



Welcome To Your TRU Tobacco 101 Start-up Toolkit!



Your TRU Toolkit

Welcome to the TRU Toolkit! With this guide, you have access to the most popular teen tobacco use prevention activities. TRU teens across the state have been taught critical information about tobacco prevention and peer education by participating in and facilitating these activities.

The following supplies are recommended for use with this toolkit:

- BB's
- baby bottles (*or other container to hold BBs*)
- tin pail (*for BBs activity*)
- 1 jar of "urine" (e.g., apple juice)
- coffee stirs
- mouse bait
- beach ball
- candles
- ammonia
- toy car
- nail polish remover
- pencils
- batteries
- moth balls



Practice these activities within your group and then get out there! Share an activity or two as part of a presentation to health classes, school board members, county or city officials, places of worship or any place that needs to know about teen tobacco use prevention. So, stay TRU and do your part.



About TRU

Tobacco. Reality. Unfiltered., known as TRU, began with funding from the NC Health and Wellness Trust Fund and continues with funding through the North Carolina Division of Public Health. It includes the TRU youth movement and the powerful TRU media campaigns, working to dissuade youth from using tobacco. TRU is supported by grant programs to organizations working in all 100 counties to reduce teen tobacco use. To find out more about TRU, please visit www.realityunfiltered.com

The TRU initiative, which has successfully reduced teen smoking in North Carolina to historic lows, may disappear after June, 2012. Since 2003, funding for the award-winning program and media campaign has been provided by NC's portion of the tobacco Master Settlement Agreement, as approved by the General Assembly. The program's future is uncertain after this funding year. Without funding, progress in reducing teen smoking in North Carolina will likely stall and smoking rates will eventually begin to climb to previous levels. Only consistent, ongoing funding and programming will make NC kids and teens safer from the influences that encourage them to use tobacco.

Keep up the great work you and your youth are doing and educate your legislators!

Use this guide to keep the momentum going!



Beach Ball Challenge Icebreaker

Purpose:

An icebreaker used to get youth up and moving and answering questions about themselves in order to get to know one another better.

What you need:

A beach ball with numbers 1-40 written on the ball and the list of questions below

of participants:

As many as possible.

Time used:

As long as needed

Instructions:

1. The group of youth stands up and forms a large circle.
2. One of the facilitators will throw the ball to someone in the circle.
3. The person that catches the ball is to yell out the number that is closest to their right thumb.
4. The facilitator will read aloud the question that corresponds with the number.
5. The youth then answers the question and throws the ball to another participant.
6. Repeat until.....

QUESTIONS:

1. What is your most embarrassing moment?
2. What is one of your fears?
3. Who is your celebrity crush?
4. What would you do if you hit the lottery for 1 million dollars?
5. If you could be an animal, what would it be?
6. If you could travel anywhere in the world, where would it be?
7. Describe your perfect date?
8. What is your favorite sport?
9. What is your biggest pet peeve?
10. What is your favorite color?
11. What is your favorite food?
12. What do you like to do in your spare time?
13. If you could have super powers, what would it be?
14. What is your lucky number?

15. Where were you born?
16. Name something that makes you unique.
17. Who is your favorite music artist?
18. If you could meet anyone in the world, who would it be?
19. Name a time that your parents embarrassed you.
20. Tell us about our best friend.
21. Who do you admire the most?
22. Name your favorite moment this year?
23. Name something that you can't live without.
24. What is your weakness?
25. When is your birthday?
26. What is the cruelest thing that you have ever done?
27. Name something that you can't do.
28. Name one of your talents.
29. What do you want to be when you grow up?
30. What is your favorite cartoon?
31. What is your favorite store to shop?
32. What is your favorite ice cream flavor?
33. What is your favorite fast food restaurant?
34. What is your favorite movie?
35. If you had to change your name, what would it be?
36. What was the last song you sang when no one was around?
37. What is the best day of the year?
38. If you could change one thing about yourself, what would it be?
39. Name one of your biggest dreams?
40. What is one of your biggest accomplishments?

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GOODNESS**





Beach Ball Challenge Tobacco 101 Trivia

Purpose:

A review that gets youth up and moving and answering questions about tobacco trivia

What you need:

A beach ball with numbers 1-40 written on the ball and the list of questions below

of participants:

As many as possible.

