

Find out what you're in for with Tobacco



TOBACCO

Find out what your in for with your tobacco use and exposure!

TOBACCO PROVIDES PLEASURE

Reasons people smoke:

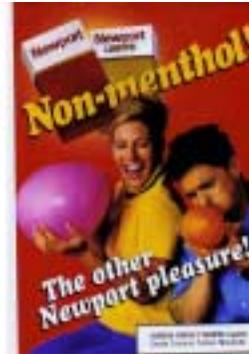
"I enjoy it"

"Tobacco helps me focus"

"Tobacco helps me relax"

"It keeps me occupied"

"It helps keep my weight
down"



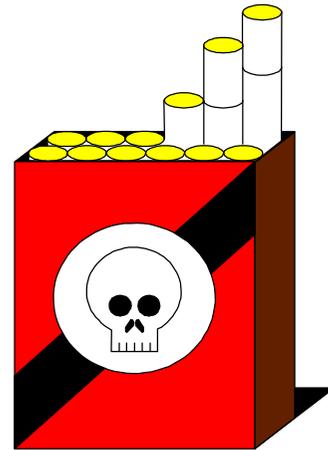
TOBACCO PROVIDES PLEASURE

What are your reasons for using tobacco (smoking and/or smokeless)?

The Truth About Nicotine

It is highly addictive - it has the dangerous illusion of making the user feel in control and it is a highly poisonous substance.

You may not be able to quit even if you want to!



THE TRUTH ABOUT NICOTINE

Nicotine is as addictive as cocaine, morphine, or amphetamines (TIME, July 29, 1996 p. 65). It takes only 7 seconds for Nicotine absorbed through the lungs to reach the brain, compared with 14 seconds for intravenous injection (Tobacco in History, pp.5-6).

Nicotine is a highly poisonous substance. In its pure state, 40 milligrams of nicotine given intravenously will cause death in about 20 seconds (The Tobacco Almanac, David Moyer, p. 143).

TOBACCO INDUSTRY STRATEGY: A SMOKE SCREEN



Attract people with a positive image
Make the product enjoyable
Get people hooked
Conceal or minimize bad health effects

TOBACCO INDUSTRY STRATEGY: A SMOKESCREEN

The tobacco industry, in their drive towards maximum profit, markets their products by creating smokescreens. These smokescreens include:

- A) Trying to attract people by relating their products to a positive image.
- B) Identifying their products with something good looking, wholesome, trendy, sporty, adventurous and classy. Five out of the first six cowboys hired as the “Marlboro Man” have died of lung cancer, emphysema, or heart disease.
- C) Making their products taste good so you will use them again.
- D) These products contain a powerful additive substance and people get hooked.
- E) The industry conceals or minimizes the bad health effect of tobacco. The CEO’s of the leading tobacco companies recently stated for the record during a congressional panel that tobacco is non-addicting.

TOBACCO KILLS

World War I - 116,516 casualties

Vietnam War - 58,167 casualties

Korean War - 43,891 casualties

**Tobacco - Over 430,000 casualties
each year!!!**

(Tobacco is a major contributing factor in the
three leading causes of death in our society:
Cardiovascular Disease, Stroke, and Cancer)!



TOBACCO KILLS

More than 430,000 Americans die each year due to tobacco related illnesses. That is more Americans than those who perished in World War I, Vietnam War, and Korean War combined (The Tobacco Almanac, David Moyer, p. 1).

“Tobacco use is the single, chief, avoidable cause of death in our society, and the most important public issue of our time” (C. Everett Koop, MD., 1984).

BODY COUNT



Tobacco kills more Americans each year than alcohol, cocaine, crack, heroin, homicide, suicide, car accidents, fires, and AIDS combined!

TOBACCO BODY COUNT

Tobacco kills more Americans each year than alcohol, cocaine, crack, heroin, homicide, suicide, car accidents and AIDS combined (The Tobacco Almanac, David Moyer, p.1).

