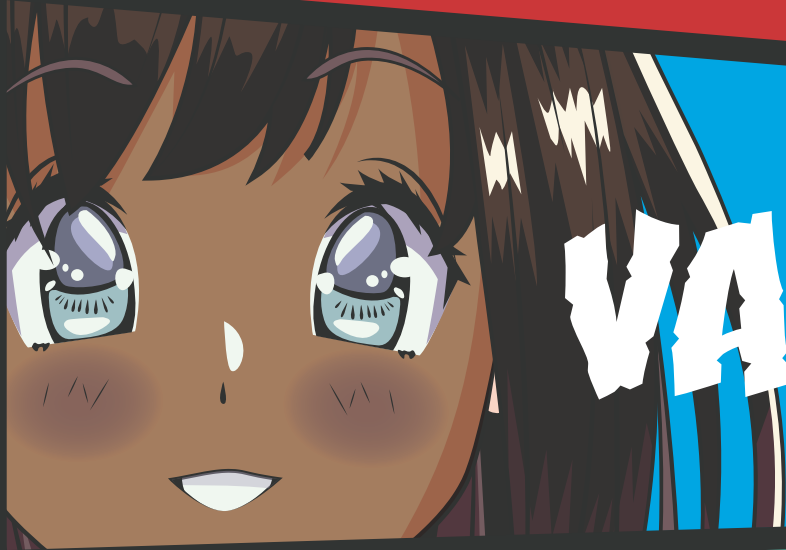
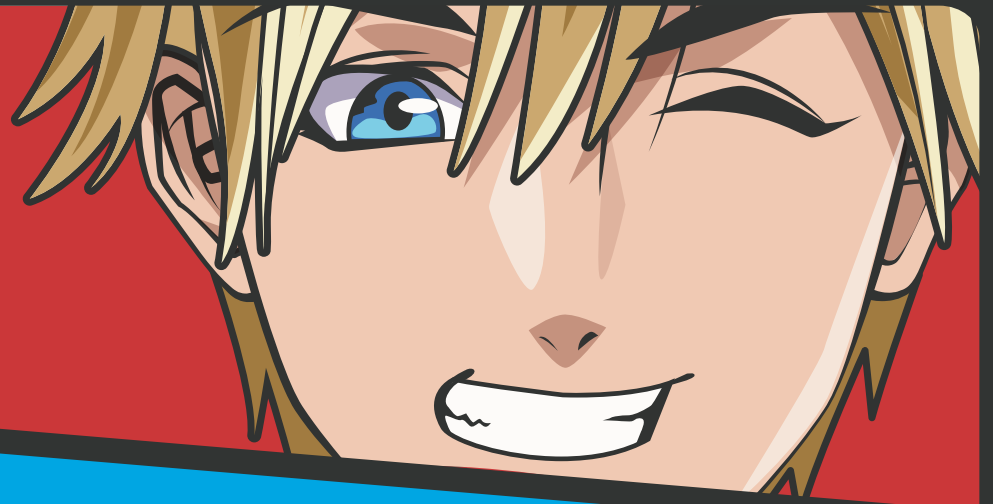
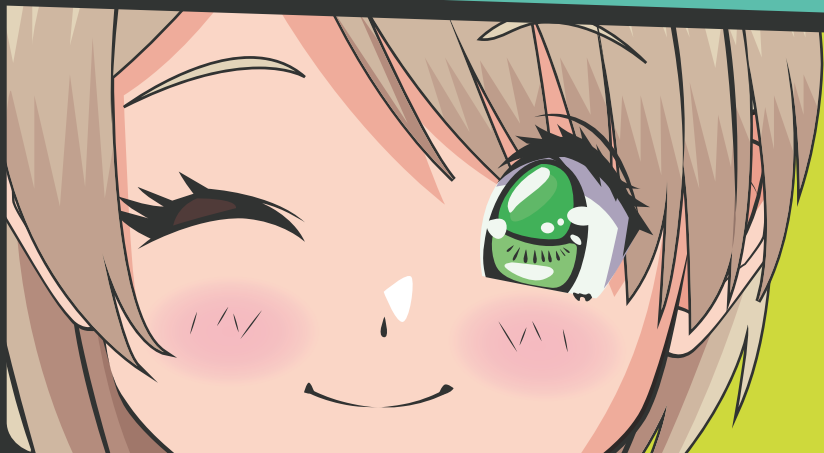


**BE**



**VAPE/SMOKE**

**FREE**



# WHAT'S THE BIG DEAL WITH SMOKING AND VAPING?



Over the past few decades, tobacco use among young people has been declining. However, far too many young people still use tobacco products, especially for vaping. In the United States, more than 3 million middle and high school students are using tobacco. And, every day, more than 1,100 high school students try tobacco for the first time.

