

Tar Wars



AMERICAN ACADEMY OF
FAMILY PHYSICIANS

Tar Wars[®]



A tobacco-free education program for kids from the American Academy of Family Physicians

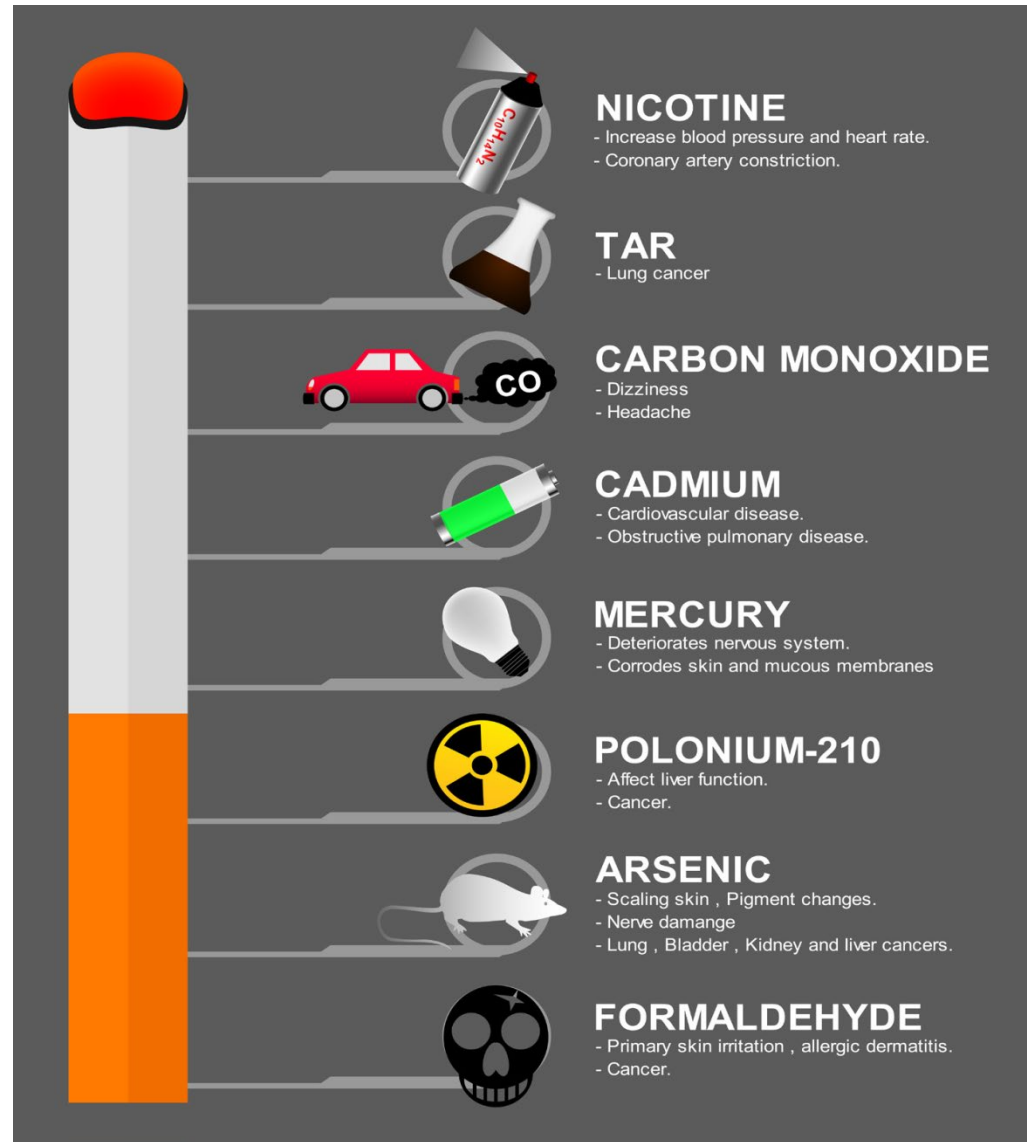
What is Tar Wars?

- American Academy of Family Physicians (AAFP) tobacco-free education program for 4th and 5th grade students
- An interactive and fun way to learn about staying healthy



Ethan—North Carolina
2004 Tar Wars Poster Contest

What's in a cigarette?



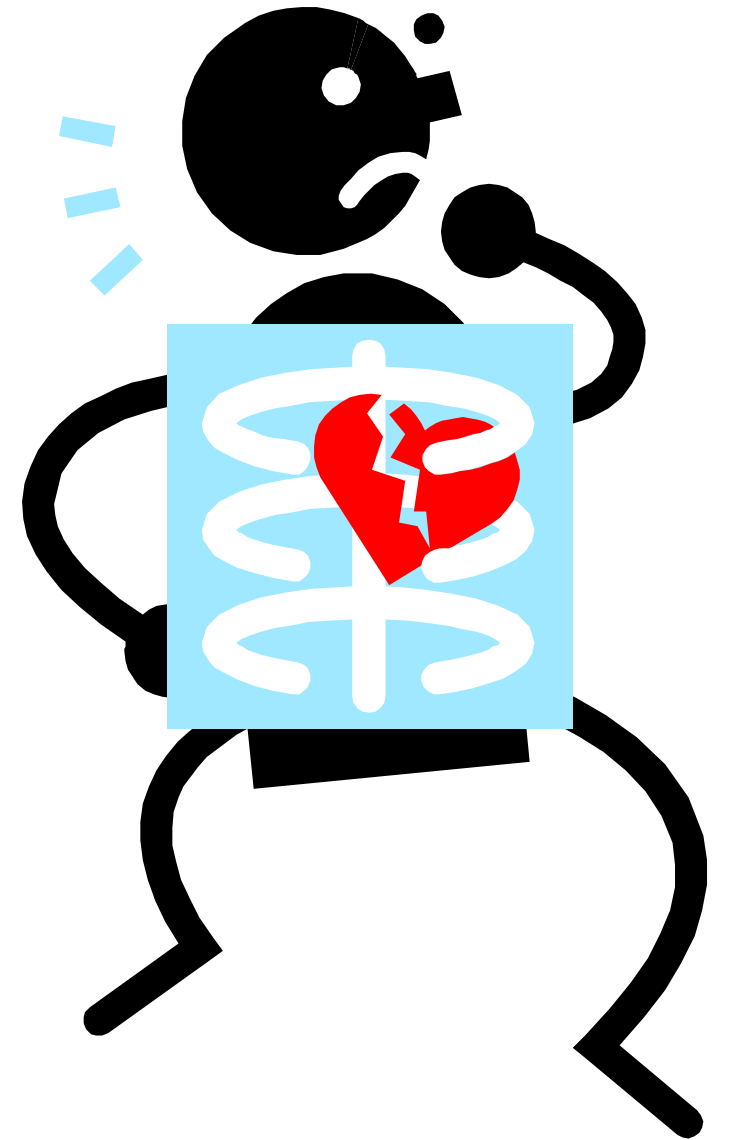
Cigarettes contain:

- Nicotine
 - increases blood pressure and heart rate
- Carbon monoxide
 - causes dizziness and headache
- Mercury
 - corrodes skin and mucous membranes
- Arsenic
 - damages nerves and causes cancer

Effects of Tobacco Use

What are some health effects of tobacco use?

- Trouble breathing
- Over 13 different types of cancer
- Coughing and bad breath
- Stained teeth and fingers
- More wrinkles and early aging



How much does tobacco use cost?

Price of tobacco

- \$7 per pack x 7 days = **\$49**
- \$49 per week x 4 weeks = **\$196**
- \$196 per month x 12 months = **\$2,352**
- \$2,352 per year x 10 years = **\$23,520**



What you could buy instead:

Clothes, shoes, concert tickets, a new phone, a gaming system

Can you think of anything else you could buy instead?



Smoking Affects Breathing

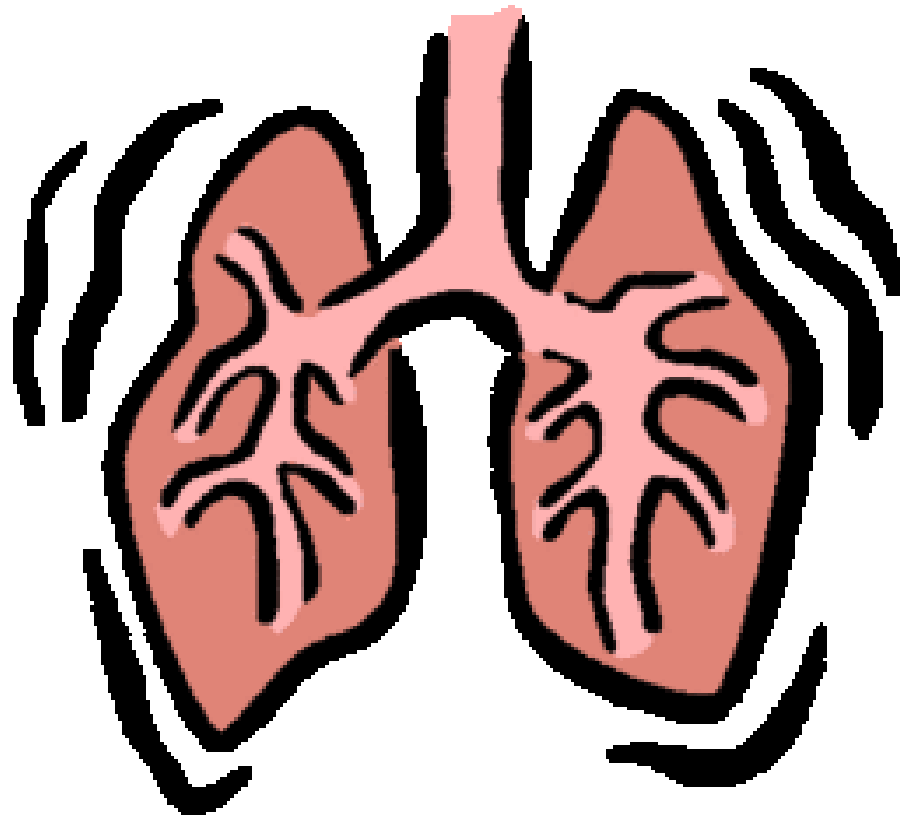
Any type of smoking affects your breathing.

To see how your lungs feel when you smoke, place a straw in your mouth, hold your nose, breathe only through the straw, and run in place for one minute.

Is it hard to breathe?

[Watch the smoker's lung demonstration video](#) to see how tobacco causes your lungs to not work as well as they should.