Tobacco Facts

- Studies show that people who spend a lot of time with smokers have many more lung diseases than people who live in smoke free environments
- The tobacco industry spent 6.2 billion dollars on advertising in 1996 alone.
- 1993, Minor League Baseball in an effort to protect the health of their players and improve the sports image, **banned all tobacco use.**

TOBACCO FACTS

The affects of second hand smoke has its own casualties (53,000 Americans Non-tobacco users perish each year from the effects of second hand smoke).

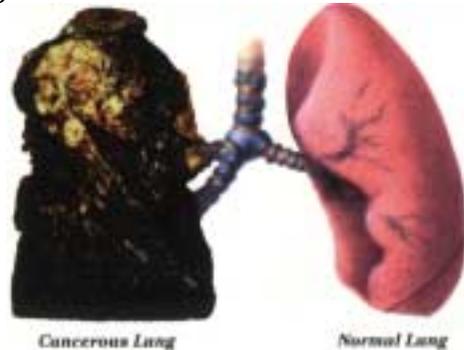
The tobacco industry says its advertising is designed to merely persuade existing smokers to switch brands. If this is the case, they would make more money discontinuing advertising. They spend far more on advertising (6.2 BILLION in 1996) than they make acquiring new smokers from their competition. (The Tobacco Almanac, David Moyer, p. 211)

In 1993, Minor League Baseball banned all tobacco use in an effort to protect the health of their players. The American Dental Association called for a ban on chewing tobacco at major league ball parks after a study showed that more than half of 91 National League players who used smokeless tobacco had oral precancerous lesions (Time, July25, 1994, p. 18).

The Cold Hard Facts

Lung diseases:

80-90% of disabling lung diseases are associated with smoking



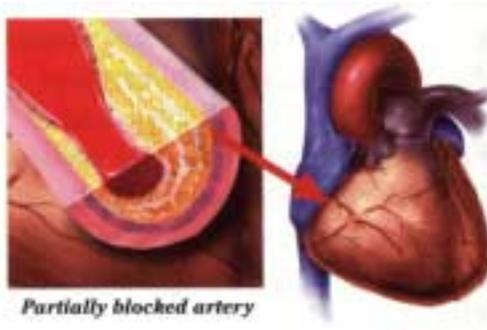
THE COLD HARD FACTS

Nine out of ten disabling lung diseases such as emphysema and chronic bronchitis are caused by smoking ([A National Cancer Institute Manual for Physicians](#), Nov. 1991). You've probably seen some of those folks in the exchange or commissary. They are usually frail-looking elderly men and women who walk real slow with oxygen tubing secured to their noses attached to an oxygen bottle they are pushing or carrying.

The Cold Hard Facts Cont.

Heart diseases:

**50% of all heart disease &
cardiovascular disease deaths
are attributed to tobacco use**



COLD HARD FACTS CONT.

Half of those who die of heart disease used tobacco products (A National Cancer Institute Manual for Physicians, Nov. 91)



How many harmful
chemicals are found in tobacco?

A. None

B. More than 200

C. Approximately 50

HOW MANY HARMFUL CHEMICALS ARE FOUND IN
TOBACCO?

Answer: **B**

There are over 200 harmful chemicals found in tobacco (**43 cause cancer**) including:

- * Arsenic - used for rat poison.
- * Ammonia - used to clean toilets.
- * Carbon Monoxide - found in car exhaust pipe.
- * Tar - used for roofing and waterproofing.
- * Nicotine - one of the most addictive drugs known, also used as poison in bug sprays.



HARMFUL CHEMICAL ANSWER...

B (More than 200)

Tobacco Products contain around 4000 compound, 200 of which are harmful and 43 cause cancer (American Cancer Society Fact Sheet, 1998).

Side note: Ammonia is added to tobacco to increase the delivery of nicotine. Ammonia changes the acidity of tobacco and frees nicotine so that nearly twice the usual amount inhaled gets into a smoker's bloodstream (New York Times, June 22, 1994, pp. A1 and C20).