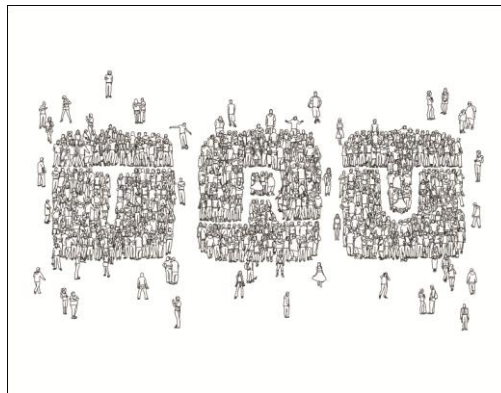
Time used:

As long as needed

Instructions:

1. The group of youth stands up and forms a large circle.
2. One of the facilitators will throw the ball to someone in the circle.
3. The person that catches the ball is to yell out the number that is closest to their right thumb.
4. The facilitator will read aloud the question that corresponds with the number.
5. The youth then answers the question and throws the ball to another participant.
6. Repeat until.....

Note: You can also play music in the background and let the ball be tossed around until the music is turned off. Then the participant holding the ball at that time has to answer the question.



1. How many chemicals are in cigarettes? Over 4000
2. What is Environmental Tobacco smoke? Second hand smoke
3. Which type of cigarette do African Americans use primarily? Menthol
4. What is the highest selling cigarette brand? Marlboro
5. How many people die of tobacco related deaths each year? 440,000
6. What percent of people start smoking before the legal age of 18? 90
7. How many youth try their first cigarette each day? 3,500
8. What percent of teen smokers will not quit as an adult? 75%
9. Ureic acid is a chemical in cigarettes and it is also found in what? Urine
10. T/F Tobacco companies cause 96 billion dollars in medical cost for the US. True
11. T/F For every 8 smokers who die from tobacco use, 1 nonsmoker will also die from exposure to secondhand smoke. True.
12. T/F Tobacco kills 1200 Americans a day. True
13. T/F Smoking can cause both cancer and 4 heart diseases. True
14. Name one other way you can use tobacco besides smoking it. Spit
15. What is a carcinogen? A cancer causing agent/chemical.
16. What percent of current smokers want to quit? 70
17. What is the name of a disease of the mouth characterized by white patches and oral lesions? Leukoplakia
18. Are all public schools in NC smoke free or tobacco free? Tobacco free
19. True or False? Increasing the price of tobacco products reduces the number of people that start smoking. True
20. What is the TRU web site? www.realityunfiltered.com
21. What does TRU stand for? Tobacco. Reality. Unfiltered.
22. This is the name of the teen tobacco prevention movement in NC. TRU

23. What percentage of high school students in NC DON'T smoke? 83.3%
24. What is the name of the policy that does not allow you to use tobacco at NC public schools? 100% Tobacco Free School policies
25. This percentage of current smokers started as youth under 18. 90.
26. True or false? There are more alcohol related deaths everyday in the US. False
27. True or false? African Americans have higher lung cancer incidence and mortality rates than whites. True
28. Teaching people who are your age is called what? Peer education.
29. Name one body part that is hurt by tobacco.
30. True or False? All bars and restaurants in NC are smokefree. True.
31. Educating managers and store owners about tobacco sales laws is called what? Merchant Education.
32. This ingredient found in car exhaust and also cigarettes is what? Carbon monoxide.
33. This is the number of smokers who die each day due to smoking related deaths. 1200.
34. What ingredient in pencils is also found in cigarettes? Lead
35. How much is the NC tax on cigarettes in NC? 45 cents
36. True or False. Tobacco is the number one export in NC. False
37. Spit tobacco contains how many cancer-causing agents? At least 28





BBs Demonstration

Materials: *BB's counted out in amounts of 2, 16, 342, and 1205. Metal pot. This Script.*

We all know that tobacco is harmful to our health, but few of us really understand just how harmful it is. To give you a new perspective on the problem of tobacco use, I am going to ask you to think about death. *(ask audience to please close their eyes)*

I have a metal BB here. Now listen to the sound it makes when I throw it into this metal pot *(toss BB into pot)*

Let the sound of one BB *(toss in another BB)* represent one death. Think about someone you know who has died.