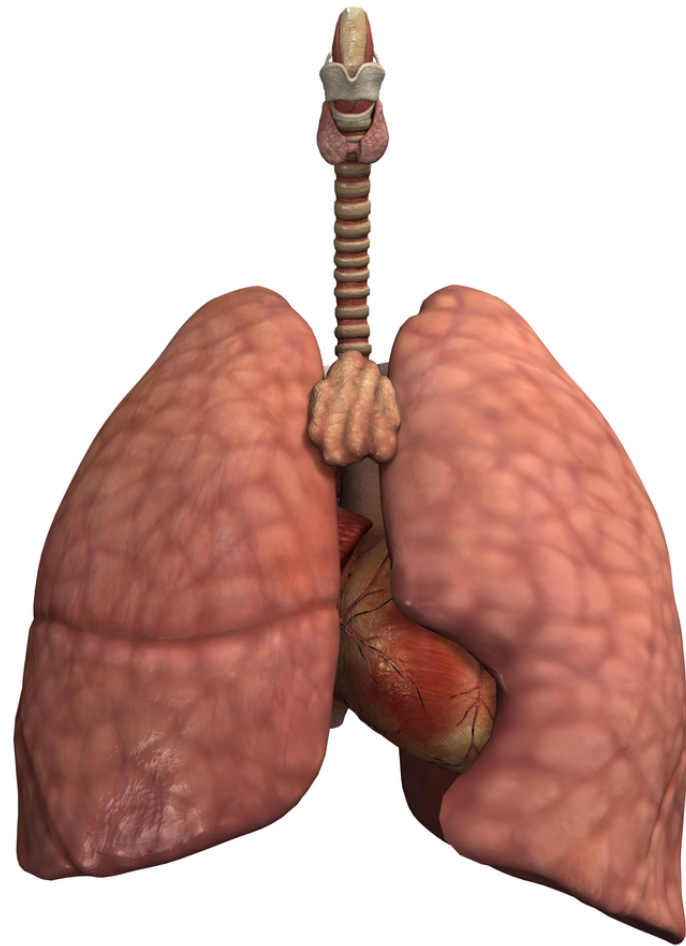
Lung Damage from Smoke



- Smoke from cigars, cigarillos, cigarettes, pipes, and hookahs damage the cells of the lungs.
- People who smoke are more likely to have trouble breathing.
- People exposed to secondhand smoke also have lung problems.

Smoking and Your Lungs

Healthy Lung



Smoke-damaged Lung



Smokeless Flavored Tobacco

- Comes in sweet and fruity flavors to mask the taste of nicotine
- Available in orbs, sticks, strips, lozenges, snuff, and small bags/cans
- Designed to be placed in the mouth to dissolve so nicotine is absorbed into the bloodstream
- Snuff is inhaled through the nose or placed in the mouth

Smokeless tobacco is not a safe alternative to cigarettes.

Smokeless Tobacco

- Comes in sweet and fruity flavors which appeals to kids, and in different forms
 - Orbs, sticks, strips, lozenges, snuff, and small bags/cans
- Is absorbed through the mouth
- Contains nicotine and causes addiction
- Can cause
 - Gum disease
 - Yellow teeth
 - Mouth, throat and pancreatic cancer



This baseball player had part of his jaw removed after getting mouth cancer from using smokeless tobacco



Can you spot the tobacco products?



Tobacco companies intentionally make tobacco products look like candy to appeal to kids

Smokeless tobacco is advertised as an alternative to cigarettes

**Enjoy tobacco
in a smoke-free sports bar?
Believe it.**

Enjoy tobacco the smoke-free way with Copenhagen[®] or Skoal[™]. Copenhagen offers legendary natural tobacco flavor, while Skoal comes in a variety of great tasting flavors that are sure to satisfy. They also make it easy to enjoy tobacco on your own terms. Try a rich satisfying pinch of long cut, or easy-to-use pouches. So maybe it's time to find your solution – and leave the smoke behind.

Break from the pack.™

WARNING: THIS PRODUCT IS NOT A SAFE ALTERNATIVE TO CIGARETTES.

Visit TrySmokeless.com for more info and savings.

U.S. Smokeless TOBACCO CO.

BREAK FREE

**JUST
SAY
NO TO
PEOPLE
SAYING
NO**

WARNING: THIS PRODUCT IS NOT A SAFE ALTERNATIVE TO CIGARETTES.

CAMEL SNUS
©2009 R.J. REYNOLDS TOBACCO CO.

Flavored Cigars and Cigarillos

- Cigars and cigarillos sometimes come in fruity and candy flavors.
- Tobacco companies make these flavors to attract kids to smoke.
- Tobacco companies want to recruit kids to smoke so they can keep selling their products.



Image courtesy of the Campaign for Tobacco-Free Kids.