Approximately 480,000 people die each year from their own cigarette smoking/vaping or exposure to secondhand smoke. In addition, more than 16 million people in the U.S. currently suffer from smoking-caused illness.

For each of those deaths, at least two young adults become regular smokers. Almost 90 percent of those replacement smokers smoke or vape their first cigarette by age 18.

*Source: U.S. Surgeon General; Campaign for Tobacco-Free Kids*

Don't be one of the young people alive today who will die prematurely from smoking or vaping nicotine.  
Visit [gen-swat.com](http://gen-swat.com).

## ADDICTION = LONG-TERM DAMAGE

Tobacco use by young adults causes both immediate and long-term damage. One of the most serious health effects is nicotine addiction. The younger a person is when he or she starts smoking or vaping, the more likely it is that person will become addicted. Health effects from tobacco can be permanent and deadly.

- ★ Early cardiovascular damage is seen in most young smokers.
- ★ Smoking/vaping reduces lung function and stunts lung growth.
- ★ Young people are sensitive to nicotine and can feel dependent earlier than adults.
- ★ One third of young people who use tobacco will die prematurely from smoking/vaping.
- ★ The adverse health effects from cigarette smoking and vaping account for an estimated 480,000 deaths each year in the United States.
- ★ Smoking and vaping cause an estimated 90 percent of all lung cancer deaths in men and 80 percent of all lung cancer deaths in women.

*Source: U.S. Surgeon General*





# HARD TO BREATHE

Smoking and vaping are estimated to increase the risk of:

- \* coronary heart disease by 2 to 4 times
- \* stroke by 2 to 4 times
- \* men developing lung cancer by 23 times
- \* women developing lung cancer by 13 times
- \* dying from chronic obstructive lung diseases (such as chronic bronchitis and emphysema) by 12 to 13 times.



## DID YOU KNOW?

A study released in 2022 from the U.S. Food and Drug Administration (FDA) and the U.S. Centers for Disease Control and Prevention (CDC) found that 2.55 million U.S. middle and high school students reported current (past 30-day) e-cigarette use in 2022, which includes 14.1% of high school students and 3.3% of middle school students. Nearly 85% of those youth used flavored e-cigarettes and more than half used disposable e-cigarettes.

In addition, smoking causes the following cancers:

- \* Acute myeloid leukemia
- \* Bladder cancer
- \* Cancer of the cervix
- \* Cancer of the esophagus
- \* Kidney cancer
- \* Cancer of the larynx (voice box)
- \* Lung cancer
- \* Cancer of the oral cavity (mouth)
- \* Pancreatic cancer
- \* Cancer of the pharynx (throat)
- \* Stomach cancer

Source: Centers for Disease Control and Prevention



## GOING BEYOND THE TEXT

### UNHEALTHY SMOKING

Most people know that smoking is unhealthy. It causes cancer, emphysema, heart disease, birth defects and a variety of other ailments. In 1970, tobacco advertising was banned from television; however, ads for tobacco appear in many newspapers, magazines and stores. Using several consecutive editions of the Tampa Bay Times, keep track of any references to smoking and public health. Focus your attention on all parts of the newspaper, including editorials, cartoons, comic strips, news, features and advertising. Keep a log of the articles and the section of the newspaper in which the articles appear. Write a report based on what you have learned. Create a chart or infographic depicting what you have found. Share your results with your class.

Standards: HE.612.SUA.2.3; HE.612.SUA.3.1; ELA.612.EE.1.1; ELA.612.EE.2.1; ELA.612.EE.3.1; ELA.612.EE.4.1; ELA.612.EE.5.1; ELA.612.EE.6.1; ELA.612.F.2.1; ELA.612.F.2.2; ELA.612.F.2.3; ELA.612.F.2.4; ELA.612.C.1.2; ELA.612.C.1.3; ELA.612.C.1.4; ELA.612.C.1.5; ELA.612.C.2.1; ELA.612.C.3.1; ELA.612.C.4.1; ELA.612.R.2.1; ELA.612.R.2.2; ELA.612.R.2.3; ELA.612.R.2.4; \

## THINK ABOUT IT

Tobacco companies spend more than \$23 million an hour in this country alone to market their products, according to a report from Campaign for Tobacco-Free Kids. Annual tobacco industry spending on marketing its products nationwide is \$8.6 billion. Annual e-cigarette company spending on marketing its products nationwide: \$719.9 million!

In 2022, more than 69% of Florida students report they saw smoking or vaping advertisements the last time they visited a retail store. The tobacco industry has stated that its marketing only promotes brand choices among adult smokers. Regardless of intent, this marketing encourages young people to smoke.