Now think for a moment about illegal drugs like cocaine, heroin, and LSD. Do you think they are bad? They are—they can kill you. This is how many people die from a drug overdose every day in this country. *(slowly pour in 16 BBs)* That represents 16 people who will die every day from illegal drugs, about 5,700 people every year.

Now what about alcohol? Do you think that alcohol is bad for you? It can be—it can kill you. Usually not right away, but slowly over time. This is how many people die from alcohol-related deaths every day *(pour in 342 BBs slowly)*. That represents 342 people every day who die from alcohol-related deaths, about 125,000 every year.

Now think about tobacco. Listen to how many people tobacco will kill today and every day in this country *(pour 1,200 BBs very slowly)*. That represents 1,200 people who die every day and who are dying right now because of tobacco-related illness. That is 440,000 people every year. That includes grandparents, neighbors, parents, uncles, aunts, brothers, and sisters. *(tell audience they may open their eyes)*

Ninety percent of people who are dying from tobacco today and every day, started to smoke before they were 19 years old. Most started when they were around 13 years old.

Tobacco kills. It won't kill today or tomorrow like hard drugs or alcohol can, but it kills people over time with lung disease, cancer, and heart problems.

Remember, you take the first cigarette, and then the cigarette takes you. Don't be a BB, and don't let your friends be BBs either.



“Cost of a Habit”

“Smoking or dipping can be a very expensive habit. Let’s figure out how much it costs.”

“What do you think is the price of one pack of cigarettes or one can of spit tobacco?”
(write the amount on board—approximately \$4)¹

“Do you know how much it costs if you smoke a pack a day or use a can of spit tobacco a day? Let’s figure it out.”

$\$4 \text{ per pack/can} \times 7 \text{ days} = \28 per week

$\$28 \text{ per week} \times 4 \text{ weeks} = \112 per month

$\$112 \text{ per month} \times 12 \text{ months} = \$1,344 \text{ per year}$

(ask audience to do the math, write down the completed calculations on the board after they’ve said the answers)

“What would you do with an extra \$112 a month?”
(write down some of their responses on the board)

“What would you do with an extra \$1,300 a year?”
(write some of their responses on the board)

If you start smoking now, and smoke 2 packs a day for 30 years, how much will you spend on your tobacco habit? (assuming that the price stays the same)

$\$1,344 \times 2 \text{ cigarette packs} \times 30 \text{ years} = \$80,640$

“Remember, you take one cigarette, then that cigarette takes you...and your money.”



¹ “State Excise and Sale Taxes Per Pack of Cigarettes: Total Amounts and State Rankings,” *Campaign for Tobacco Free Kids*, 08 Sept. 2009



Chemical Match Game

Purpose:

To illustrate to youth the harmful chemicals one consumes if they use tobacco products and where else those chemicals can be found.

What you need:

- Enough copies of the worksheet below to pass out to everyone in the group.
- A prize for the winner

of participants:

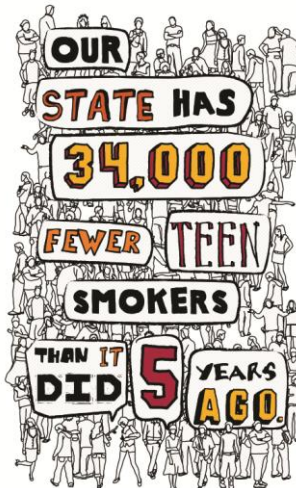
Not applicable.

Time used:

15 minutes

Instructions:

Pass out the sheets to participants and tell them to keep the sheet face down on the tables. Once everyone has one, then they can turn them over. The first person done with the most correct answers wins a prize.





What's in Cigarette Smoke?

Match the ingredient with where else (other than tobacco products) it is found.