Facts about Smokeless

- Smokeless tobacco is highly addictive
- Causes 27,000 cases of ORAL CANCER per year
- Kills at a YOUNGER AGE than cigarettes
- 100 times higher concentration of cancer-causing agents than in cigarettes



Tobacco doesn't suddenly become safe when chewed instead of smoked!

FACTS ABOUT SMOKELESS

Smokeless tobacco is highly addictive. Smokeless tobacco causes 30,000 cases of ORAL CANCER per year, and 50% are FATAL in 5 years. Cancer develops MORE QUICKLY in smokeless tobacco users than in smokers, and kills at a YOUNGER AGE. The largest group of cancer-causing agents (Nitrosamines) found in tobacco products are concentrated in snuff as much as 100 TIMES MORE than in other forms of tobacco (MMWR Weekly Report, March 25, 1994).

THE BAD EFFECTS HAPPEN QUICKLY



Over 50% of users develop abnormalities of the mouth **after only 3.3 years.**

Head and neck cancer can develop after only 6-7 years (much faster than smoking).

THE BAD EFFECTS HAPPEN QUICKLY

Over 50% of smokeless tobacco users develop oral mucosal abnormalities (white patches in the mouth called leukoplakia and/or sores) within 3.3 years of continual use. Smokeless tobacco users have developed mouth, head and neck cancer after only 6 or 7 years of use (Tobacco Facts, David Moyer, CAPT, USN).

It is important to note that health problems develop sooner with the use of smokeless tobacco and these problems can kill you after only 7 to 10 years of use.

Effects of Quitting

- *Blood pressure and pulse return to normal after 20 minutes*
- *Improved sense of smell and taste*
- *Improved self esteem*
- *Freedom from smoking addiction*
- *Healthier environment for family and friends*
- *Saves Money*
- *Improved Physical Endurance AND overall health*



EFFECTS OF QUITTING

Here is what you have to look forward to if you give up tobacco!

- NORMAL BLOOD PRESSURE AND PULSE RATE
- IMPROVED SENSE OF TASTE AND SMELL
- IMPROVED SELF ESTEEM
- FREEDOM FROM ADDICTION
- HEALTHIER FAMILY
- SAVING MONEY
- IMPROVED PHYSICAL ENDURANCE AND OVERALL HEALTH

STAGES OF CHANGE

When people make major lifestyle changes they tend to go through a process known as the “Stages of Change” (Prochaska and DiClemente).

STAGES OF CHANGE

Two psychologists by the names of Prochaska and DiClemente studied how individuals went about making major lifestyle changes and found that most people go through a process which they called the “Stages of Change”.

PRE-CONTEMPLATION

YOU ARE PROBABLY IN THIS STAGE IF YOU:



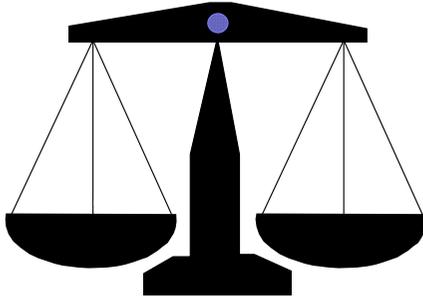
- feel that your tobacco use is not a problem for you
- feel that your tobacco use is less of a problem than others think it is
- feel that there is nothing you can do about your habit
- have no intentions of stopping the tobacco use
- resent outside pressure to stop

PRE-CONTEMPLATION

In this Stage of Change a tobacco user has no intention of stopping their tobacco use and wants no information to try to change their mind.

CONTEMPLATION

YOU ARE PROBABLY IN THIS STAGE IF YOU:



- are aware that your tobacco use is a problem
- are seriously thinking of stopping
- have not made a commitment
- weighing the pros and cons

CONTEMPLATION

In this stage the tobacco user is sitting on the proverbial “fence” concerning their tobacco use. On one side they don’t want to give up the “benefits” of their tobacco and on the other side they are beginning to realize and recognize the negative health effects of the product.

