

Raze-On Tobacco 101

RAZE
tear down the lies.

Key Messages

- **Most people don't use tobacco**
- **Tobacco kills**
- **Nicotine is addictive**
- **The tobacco industry targets youth**



Tobacco Use in Teens

- 80% of adult smokers start before the age of 18
- 33.9% of high school students use some form of tobacco
- Roughly 1/3 of them will die from tobacco-related illness
- Smoking among high school seniors reached a 19-year high of 36.5 percent in 1997, and is starting to come back down



Tobacco Use in WV

- Tobacco use among youth is declining:
 - 33.7% of high school teens smoke
 - *20% drop from 42% in 1999*
 - 21.5% of high school boys use spit tobacco
 - *19% drop from 26.5% in 1999*
 - 13.4% of high school students smoke on school property
 - *30.2% drop from 19.2% in 1999*

YTS and YRBS



Tobacco Use in WV

- Tobacco use among youth is declining:
 - 16.3% of middle school students smoke
 - *9.9% drop from 18.1% in 2000*
 - 12.9% of middle school boys use spit tobacco
 - *13% drop from 14.9% in 2000*

YTS and YRBS



Prevention is Critical

- Tobacco use is the leading cause of preventable death in the U.S., causing over 400,000 deaths a year
- If youth are prevented from smoking in their teens, they are much less likely to start as adults
- CDC calls tobacco use prevention programs for youth "...an ethical imperative"
- CDC has reclassified tobacco use as a pediatric disease



Sticky Man

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Tobacco Chemicals



- There are approximately 600 ingredients in cigarettes, that when burned, create 4,000 chemicals.
- 200 are known poisons
- At least 40 are known carcinogens



Chemical Composition

Why are the chemicals there?

- *Intentional*—an additive for flavoring, combustibility, and for absorption
- *Incidental*—occur as a result of the processing of tobacco and making of cigarettes
- *Chemical reaction*—occur as the result of the burning of the cigarette



Chemical Match Game



What is Addiction?

- A substance is considered addictive if:
 - there is **compulsive use** despite knowledge of harm
 - it is **reinforcing** (the user believes it helps them in some way)
 - the user develops **tolerance** over time
 - the user becomes **dependent**