Formaldehyde	Nail Polish Remover
Mercury	Thermometer/Batteries
Nicotine	Pennies
Stearic Acid	Feces (poop)
Ammonia	Drink Cans
Acetaldehyde	Rat Poison
Acetone	Tail Pipe of Car
Aluminum	Pencils
Arsenic	Pesticide
Carbon Monoxide	Perfume
Lead	Insecticide
Picolines	Toilet Cleaner
Skatole	Candle Wax
DDT	Horse Urine
Copper	Preserving Dead Organs



What's in Cigarette Smoke? Answer Key

Formaldehyde

Mercury

Nicotine

Stearic Acid

Ammonia

Acetaldehyde

Acetone

Aluminum

Arsenic

Carbon Monoxide

Lead

Picolines

Skatole

DDT

Copper

Preserving Dead Organs

Thermometer/Batteries

Pesticide

Candle Wax

Toilet Cleaner

Perfume

Nail Polish Remover

Drink Cans

Rat poison

Tail Pipe of Car

Pencils

Horse Urine

Feces (poop)

Insecticides

Pennies



“Straw Activity”

Items needed: coffee stirrers, a clock to time the activities

Read aloud everything in bold.

Smoking cigarettes causes, or worsens, many lung diseases, including lung cancer, emphysema, bronchitis, and asthma. When you smoke, your lungs fill up with smoke, tar, and harmful chemicals. Your lungs can get infections and inflammation. This activity will help you realize how hard it is for some smokers to breathe even when they’re resting.

If you have asthma, please don’t participate in this activity; also, if you feel lightheaded or dizzy, please stop the activity.

(You can either choose a number of volunteers to do this activity, or have the entire group do the activity)

First, let’s all run in place for thirty seconds, breathing normally.

(group runs in place for thirty seconds)

How is everyone feeling?

(let different people respond and comment on responses)

Okay, now, everyone put a straw in your mouth, pinch your nose, and breathe “normally” through your mouth. This gives you an idea of what it feels like to be a person who smokes. Now, keep the straw in your mouth, pinch your nose, and run in place for thirty more seconds.

(group runs in place for thirty seconds)

How is everyone feeling? *(let one or two people respond and comment on answers.)*

Now, put the coffee stirrer in your mouth, pinch your nose, and breathe. We will run in place for thirty seconds.

(group runs in place for thirty seconds)

This is how people with severe airway and lung disease, like emphysema, feel when they try to breathe through their mouth and nose. It is difficult to exhale and to catch your breath. They often need to use oxygen at all times just to stay alive. How is everyone feeling?



Vote with Your Feet

Items needed: Four pieces of paper with large “A”, “B”, “C”, and “D” letters printed on them (one on each), tape, and a master quiz paper with answers for the leader. Put your “A”, “B”, “C” and “D” signs up in the four corners of the room (or have students hold the signs up.)

Read the following: “I will read a question with four multiple choice answers. Please remain quiet until you hear all the answers. When I say “go”, walk over and stand under the answer you think is correct.” After each question, give them the correct answer. They can stay where they are while the next question is read.

Vote with You Feet Tobacco Quiz Questions and Answers:

1. Which of the following kills more people each year in the United States?

- A) Illegal drugs B) Drunk Driving C) Murders D) Tobacco

Answer: D – Tobacco. Tobacco use is the leading preventable cause of death.

2. What is the percentage of high school students who smoke in North Carolina?

- A) 63% B) 32% C) 17% D) 4%

Answer: C - 17%. The 2009 YTS found that 16.7% of high school students smoke; however, that means that a little over 83% of high schools students DON'T smoke.

3. How many chemicals are in tobacco smoke?

- A) 4,000 B) 500 C) 1.2 million D) 24

Answer: A - 4,000. There are over 4,000 chemicals found in tobacco smoke, 60 of which are known to be or are probable carcinogens.

4. The amount of nicotine in one dip of spit tobacco equals the amount of nicotine in how many cigarettes?

- A) there isn't nicotine in spit tobacco B) 5 cigarettes C) 100 cigarettes D) 1 cigarette

Answer: B - 5 cigarettes. The amount of nicotine in one dip of spit tobacco can deliver up to 5 times the amount found in one cigarette!

5. Inhaling cigarette smoke does what?

- A) makes your heart beat slow B) makes liver release acetate C) decreases skin temperature
D) opens up blood vessels

Answer: C – decreases skin temperature. Because blood flow is restricted while smoking, your body cannot stay as warm as it should



Nicotine Addiction Cycle

Preparation:

Put each of the following sentences on a numbered note card (the sentences in bold can be removed if the group is not big enough to use them all).