PREPARATION

YOU ARE PROBABLY IN THIS STAGE IF YOU:



- have been making changes in your tobacco use (cutting back, changing place or time of using)
- actually intend to stop in the next month
- stopped tobacco use, but have started again in the past year

PREPARATION

In this stage the tobacco user decides that the benefits of “quitting” tobacco far outweigh the “benefits” of continuing to use it. In this stage they also begin to seek information on cessation methods and resources available to them.

!!! ACTION !!!

YOU ARE PROBABLY IN THIS STAGE IF YOU:



- HAVE STOPPED USING TOBACCO WITHIN THE LAST SIX MONTHS

ACTION

This stage is indicated by the tobacco user employing a cessation method on their own or entering and completing a Tobacco Cessation class. This stage also includes the time period of six months past their quit date.

MAINTENANCE

YOU ARE PROBABLY IN THIS STAGE IF YOU:

- stopped tobacco use more than six months ago
- have less desire to start the habit again
- work hard at maintaining the lifestyle changes necessary to stop the habit
- feel confident that you can avoid starting the habit again



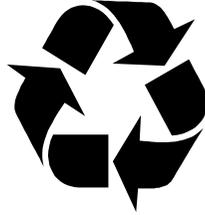
MAINTENANCE

This stage begins after 6 months of cessation when the individual must work hard to maintain a tobacco free lifestyle.

RECYCLING

YOU ARE PROBABLY IN THIS STAGE IF YOU:

- STARTED TOBACCO USE AGAIN REGULARLY



RECYCLING

In this stage a tobacco free individual “falls of the wagon” and resumes regular tobacco use. The severity of nicotine dependence in smokers can be illustrated by the fact that only 33% of self-quitters remain abstinent for two days, and fewer than 5% are ultimately successful on a given quit attempt (The Tobacco Almanac, David Moyer, p. 141).

NEED TO KNOW INFO

Environmental Tobacco Smoke (ETS)

(a.k.a. Second Hand Smoke) :

**Classified as a Class A carcinogen by EPA
AND causes CANCER!!**

**53,000 Americans die each year from
exposure to second hand smoke!**

NEED TO KNOW INFO

The Environmental Protection Agency (1995) classified Environmental Tobacco Smoke (ETS)(a.k.a Second Hand Smoke) as a Class A carcinogen - a confirmed human carcinogen in the same ballpark as asbestos and benzene.

Two Sources of Tobacco Smoke:

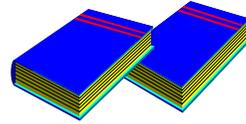
- 1. Secondhand Smoke - The smoke exhaled by a smoker.**
- 2. Side Stream Smoke - Smoke from the burning end of a cigarette.**

(Side Stream Smoke contains more harmful chemicals than Secondhand Smoke because it has not been filtered through the cigarette filter or the smoker's lungs).

TWO SOURCES OF TOBACCO SMOKE

1. Secondhand Smoke - The smoke inhaled by a smoker.
2. Side Stream Smoke - Smoke from the burning end of a cigarette.
80-90% of Environmental Tobacco Smoke is derived from Side Stream Smoke (The Tobacco Almanac, David Moyer, p. 42).

FACTS ABOUT SECONDHAND SMOKE



- KILLS ESTIMATED 3,000 NONSMOKERS FROM LUNG CANCER
- SECONDHAND SMOKE CAUSES OTHER RESPIRATORY PROBLEM
- CAUSES RED, ITCHY EYES
- SMOKE CONTAINS NICOTINE
- > 90% OF AMERICANS FAVOR RESTRICTING OR BANNING SMOKING IN PUBLIC
- CHILDREN AND THE ELDERLY ARE MOST AFFECTED BY SECONDHAND SMOKE
- VENTILATION SYSTEMS IN HOMES CANNOT FILTER AND CIRCULATE WELL ENOUGH TO ELIMINATE SECONDHAND SMOKE

FACTS ABOUT SECONDHAND SMOKE

“The tobacco industry is not committed to the learning and dissemination of the truth about the health effects of its products. Rather, it has consistently attempted to discredit research even when its own scientists have admitted that the research results are valid. Just as the industry has continued to deny that active smoking has been proven dangerous to health, it continues to deny that the case is proven against passive smoking”(The Cigarette Papers, pp. 413-416).