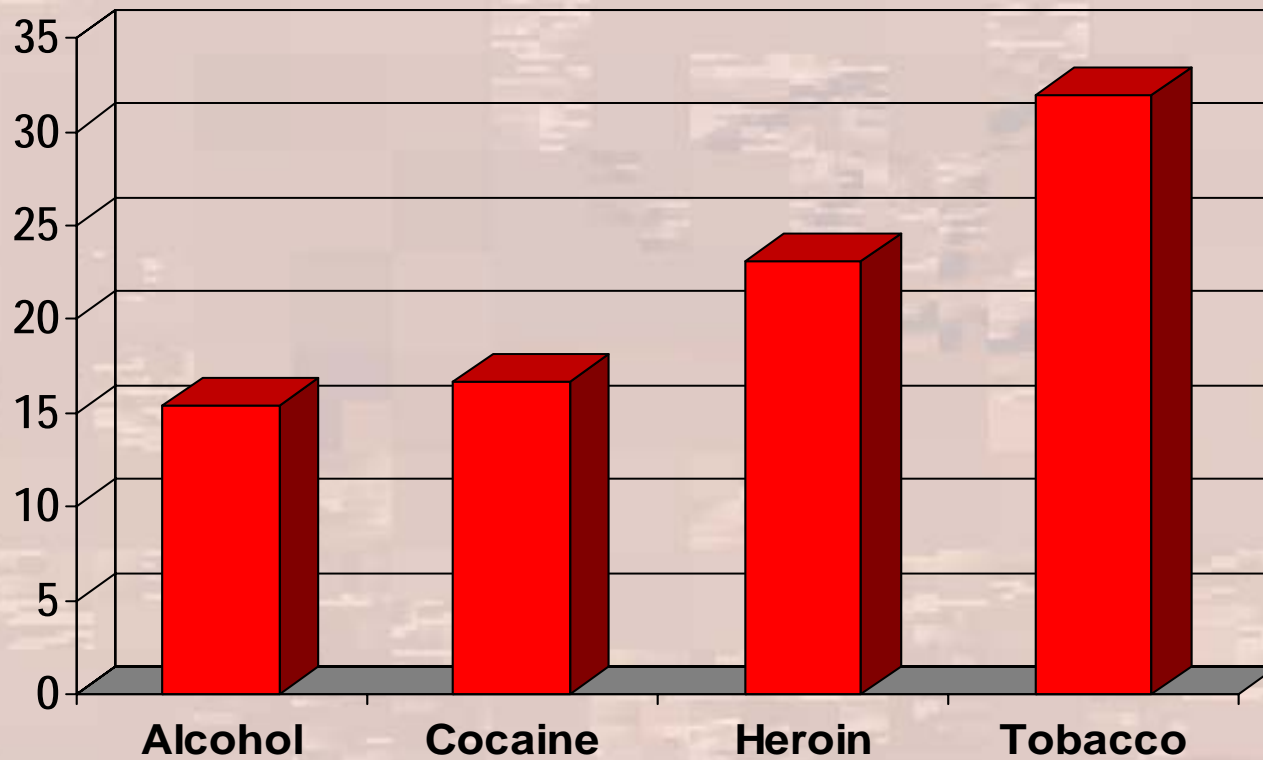


What is Addiction?

- Nicotine is the addictive substance in tobacco
- Nicotine changes brain chemistry by causing development of new nicotine receptors in the brain
- More receptors mean increased craving for nicotine
- Memories and behaviors can stimulate receptors to demand nicotine
- Brain changes are permanent, even after smoker quits

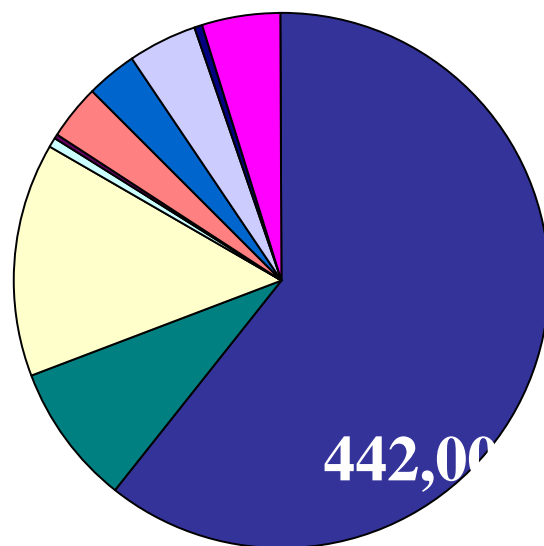


Rates of Addiction



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Tobacco Kills...



■ Tobacco	442,000
■ Secondhand Smoke	63,000
■ Alcohol	105,000
■ Cocaine & Crack	3,300
■ Heroin & Morphine	2,400
■ Car Accidents	25,000
■ Homicide	22,000
■ Suicide	31,000
■ Fires	4,000
■ AIDS	33,745

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The Sound of Death

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tear down the lies.

Master Settlement Agreement

- Lawsuit filed by 46 U.S. states and 5 territories. Settled in 1998.
- \$206 billion over 25 years
- Marketing and promotion restrictions



Big Tobacco's Response

- Tobacco advertising spending increased 67% from 1998 to 2001!
- Companies spend \$11.22 billion annually.
- That's \$30.7 million a day
- OR \$1,279,166 per hour



Philip Morris

- *“Today’s teenager is tomorrow’s potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens...The smoking patterns of teenagers are particularly important to Philip Morris.”*



RJ Reynolds

- *“Evidence is now available to indicate that the 14-18 year old group is an increasing segment of the smoking population. RJR-T must soon establish a successful new brand in this market if our position in the industry is to be maintained in the long run.”*



Brown & Williamson

- *“Kool’s stake in the 16 to 25 year old population segment is such that the value of this audience should be accurately weighted and reflected in current media programs...all magazines will be reviewed to see how efficiently they reach this group.”*



Lorillard Tobacco

- ***"The base of our business is the high school student."***



U.S. Tobacco

- *Cherry Skoal is for somebody who likes the taste of candy, if you know what I am saying."*

