



## Magic Valley Tobacco Free Coalition

- ❖ More than 3,400 kids become regular smokers each day.
- ❖ Smoking among high school seniors is at a 19-year high.
- ❖ The Center for Disease Control reports smoking rates for students in grades 9-12 increased from 27.5 percent in 1991 to 36.4 percent in 1997, then down to 21.9 percent in 2003.
- ❖ Almost 90 percent of adults who have ever been regular smokers began smoking before the age 18.
- ❖ Nearly 11 percent of high school boys are smokeless tobacco users.
- ❖ The development and marketing of "starter products" with features such as pouches and cherry flavoring have resulted in smokeless tobacco going from a product used primarily by older men to one for which young men comprise the largest portion of the market.
- ❖ Smoking reduces the amount of oxygen in the blood, reducing your stamina for sports and other physical activities.
- ❖ Smoking turns your teeth and fingernails yellow; makes hair, clothes, and breath stink; and causes premature wrinkling of your skin.
- ❖ Smokers lose an average of 12 years of life due to their habit.
- ❖ Evidence indicates that tobacco companies manipulate the nicotine level in cigarettes to hook smokers.
- ❖ The tobacco industry spends approximately \$12.7 billion a year on advertising and marketing to attract new smokers and to keep people puffing away.



- ❖ Thirty percent of kids 12 to 17 years old, both smokers and non-smokers alike, own at least one tobacco promotional item such as a T-shirt, backpack, or CD player.
- ❖ Nicotine, the chemical found in cigarettes and other tobacco products, is an addictive drug, which is why it is so hard for people to quit using tobacco once they start. Nicotine is also a deadly poison used in many bug sprays. It is so potent that one drop (70mg) in its liquid form will kill an average adult.
- ❖ With every puff on a cigarette, you breathe in 4,700 different chemicals, including ammonia (a poisonous gas and a powerful toilet cleaner), arsenic (a potent rat poison), cyanide (a deadly ingredient in rat poison), acetone (a poisonous solvent and paint stripper), formaldehyde (used to preserve dead frogs), Toluene (a poisonous industrial solvent), polonium-210 (highly radioactive element), and carbon monoxide (another poisonous gas).
- ❖ Lung Cancer, throat cancer, heart disease, stroke, and emphysema are just some of the painful, life-threatening diseases linked with smoking. Smoking also is associated with cancers of the mouth, larynx, pharynx, esophagus, pancreas, cervix, kidney, bladder, stomach, rectum, liver, colon, skin and uterus.
- ❖ A pack-a-day smoker spends over \$1000 on cigarettes in a single year.
- ❖ Each year tobacco use by pregnant women is responsible for an estimated 1,700 deaths from sudden infant death syndrome.
- ❖ Babies who have been exposed to tobacco smoke have measurable nicotine and tar levels in their hair at birth.
- ❖ One in four deaths in the U.S. is attributed to tobacco use.
- ❖ Smoking alone kills more than 400,000 Americans each year - more than alcohol, cocaine, crack, heroin, homicide, suicide, car accidents, fires, and AIDS combined.
- ❖ 3,000 people every year die from Environmental Tobacco Smoke, even though they have never touched a cigarette in their life.

\*Source: The American Cancer Society and the American Council on Science and Health.