Directions:

Give each person a card and ask them to arrange themselves in a circle from 1 to 16. Then have each member come up with a motion that explains whatever is written on their card. Have the person with card #1 begin. When it is the next person's turn (the person with card #2), he or she must repeat what the first person said and their motion before reading their own card and performing their own motion. Each person should repeat all of the statements and motions starting with card #1 and then add his or her own statement and motion.

Example:

Person #1 "Nicotine enters the bloodstream"
(arms swooshing up and down)

Person #2 "Nicotine enters the bloodstream"
(arms swooshing up and down)
"The heart begins to beat faster"
(hands beating fast on chest)

The last person must repeat the whole Nicotine cycle with each motion.



Nicotine enters the bloodstream

The heart begins to beat faster

Blood vessels constrict

Blood pressure increases

Skin temperature decreases

Less blood reaches the hands, legs and feet

More oxygen is pumped to the brain

Adrenaline is released into the blood

The liver releases fuel sugars into the blood

Fuel sugars break down the nicotine

The effects of nicotine begin to wear off

Carbon monoxide slows down the body

The heart begins to beat more slowly

Feelings of relaxation set in

Fuel sugars are used up

Lack of fuel sugars causes the body to crave more

nicotine



Stick It To You!

This activity helps to explain what exactly the chemicals in tobacco are, and what each of them does to your body.

What you need: Stickers of any kind, two volunteers (one person will be the mannequin and the other person will place the stickers on them), and one copy of the list below for the announcer to read so that the volunteer knows where to put the sticker on the mannequin.

1. To start off the activity, see how much the group knows about the chemicals in tobacco.
2. Ask for a volunteer who is willing to get covered in stickers. This person will have a sticker placed on them for each time a part of the body is mentioned. If no one knows where a body part mentioned is, then let the volunteer guess and place a sticker wherever they like.
3. The list of toxins is not a complete list of the toxins that are in cigarettes (over 4,000) but covers many of the most dangerous ones. Depending on time limits, you may choose to do all of them or just a few.

Brain:

-Nicotine initially acts as a stimulant then as a tranquilizer

Mouth:

-Dulls taste buds
-Stains teeth
-Causes tooth decay, gum disease, foul breath, & mouth cancer

Lungs

-Limitation of airflow

Emphysema

-Damages and destroys air sacs of lungs, reducing the lungs ability to bring in oxygen and remove carbon dioxide

Chronic Bronchitis

-Inflames and thickens bronchial tubes, resulting in narrowing of air passages

Lung cancer

-Tar and other particles settle in the bronchial tubes

Stomach

-Burning pain resulting in ulcers

Kidneys

-Decreases ability to process fluids, inhibits formation of urine which causes cancer

Bladder

-Cancer of the Bladder

Bones

-Increase risks of early onset of

Throat

-Cancer of larynx & esophagus

Heart

-Increased heart rate

-Increase in blood pressure

-Constriction of blood vessels

-Carbon monoxide decrease and decrease of oxygen leads to risk of heart attack and stroke

-Weakening of the heart's ability to pump blood leading to death

-Cause aortic aneurysm (blood filled sac in the aorta)

-pulmonary heart disease

Liver

-Cirrhosis (injury and scarring)

Vertebrae

-Increased risk of vertebral cancer

Reproductive System

-Decrease in sex drive

-Increase in impotence in males

-Increase in cervical cancer (especially if on birth control pills) in females

-Decrease in fertility

-Increase risk of early menopause

Pregnancy

-Increase in risk of

-Miscarriage

-Premature delivery

-Low birth weight babies-Sudden Infant Death Syndrome





Second Hand Smoke Soup

Object: to reinforce the nasty stuff that is in second hand smoke.

Materials: Big bowl for ingredients (you can use the tupper ware box this toolkit is in), candle, batteries, toy car, ammonia, nail polish remover, rat poison, pencils, jar of "urine", and moth balls

Instructions: Ask, "What kind of soup do you all like to eat?" Announce that you are making ETS soup. Go through each ingredient slowly. As you call each ingredient, pick up the prop meant to represent that ingredient and pretend to pour it in your big bowl. After all of the ingredients have been "added", pretend to stir it together and read the script at the end.

