

Talking Points – Tobacco 101

Slide 1 – Tobacco 101 (Title Slide)

Slide 2 – Number One Killer

1. Tobacco use is the number one cause of preventable death in the United States and worldwide.
 - a. The top 3 causes of death in the U.S. are heart disease, cancer, and chronic lower respiratory diseases (CLRD).
 - b. Smoking and tobacco use is a major risk factor in developing heart disease, cancer (especially lung cancer), and chronic lower respiratory diseases (COPD – chronic obstructive pulmonary disease, emphysema, and chronic bronchitis).
2. Of all of the youth who become new smokers every year, almost a third will ultimately die from a smoking related disease.

Slide 3 – Breakdown of Tobacco Related Deaths

1. Approximately 480,000+ people in the United States will die from cigarette smoking or from exposure to secondhand smoke.
2. In the U.S., tobacco kills more people than alcohol, AIDS, car accidents, illegal drugs, murders, and suicides *combined*.
3. In addition, more than 16 million people in the United States suffer from smoking-related diseases and illnesses.

Slide 4 – The Toll of Tobacco in Arizona

1. Point out the statistics regarding smoking and tobacco use in Arizona.
 - a. Arizona youth have a slight lower smoking rate than the national average.
2. The number of Arizona high school students who smoke is estimated to be 26,400.
 - a. That's just about half of the total number of students enrolled at the University of Arizona (~44,000 students).
 - b. That's a lot of high school students in AZ who smoke. Increased tobacco prevention efforts are working to decrease this number.

Slides 5 & 6 – Good News and Bad News

1. Emphasize that although cigarette smoking rates in youth have been decreasing over the last several years, the use of e-cigarettes among youth has dramatically increased.

- a. The red line on the “Bad News” slide represents the declining cigarette use rate among high school students. The purple line represents the rapidly increasing rate of e-cigarette use among high school students.
2. A shocking 24.1 percent of high school students were current users (used within the last month) of e-cigarettes in 2015, the highest rate in any government survey to date.

Slide 7 – First Kids, Now Adults

1. Annual health care costs related to smoking in Arizona: \$2.38 billion
2. Annual health care costs related to smoking in the United States: over \$170 billion
3. The above figures do not include costs from smokeless or spit tobacco use.

Slide 8 – Tobacco Marketing

1. Big tobacco companies spend over \$8.9 billion every year marketing their products in the United States.
 - a. This adds up to over \$24 million every day.
2. Tobacco companies spend almost \$22 million every year lobbying members of Congress.
 - a. The companies want members of Congress to craft laws and regulations favorable to the tobacco industry and to oppose additional regulations on manufacturing and marketing tobacco products.
3. Let students know that there’s a separate presentation about tobacco marketing targeting youth.

Slide 9 – Types of Tobacco Products (Section Slide)

Slide 10 – Smoke Tobacco

1. Smoke tobacco products need to be lit and inhaled.
2. Cigarettes
 - a. Most common type of smoke tobacco.
 - b. Consists of finely cut tobacco leaves rolled in thin paper. Most cigarettes are filtered.
3. Hookah
 - a. A single or multi-stemmed instrument for vaporizing and smoking flavored tobacco, called shisha, whose vapor or smoke is passed through a water basin—often glass-based—before inhalation.
 - b. Originally from the Middle East.
 - c. Now popular among young adults in the United States. Hookah lounges are found in many cities and areas with young adults.
4. Cigarillos
 - a. Cigarillos are short, narrow cigars. Like cigars, they are not meant to be inhaled.

- b. They are wrapped in tobacco leaves or brown tobacco-based paper.
- c. Cigarillos can be sold as singles or a two-pack. They are also taxed at a lower rate than cigarettes.
 - i. This makes it an appealing, cheaper alternative to cigarettes.
- d. Most significantly, cigarillos can be flavored (unlike cigarettes) and appeal to youth with flavoring such as cherry, grape, peach, and watermelon.

Slide 11 – Smokeless Tobacco

- 1. Smokeless tobacco includes chew or spit tobacco or dipping tobacco (dip).
- 2. Dipping tobacco is a type of finely ground or shredded, moistened smokeless tobacco product. It often comes in a can with the most popular brands being Skoal and Copenhagen.
- 3. It is used by placing a lump, pinch, or "dip" of tobacco between the lip and the gum. The act of using it is called dipping.
- 4. Newer products include dissolvable tobacco.
 - a. It consists of finely-processed tobacco which is developed in such a way as to allow the substance to dissolve on the tongue or in the mouth. Varieties include strips, sticks and orbs.
- 5. Snus is a moist powder tobacco product usually packaged in a small pouch, thus eliminating the need to "spit. It is placed under the upper lip for extended periods.

Slide 12 – E-cigarettes

- 1. An e-cigarette (e-cig) is a handheld electronic device that vaporizes a flavored liquid, which the user inhales.
- 2. Using e-cigarettes is often called "vaping".
- 3. The fluid in the e-cigarette is called e-liquid,
- 4. The e-liquid usually contains of nicotine and flavorings.
 - a. There are currently over 8,000 e-liquid flavors including gummy bear, glazed donut, and cookies & cream (aka Oreo).
 - b. These flavors are often marketed towards youth.

Slide 13 – Harmful Chemicals Found in Cigarettes

- 1. Many chemicals (over 50) in cigarettes are carcinogens, meaning that they can cause cancer.
- 2. Read through the list of chemicals on the slide and the products the chemicals are used in. Mention to students that if they wouldn't drink or eat the chemicals, why would they smoke them?

Slide 14 – What's in a Cigarette?

1. This is a good visual aid of the names of the chemicals and common household items the chemicals are found in. Again, mention to students that many of these chemicals have been found to cause cancer.

Slide 15 – Nicotine Facts

1. Emphasize that nicotine is a highly addictive chemical. It is found in all tobacco products including e-cigarettes.
2. Nicotine increases the amount of dopamine released in the body. Dopamine causes feelings of pleasure and relaxation. However, this feeling is short term and your body craves more nicotine after the pleasurable feelings wear off.
3. Scientists have found that nicotine is just as addicting as cocaine and heroin.
4. Nicotine withdrawal causes severe side effects including anxiety, irritability, headache, and hunger. This is why it is so hard for smokers to quit smoking.

Slide 16 – Pima County Health Dept. and ASHLine Contact Info

1. If the students know someone who wants to quit smoking or using tobacco, they can give the contact information to them.