These are the facts...(The Tobacco Almanac, David Moyer)

Need To Know Info

Environmental Tobacco Smoke Exposure (especially children):

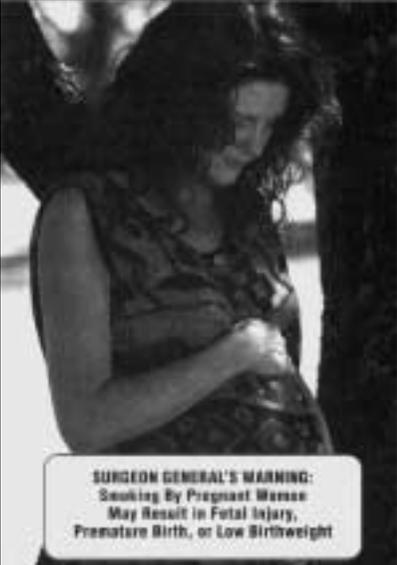
Conditions worsened or increased by passive exposure to second hand smoke:

- Twice as many cases of bronchitis and pneumonia
- Coughing and wheezing
- Asthma attacks
- Flu and common colds
- Ear infections
- Sinus infections
- Sore throats and tonsillitis
- School absenteeism and ER visits
- SIDS - Sudden Infant Death Syndrome



NEED TO KNOW INFO

The effects of ETS is especially detrimental to a tobacco users children. A study estimates that a child in the home of two smokers inhales, as if he or she smoked “actively,” up to 150 cigarettes a year (The Tobacco Almanac, David Moyer, p. 43). It is no wonder that these children have some severe health problems related to their parents tobacco use. Health effects include bronchitis, pneumonia, asthma, ear and sinus infections, and SIDS (Sudden Infant Death Syndrome).



Smoking and Pregnancy

10 REASONS NOT TO SMOKE WHILE YOU'RE PREGNANT

1. You can do it!
2. If you quit, Your baby does too!
3. You'll have a healthier pregnancy.
4. Your pregnancy may be easier.
5. Your baby will be a healthier weight.
6. Your baby could live longer (SIDS).
7. Your breast milk will be free of cigarette chemicals.
8. You will protect your baby from second hand smoke.
9. Decreases the chance you will miscarry.
10. You'll live to see your child grow!!

SURGEON GENERAL'S WARNING:
Smoking By Pregnant Women
May Result in Fetal Injury,
Premature Birth, or Low Birthweight

SMOKING AND PREGNANCY

If your not concerned about your own health, what about your child's?

Smoking Hurts Your Looks

Tobacco use sets you up for:

Bad breath

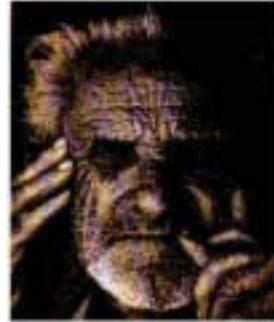
Premature wrinkles

Smelly clothes

Stained teeth

Eroded teeth

Tooth loss increased 5x



TOBACCO HURTS YOUR LOOKS

Some effects of tobacco use may not kill you, but they can certainly kill your **looks!**

IMPACT **On Physical Abilities**

Individual:

Decreased endurance

**Decreased eye/hand
coordination**

Impaired night vision

IMPACT ON PHYSICAL ABILITIES

Tobacco decreases your endurance, your eye/hand coordination, and impairs your night vision.