Ingredients:

Stearic Acid - candle

Mercury - batteries

Ammonia – toilet cleaner

Acetone – finger nail polish remover

Arsenic – Rat Poison

Carbon Monoxide – Tail pipe of car or matchbox car

Lead – pencils

Ureic Acid – Urine

Naphthalene – Moth Balls

Script:

Heat up and let all enjoy the wonderful secondhand smoke soup that is in the air.

Even those that don't order this soup will get to enjoy it.

Remember that tobacco contains over 4,000 chemicals; over 60 are known to cause cancer.

Exposure to secondhand smoke is the third leading preventable cause of death.

The end result of this soup, made correctly is DEATH. So make sure you all share.





Tobacco Facts - References cited

Youth

- Each day, more than 3,500 kids try their first cigarette. Each day, more than 1,000 kids under 18 become new regular, daily smokers. (*"Smoking and Kids," Campaign for Tobacco Free Kids, 2010*)
- Almost 90% of all adult smokers begin at or before the age of 18. Two thirds become regular, daily smokers before the age of 19. (*"Smoking and Kids," Campaign for Tobacco-Free Kids, 2008*)
- Over 6.3 million of today's children can be expected to die early from a smoking related disease, unless current rates are reversed. (*"Tobacco Use Among Youth 2008," Campaign for Tobacco-Free Kids, 2008*)
- The average age when someone tries tobacco for the first time is 13 years. (*"The Path to Smoking Addiction Starts at Very Young Ages," Campaign for Tobacco-Free Kids, 2008*)

North Carolina

- Current cigarette smoking (past 30 days) among both middle and high school students dropped significantly since 2005: **high school**, from 20.3 percent in 2005 to **16.7 percent** in 2009; **middle school** from 5.8 percent in 2005 to **4.3 percent** in 2009. (*NC YTS, 2009*)
- 21.1% of adults (over 1.4 million) in North Carolina smoke. (*"Current Smoking: 2007 N.C. Behavioral Risk Factor Surveillance System," Tobacco Prevention and Control Branch, 2007*)
- Smoking costs North Carolina \$5.96 billion annually in health care costs and lost productivity. (*"The Toll of Tobacco in North Carolina," Campaign for Tobacco Free Kids, 2009*)
- Each year, 12,200 adults in North Carolina die from their own smoking (smoking-related causes). (*"The Toll of Tobacco in North Carolina," Campaign for Tobacco-Free Kids, 2009*)
- Once charging the lowest amount of cigarette tax in the nation, North Carolina is now the 45th in the nation at \$.45 per pack. (*"State Cigarette Excise Tax Rates and Rankings," Campaign for Tobacco-Free Kids, 2010*)
- The tax on non-cigarette tobacco products (or "other tobacco products", "OTP) increased from 10% to 28% of the wholesale price. (Paul Turner, NC STEP, 2010)
- The number one & two exports for North Carolina are machinery and electrical machinery, followed by number three: Tobacco. (www.NCCommerce.com, 2008)

Effects of Tobacco

- Tobacco is the leading preventable cause of death. (*Tobacco Use: Targeting the Nation's Leading Killer," CDC, 2009*)
- Smoking kills more people than alcohol, AIDS, car accidents, illegal drugs, murders, and suicides combined, with thousands more dying from spit tobacco use. (*"Toll of Tobacco in the United States of America, Campaign for Tobacco-Free Kids 2009*)
- 1,200 Americans lose their life every day to tobacco use. (*Morbidity and Mortality Weekly Report, 2008; 57(45) 1226-1228*)
- Tobacco contains over 4,000 chemicals; over 60 are known to cause cancer. Arsenic, ammonia, formaldehyde, methane, lead, tar, and polonium are some of the chemicals found in tobacco products. (*"Health Harms from Smoking and Other Tobacco Use," Campaign for Tobacco-Free Kids, 2009...also found at <http://www.surgeongeneral.gov/library/secondhandsmoke/factsheets/factsheet9.html>*)
- About 8.6 million Americans have chronic illnesses related to smoking. For every person who dies from smoking, 20 more people suffer from at least one serious tobacco-related illness. (*"Tobacco Use: Targeting the Nation's Leading Killer, At A Glance 2009, CDC, 2009*)
- Smoking is the primary cause of death among women in the U.S. About 170,000 American women will die from tobacco-related disease this year. (*"Morbidity and Mortality Weekly Report," CDC, 2008, 57(45)*)
- In the United States, 400,000 people die each year from their own cigarette smoking; about 50,000 people die from others' smoking (secondhand smoke)—this equals 450,000 people who die each year in the United States from smoking-related causes. (*"Toll of Tobacco in the United States of America," Campaign for Tobacco-Free Kids, 2009*)
- By the year 2030, 10 million people will die each year from tobacco use. (*"Tobacco Facts," Framework Convention Alliance for Tobacco Control, 2005*)
- In the United States, tobacco use causes \$96 billion in medical costs. (*"Toll of Tobacco in the United States of America," Campaign for Tobacco-Free Kids, 2009*)