Flavored Cigars and Cigarillos

- Cigar smoking can increase the risk of cancer

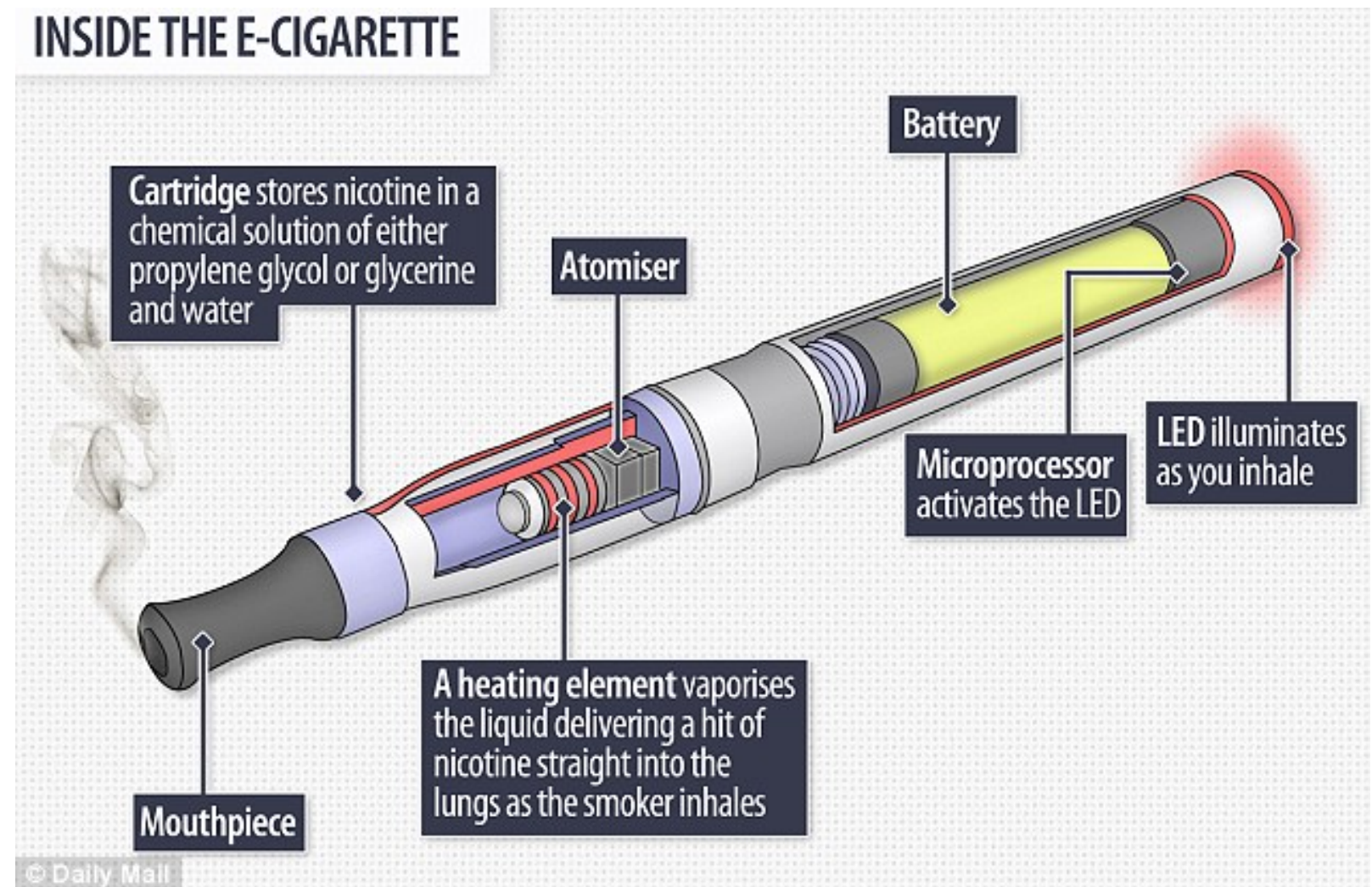
- Lung
- Voice box
- Lips
- Tongue
- Mouth
- Throat



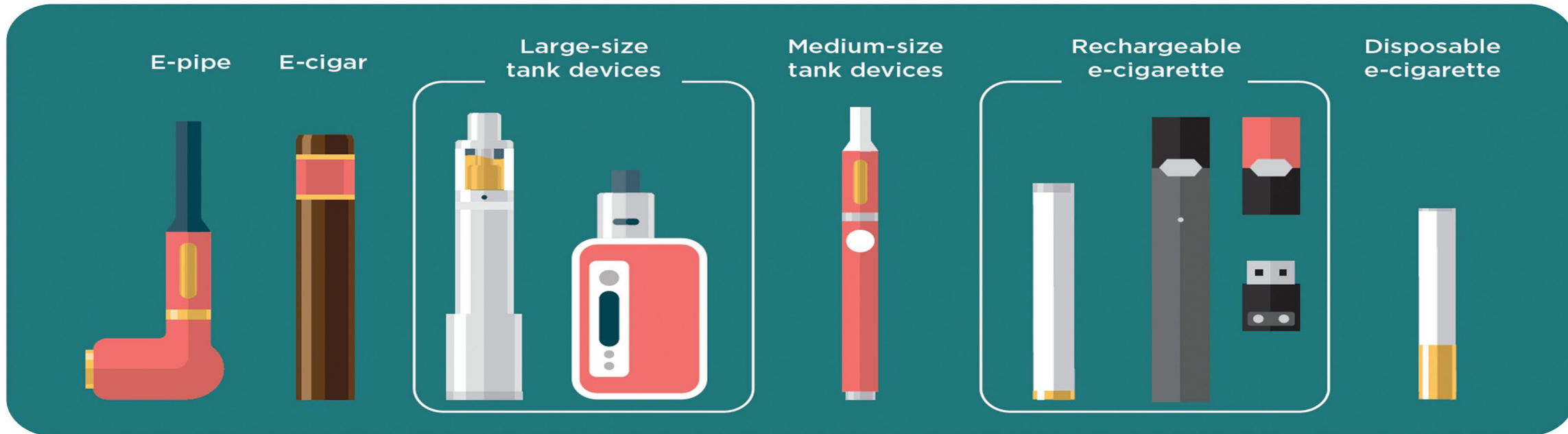
- Cigar smoking is also linked to gum disease and tooth loss

Electronic Cigarettes (E-Cigs) and Vaping

- E-cigarettes are battery powered products that vaporize liquid nicotine or “juice”
 - Nicotine in e-cigs is very addictive, just like cigarettes
 - The liquid has dangerous, cancer causing chemicals also found in cigarettes
- E-cigarettes create a vapor from the addictive liquid
 - This is NOT water vapor and is bad for your health
- E-cigs are bad for your health. They can cause many things, including
 - Lung damage, making it harder to breathe
 - Nicotine addiction



Electronic Cigarettes (E-Cigs) and Vaping



Electronic Cigarettes (E-Cigs) and Vaping

Manufacturers sell their products by:

- Using celebrities to pitch their products
- Sponsoring sports and music festivals
- Showing attractive people using the product
- Using cartoons and flavorings that are sweet and appealing
- Telling their audience to switch to e-cigs, instead of quitting tobacco use



Image courtesy of the
American Academy of Pediatrics
Julius B. Richmond Center of Excellence.

E-cigs are not a safe alternative to cigarettes.