IMPACT

On Physical Abilities

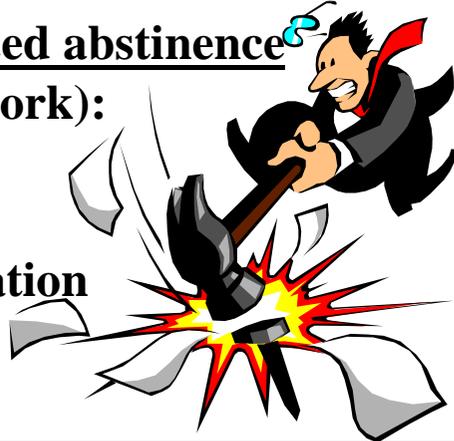
Individual during forced abstinence

(ie. during school or work):

Irritable

Nervous

Lack of concentration



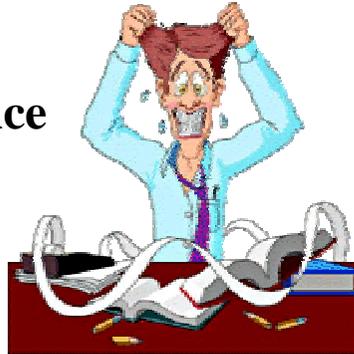
IMPACT ON PHYSICAL ABILITIES CONT.

When you are deprived of nicotine, what happens to you? You become irritable, nervous, frustrated, anxious, restless, hungry, and lose your power to concentrate. Logically, are you able to perform at your best while experiencing these withdrawal symptoms?

IMPACT On Work Abilities

Work:

- *Man-hour loss
- *Jeopardized performance
- *Compromised overall readiness



IMPACT ON WORK ABILITIES

Your absence due to tobacco related illnesses effects everyone around you.

WHAT IT COSTS YOU

**E3 (over 2 yrs) Basepay/mo =
\$1179.00**

**1 pack (Ave. 1999 MCX price)=
\$2.75**

**Cost of 1 pack/day habit in 1 yr=
\$1,005.00**



WHAT IT COSTS YOU

Here is what it costs you to smoke 1 pack per day for one year compared to an E3 monthly salary. What could you have made better use of this money on? Vacation? Bills?

HIDDEN COSTS

Car insurance cost = 25% more

Life insurance cost = 20% more



HIDDEN COSTS

Other things become more expensive, too. Take a \$1000.00 auto insurance policy. If you smoke, that same insurance policy will cost you an extra 250.00 a year.

THINK ABOUT IT!

See through the smokescreen and
target the facts:

Tobacco hurts your health

Tobacco hurts your looks

Tobacco hurts your readiness/work

Tobacco burns a hole in your pocket

THINK ABOUT IT

What we've been talking about so far, ladies and gentlemen, are the facts. **Tobacco hurts your health! Tobacco hurts your looks! Tobacco hurts your career! Tobacco burns a hole in your pocket!**

You Choose!

No one can tell you how to live your personal life

Our goal is to give you *the facts* so you can make *informed* personal health choices

Do it because you want to!

Which Statistic do you want to be a part of:

1. 1000 deaths per day related to tobacco.
2. 4000 people who quit tobacco use every day.



YOU CHOOSE

Naval Hospital, Camp Lejeune can't tell you how to live your personal life. We can only provide education on the facts, so you can make better personal health choices. Do it for yourself and your health.

Local Support

**Tobacco Cessation
Classes are available to
you for free:**

**Naval Hospital, Camp LeJeune,
Health Promotion Department
Tobacco Cessation Program
(910) 451-3712**



LOCAL SUPPORT

Naval Hospital, Camp Lejeune provides a 5 session Tobacco Cessation class at different time and locations each month. Nicotine Replacement Therapy, education, and group support are included in these classes. For more information call the Health Promotion Department at 451-3712.

Tobacco Cessation Classes

- **Tobacco Cessation Classes are in the form of five session groups or one on one formats. We use nicotine replacement during these sessions and participants can choose to use gum or patches.**
- **Classes are held at a variety of locations/times each month.**
- **Classes are given at the battalion and company workspaces to accommodate operational commitments and Marine work schedule/convenience. Evening classes are also provided.**
- **The Naval Hospital Health Promotion Program takes great care to provide tobacco cessation opportunities to all eligible personnel who wish to “kick the nicotine habit”.**

Triumph Over Tobacco (TOT) Support Group

The Triumph Over Tobacco support group was created to provide group support for those who are thinking of quitting tobacco products, those currently in cessation classes, and those who have successfully “triumphed” over tobacco.