Addiction and Quitting

- The addiction rate for smoking is higher than the addiction rates for marijuana, alcohol, or cocaine. (*"Smoking and Kids, Campaign for Tobacco-Free Kids, 2008*)
- Almost 75% of regular smokers in high school try to quit and fail. (*"The Path to Smoking Addiction Starts at Very Young Ages," Campaign for Tobacco-Free Kids, 2008*)
- Quitting smoking reduces the risk of heart disease, stroke and cancer. (*"Cigarette Smoking and Cancer," National Cancer Institute, 2004*)
- Pharmacotherapy options for tobacco cessation include nicotine replacement therapy (or NRT) involving the nicotine patch, nicotine gum, nicotine inhaler, nicotine nasal spray, and nicotine lozenge; or Bupropion (examples include Zyban and Wellbutrin). These pharmacotherapy options, however, are not FDA approved for children and adolescents and must be prescribed by a doctor. (*Notes taken from presentation from Dr. Jana Johnson, 2005*)
- North Carolina now maintains a tobacco quit line found at www.quitnownc.org or 1-800-QUIT-NOW which provides tobacco cessation specialist that address teen and adult tobacco use, spit tobacco use, Spanish language speakers, and pregnant women.

• **Secondhand Smoke or Environmental Tobacco Smoke (ETS)**

- Secondhand smoke is a Group A carcinogen, containing cancer-causing agents such as benzene, asbestos, arsenic, and vinyl chloride. (*"Indoor Air Pollution: An Introduction for Health Professionals," EPA, 2009*)
- Secondhand smoke is the third leading preventable cause of death; for every eight smokers that die from tobacco, one nonsmoker will also die from exposure to ETS. (*"Secondhand Smoke: The Science," Americans for Nonsmokers' Rights, 2006*)
- "Separating smokers from nonsmokers, cleaning the air, and ventilating buildings cannot eliminate exposures of nonsmokers to secondhand smoke." (*"The Health Consequences of Involuntary Exposure to Secondhand Smoke," US Surgeon General's Report, 2006*)
- Exposure to secondhand smoke as a child increases the child's chance of suffering from smoke-caused coughs and wheezing, bronchitis, asthma, pneumonia, lower respiratory tract infections, eye and ear problems, and injury/death from cigarette-caused fires. (*"The Health Consequences of Involuntary Exposure to Tobacco Smoke," US Surgeon General's Report, 2006*)
- According to the Centers For Disease Control and Prevention (CDC), nearly 50,000 Americans die each year from lung cancer and heart disease attributable to secondhand smoke exposure (CDC, "Annual Smoking-Attributable Mortality, Years of Potential Life Lost, and Productivity Losses -- United States 2000-2004," *MMWR* 57(45), November 14, 2008 <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5745a3.htm>. See also, California EPA, *Proposed Identification of Environmental Tobacco Smoke as a Toxic Air Contaminant*, June 24, 2005.)

