Smoke.
Each year up to 300,000 Respiratory illnesses, mostly bronchitis and Pneumonia are related to secondhand smoke. Up to 1 million cases of asthma are related to Secondhand smoke.
Secondhand Smoke

**Effects on Growing Children**
Because children’s bodies are still growing, they are especially endangered by secondhand smoke.
Each year up to 300,000 respiratory illnesses, mostly bronchitis and pneumonia are related to secondhand smoke. Up to 1 million cases of asthma are related to secondhand smoke.
Children who live in the homes of smokers get sick more frequently and miss more school than children from non-smoking families.
Smoking is the most preventable cause of disease and premature death in World history. Once you know the facts, why would you smoke?
If the cigarette companies had their way.
I've nagged my husband for years to quit smoking and he finally did...

Good for him!
His wake is tonight.
I've nagged my husband for years to quit smoking and he finally did...

Good for him!

His wake is tonight.
Look, it says you have to be eighteen to buy cigarettes.
Look, it says you have to be eighteen to buy cigarettes.

Eighteen?!! By then I'll know better!
MOM, CAN I HAVE A CIGARETTE?
MOM, CAN I HAVE A CIGARETTE?

SURE, CALVIN. I THINK YOUR GRANDFATHER LEFT SOME HERE. JUST SMOKE OUTSIDE, OK?

WOW!
Mom, can I have a cigarette?

Sure, Calvin. I think your grandfather left some here. Just smoke outside, OK?

Wow!

Your mom let you have a cigarette? For a mom, sometimes she's pretty cool.
Mom, can I have a cigarette?

Sure, Calvin. I think your grandfather left some here. Just smoke outside, okay?

WOW!

Your mom let you have a cigarette? For a mom, sometimes she's pretty cool.

EEEEEP
BLAAUGH!
GAG
HACK
COUGH
Blaugh!

You'd think this would be an easy habit to break.

Gag  Hack  Cough

Wheeze  Ack
BLAUGH!
GAG
HACK
COUGH

YOU'D THINK THIS WOULD BE AN EASY HABIT TO BREAK.
WHEEZE
ACK
88%

WELL NOW... DID WE LEARN A LITTLE LESSON TODAY?
GASP
..YES..
BLAUGH!  GAG  HACK  COUGH

You'd think this would be an easy habit to break.

Well now... did we learn a little lesson today?

* gasp *

...yes...

Trusting parents can be hazardous to your health.