Both ads show rugged men using tobacco/nicotine

Ad for blu Electronic Cigarettes



Ad for Marlboro Cigarettes



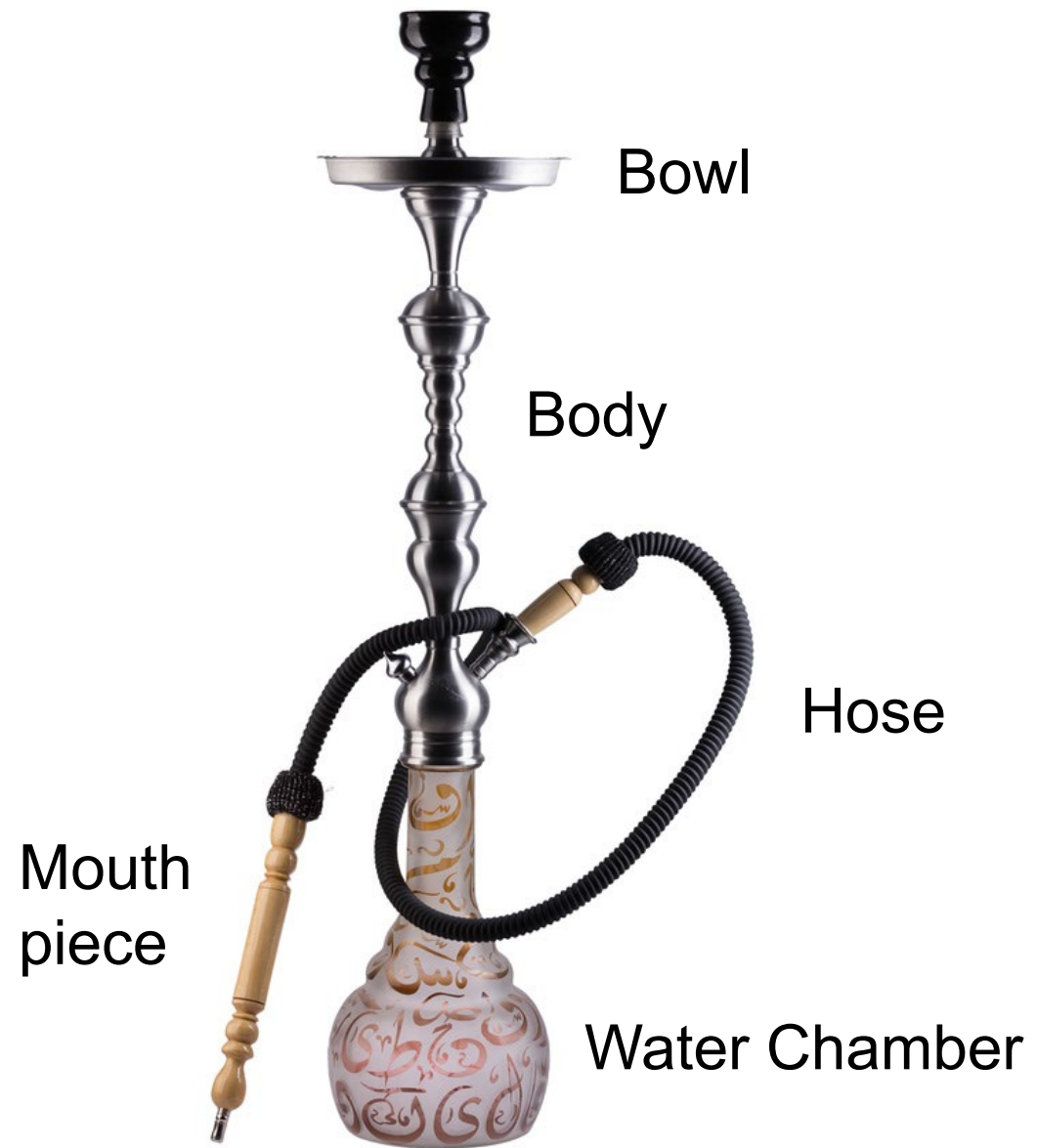
JUUL®

- JUUL® is brand of e-cig or vape
- JUULs® contain nicotine and are just as addictive as cigarettes
 - Nicotine is in the cartridges, which come in flavors to appeal to kids
- Youth who use JUULs® are more likely to use cigarettes later in life
- JUULs® are not safe alternatives – they are still very addictive and bad for your health



Image courtesy of the
American Academy of Pediatrics
Julius B. Richmond Center of Excellence.

Hookahs



- A hookah is a water pipe used to smoke tobacco.
- The heated tobacco passes through a water bowl, and the smoke is inhaled through a mouthpiece.

Hookahs

Hookah smokers:

- Inhale large amounts of smoke (100-200 times the amount of smoke found in a cigarette).
- Are exposed to many toxic substances and more nicotine than cigarette smokers.
- Incur many of the same health risks as those who use cigarettes.
- Share mouthpieces and risk getting colds, the flu, and other illnesses.

The Power of Advertising

- Tobacco companies spend billions of dollars each year to promote their products.
- Tobacco ads are designed to attract a wide variety of people to motivate them to buy and use the products.
- People who use tobacco are shown as young, attractive, and cool, but the ads never show the brown teeth, wrinkles, spit stains, and phlegm that result from its use.