Spit and Smokeless Tobacco

- In NC, the 2009 Youth Tobacco Survey (YTS) found that 3.0% of middle school students and 8.5% of high school students report using smokeless tobacco. (*NC Youth Tobacco Survey, 2009*)
- The two main types of smokeless tobacco in the United States are chewing tobacco and snuff. Chewing tobacco comes in the form of loose leaf, plug, or twist. Snuff is finely ground tobacco that can be dry, moist, or in sachets. (*Office on Smoking and Health Fact Sheet "Smokeless Tobacco", 2007*)
- The amount of nicotine in one dip, or chew, of spit tobacco can deliver up to 5 times the amount found in one cigarette. (*"What You Need to Know," www.nstep.org, 2009*)
- Spit tobacco contains 28 cancer-causing agents (carcinogens). The high concentrations of N-nitrosamines and the high levels of tobacco specific nitrosamines are of great concern. (*"Smokeless Tobacco and Cancer: Questions and Answers," National Cancer Institute, 2009*)
- Nicotine, carcinogens (such as formaldehyde and nickel), sodium, and sugar are all ingredients found in spit tobacco. (*"Smokeless Tobacco and Cancer: Questions and Answers," National Cancer Institute, 2009*)
- Spit tobacco causes leukoplakia, a disease of the mouth characterized by white patches and oral lesions on the cheeks, gums, and/or tongue. 60-78% of spit tobacco users have oral lesions. (*"Is Smokeless Tobacco Really That Bad?," TRU website, 2009*)
- A 2008 study from the WHO International Agency for Research on Cancer concluded that smokeless tobacco users have an 80 percent higher risk of developing oral cancer and a 60 percent higher risk of developing pancreatic and esophageal cancer. (*"Health Harms from Smokeless Tobacco Use," Campaign for Tobacco-Free Kids, 2008*)
- After a careful examination of the relevant epidemiologic, experimental, and clinical data, the committee concludes that the oral use of smokeless tobacco represents a significant health risk. It is not a safe substitute for smoking cigarettes. It can cause cancer and a number of non-cancerous oral conditions and can lead to nicotine addiction and dependence. (*U.S. Surgeon General, "The Health Consequences of Using Smokeless Tobacco, 1986*)

Other Forms of Tobacco

- Regular cigar smoking is associated with an increased risk for cancers of the lung, oral cavity, larynx, and esophagus. The two leading brands preferred by cigar smokers aged 12 years or older are Black & Mild (25.5%) and Swisher Sweets (16.2%). (*Office on Smoking and Health Fact Sheet "Cigars", 2009*)
- "Bidis" are small, thin, hand-rolled cigarettes imported to the United States primarily from Indian and other Southeast Asian countries. They have higher concentrations of nicotine, tar, and carbon monoxide than conventional cigarettes sold in the United States. (*Office on Smoking and Health Fact Sheet "Bidis and Kreteks", 2007*)
- "Kreteks" are sometimes referred to as clove cigarettes. Kreteks deliver more nicotine, carbon monoxide, and tar than conventional cigarettes. (*Office on Smoking and Health Fact Sheet "Bidis and Kreteks", 2007*)

Disparities

- African Americans have higher lung cancer incidence and mortality rates than whites. (*"Smoking and African Americans Fact Sheet," American Lung Association, 2008*)
- 40% of American Indian adults use commercial tobacco products. (*Morbidity and Mortality Weekly Report, 2005, CDC, Campaign for Tobacco-Free Kids*)
- Coronary heart disease is the leading cause of death for Latinos living in the US. (*"Hispanics and Tobacco Use," Campaign for Tobacco-Free Kids, 2008*)
- Smoking is the cause of 87% of lung cancer deaths in the US. Overall, lung cancer is the leading cause of cancer deaths among Latinos and American Indians. (*"Hispanics and Tobacco Use," Campaign for Tobacco-Free Kids, 2008, "Native Americans and Tobacco Use," Campaign for Tobacco-Free Kids, 2008*)
- **On average, African Americans tend to smoke brands with higher nicotine and tar levels. African Americans are also more likely to smoke mentholated cigarettes (67% of African American smokers compared with 30% of White smokers)**
- **Menthol is a local anesthetic and helps relieve itching, and because it imparts a tingling sensation to the skin, it is used in after shave lotions and skin fresheners. It is also used in throat lozenges, inhalers, and as a flavoring.**
- The effects of mentholated cigarettes on the respiratory tract occur because of the stimulation of cold receptors, producing a "cool sensation." <http://goodhealth.freesevers.com/MethTobaccoIntro.html>
- People who smoke menthol cigarettes can inhale more deeply or hold the smoke inside longer than smokers of non-menthol cigarettes. (Sources: American Cancer Society; American Lung Association)
- Menthol is unique in that it is the only cigarette additive that is actively marketed to consumers (*"Smoking and African Americans Fact Sheet, American Lung Association, 2008*)

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Question Why Contact Information

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