Both ads show glamorous women using tobacco/nicotine

Ad for blu Electronic Cigarettes

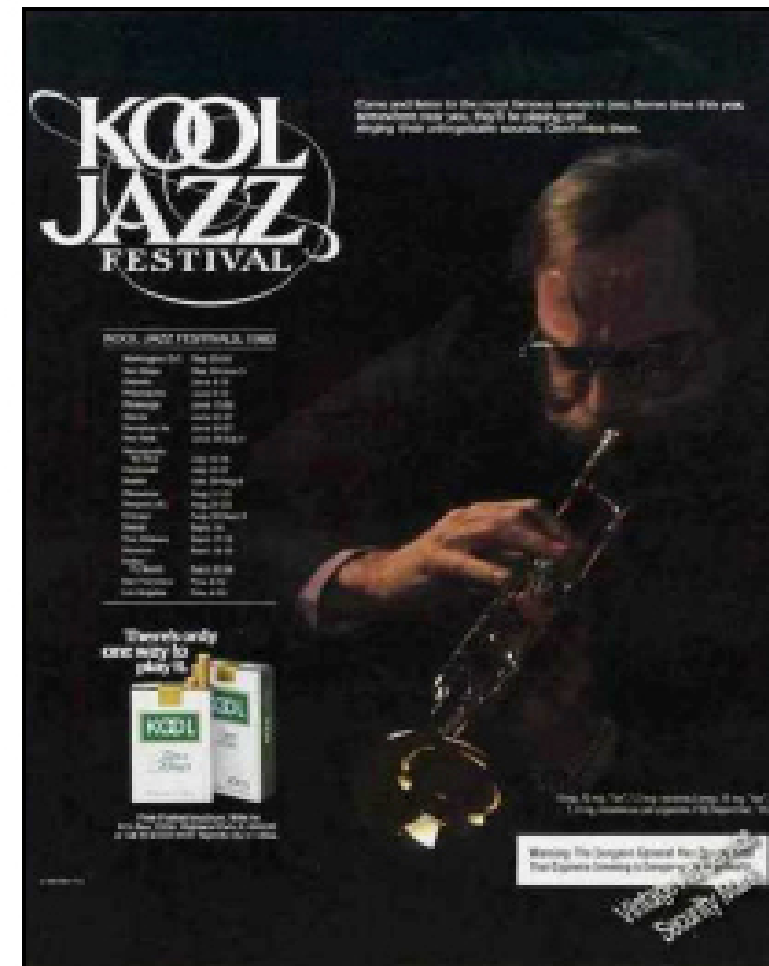


Ad for Virginia Slims Cigarettes



Music Festivals Associated With Tobacco Products

blu E-cigarettes and Kool Cigarettes Sponsoring Music Festivals



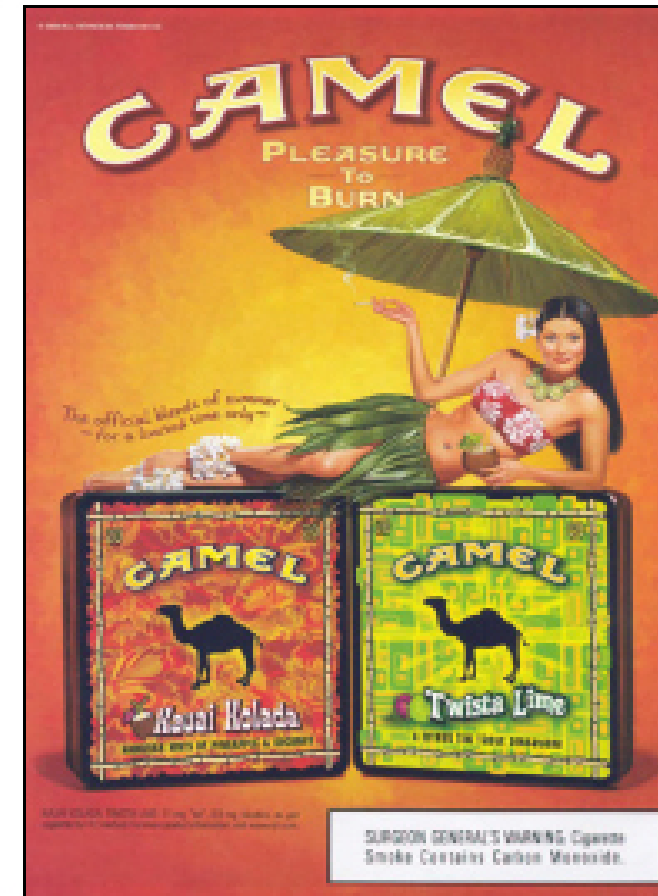
Cartoon Characters Using Tobacco Products

blu E-cigarettes and Camel Cigarettes Using Cartoons to Sell Their Products



Flavored Products

Flavored blu E-cigarettes and Camel Cigarettes
Flavoring is used to mask the taste of tobacco and to appeal to youth.



Marketing Tactics

Ad from 1964



Ad from 2013



Ads use attractive people to show smoking is cool and fun.

Newport pleasure!

© Lorillard 2008

Visit us at newport-pleasure.com

Restricted to Adult Smokers 21 or Older.

Light Box: 9 mg. "tar," 0.6 mg. nicotine; Medium Box: 12 mg. "tar," 1.0 mg. nicotine; Box: 17 mg. "tar," 1.2 mg. nicotine av. per cigarette by FTC method.

Newport, Newport Medium, Newport Lights, Newport Pleasure and Newport Smooth are trademarks of Lorillard Licensing Company LLC Reg. U.S. Pat. & Tm. Off.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

ENTICING

Inviting and surprising. MOCHA TABOO will entice you with its sweet indulgence.

KOOL
SMOOTH FUSIONS
FROM THE HOUSE OF MENTHOL

MOCHA TABOO

Available for a limited time only.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

Menthol, Caribbean Chill, Mocha Taboo, Midnight Berry KS Box: 19 mg. "tar," 0.9 mg. nicotine; Box Kings: 17 mg. "tar," 1.3 mg. nicotine av. per cigarette by FTC method. The amount of tar and nicotine you get from this product varies depending on how you smoke it. There is no such thing as a safe cigarette. For more information visit www.lorillard.com ©2008 B&W T Co.

Newport pleasure!

FiRE IT UP!

Newport

© Lorillard 2008

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Light Box: 9 mg. "tar," 0.6 mg. nicotine; Medium Box: 12 mg. "tar," 0.9 mg. nicotine; Box: 16 mg. "tar," 1.2 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

Ads use Latino models and Spanish language text to entice young people to smoke.



Secondhand Smoke

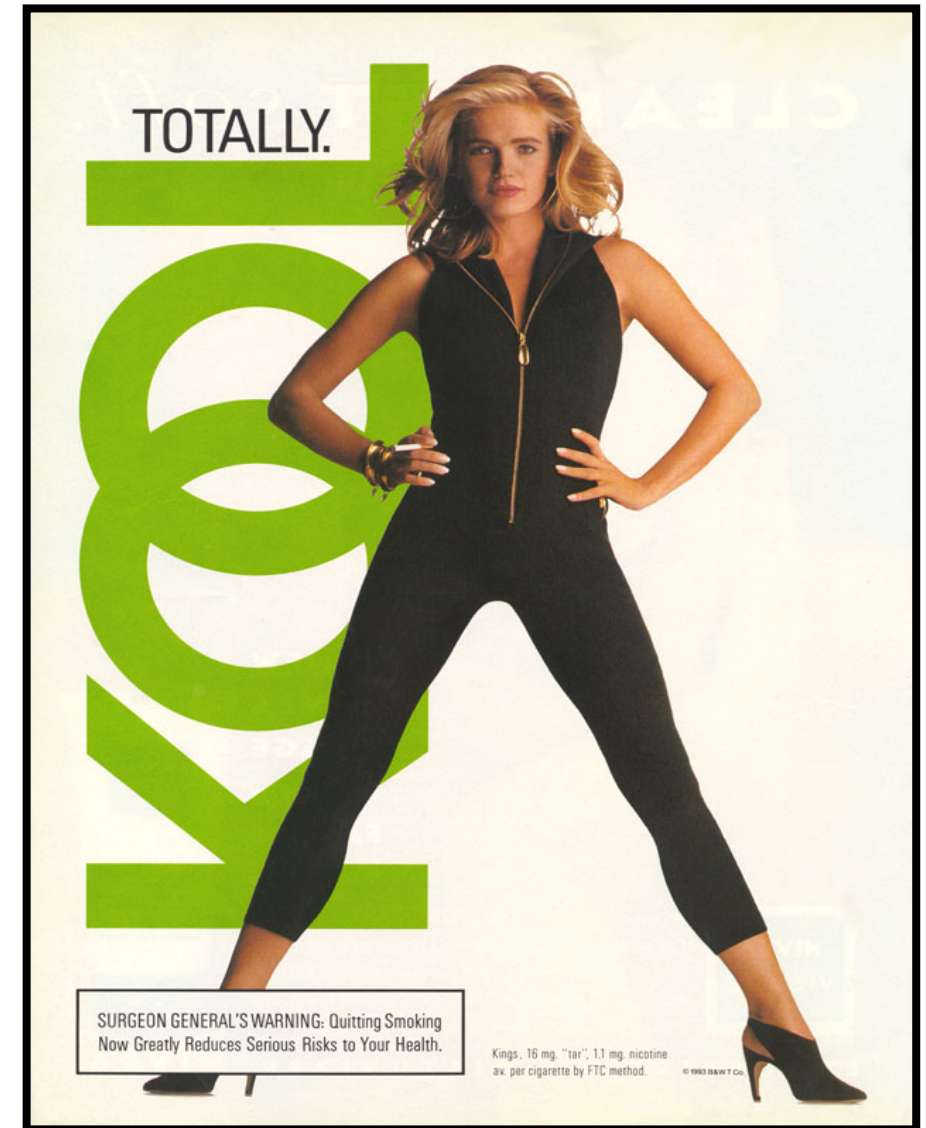
- Secondhand smoke is a combination of the smoke coming from the burning end of a lit cigarette, cigar, cigarillo, or pipe, and the smoke that is exhaled by a smoker.
- This smoke contains cancer-causing agents and chemical compounds.
- There is no safe level of secondhand smoke.

Is your community 100% smoke free?



Why do people use tobacco and e-cigarettes?

- Peer pressure: others want you to try tobacco
- Image: to look cool, older, or more grown up, or to feel popular
- Relaxation (but nicotine has the opposite effect)
- Addiction: once you start, you can't stop



Smoking in Movies, Television, and Video Games

PG-13 movies containing tobacco use:

- Wonder Woman, 2017
- Jumanji, 2017
- X-Men: Apocalypse, 2016

Video games containing tobacco use:

- Overwatch
- Grand Theft Auto
- Bioshock



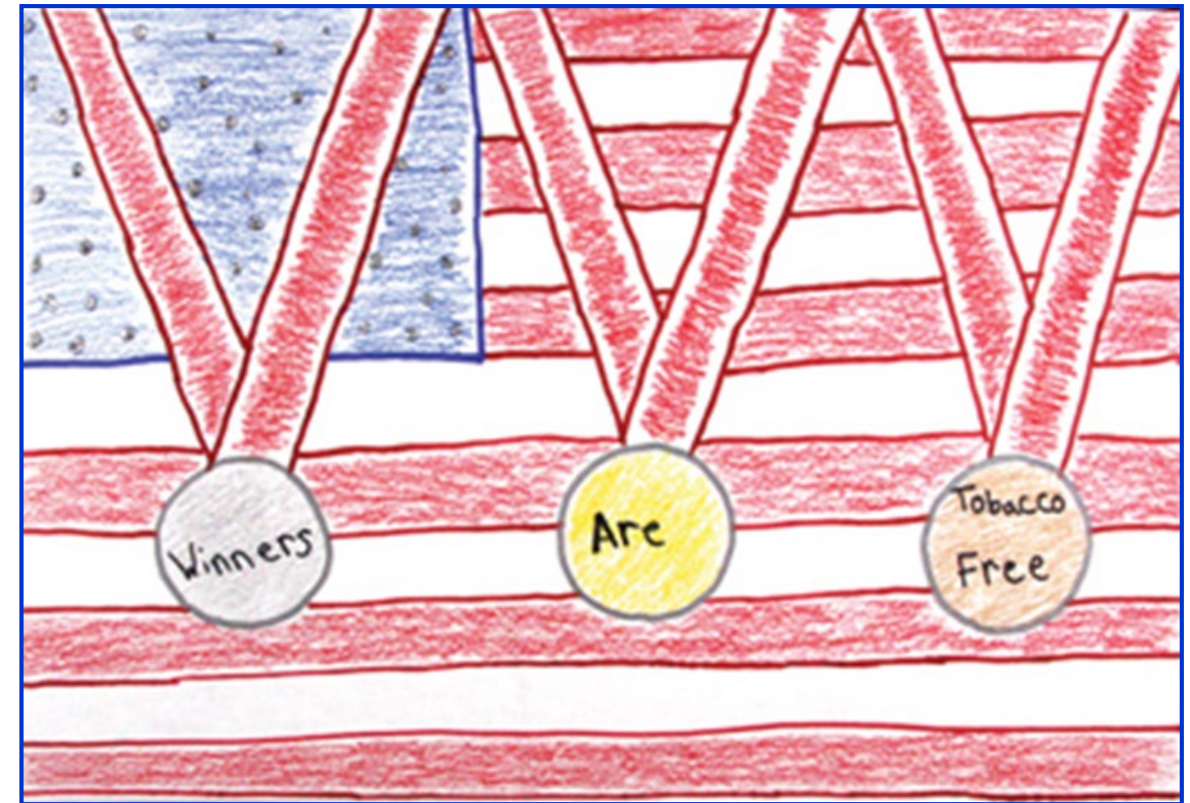
Did you know?

- Tobacco use kills 480,000 people in the United States each year.
- More than 16 million Americans live with smoking-related disease.

Source: Centers for Disease Control and Prevention

- Each day more than 2,500 kids try their first cigarette.

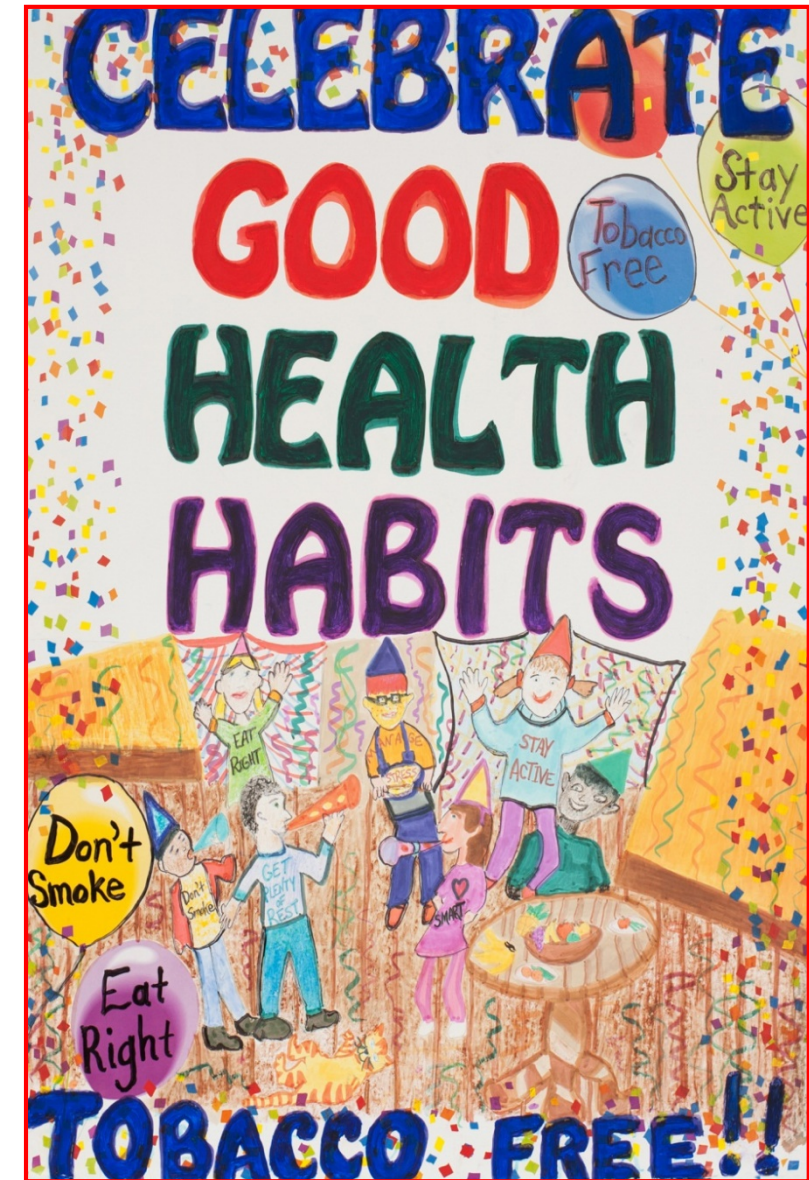
Source: Campaign for Tobacco-Free Kids



Olivia—Louisiana
2010 Tar Wars Poster Contest

Remember...

Any type of tobacco or nicotine product harms you and those you care about.



Mary—Tennessee
2013 Tar Wars Poster Contest

Questions?



www.tarwars.org