Young people are vulnerable to social and environmental influences to use tobacco. That is why messages and images that make smoking and vaping appealing to them are everywhere. Nearly nine out of 10 smokers start smoking by age 18, and more than 80% of underage smokers choose brands from among the top three most heavily advertised.

Through advertising and promotional activities, packaging and product design, the tobacco industry promotes the myth that smoking makes you thin. This message is especially appealing to young girls. This message is a lie. Teen smokers are not thinner than nonsmokers.

Source: Campaign for Tobacco-Free Kids.; U.S. Surgeon General



# E-CIGARETTE EPIDEMIC

E-cigarette use, or vaping, has increased dramatically across the country including in Florida. While Florida has made great strides in reducing the rate of cigarette smoking and other tobacco use among youth, the rate of youth vaping has skyrocketed over the past decade.

In 2019, the Federal Department of Agriculture deemed vaping as an epidemic among young people. Health and Human Services Secretary Alex Azar stated: "In the data

sets we use, we have never seen use of any substance by America's young people rise as rapidly as e-cigarette use is rising."

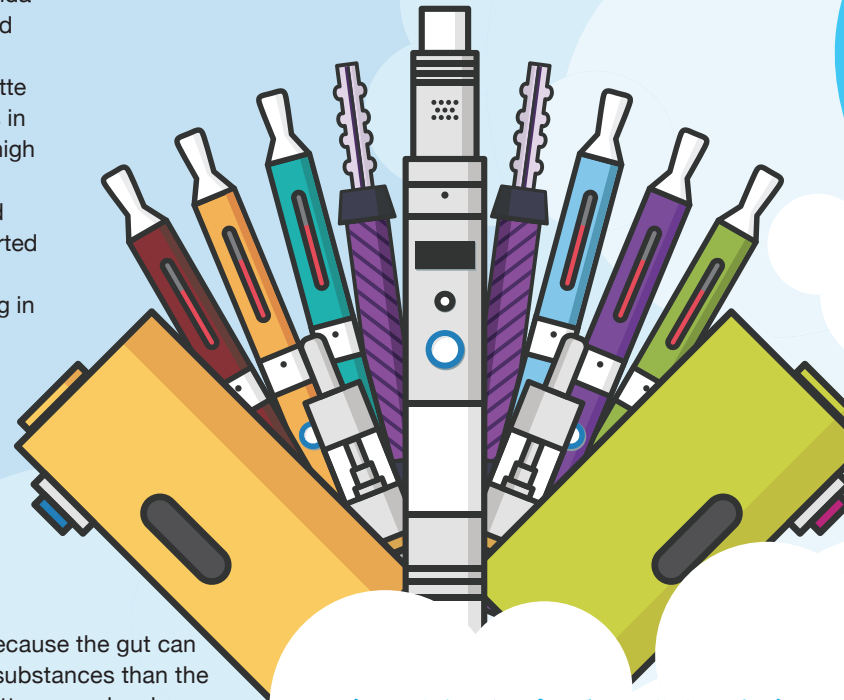
In Hillsborough, Pasco, Pinellas and Polk counties, while one in 10 high school students has tried cigarettes, more than one in four has tried vaping.

While e-cigarette companies claim that their products are intended for adults, skyrocketing rates among teens tell a different story. In

2020, more than 21% of Florida high school students reported current e-cigarette use.

The most popular e-cigarette brand is JUUL, which comes in a variety of flavors, delivers high levels of nicotine and is easy to conceal. News outlets and social media sites have reported widespread use of JUUL by students in schools, including in classrooms and bathrooms.

*Source: Tobacco Free Florida; Florida Department of Children and Families*



## WHAT'S INSIDE

E-cigarettes are battery-powered devices that heat e-liquid, usually containing nicotine, which is highly addictive, into an aerosol, which is then inhaled. The aerosol is sometimes mistakenly called "vapor," but is not simply water vapor.

A single pod contains as much nicotine as a pack of 20 cigarettes. JUUL uses nicotine salts, which can allow high levels of nicotine to be inhaled more easily and with less irritation.

"While the long-term health effects of e-cigarettes are still unknown, some of the ingredients in e-cigarette aerosol could be harmful to your lungs," notes Tobacco Free Florida. "For example, some e-cigarette flavorings may be safe to eat but

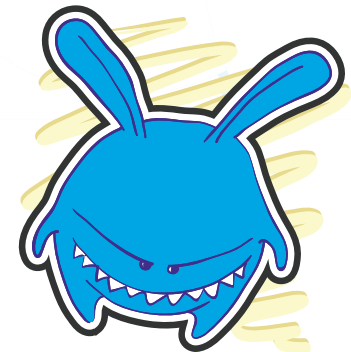
not to inhale because the gut can process more substances than the lungs. E-cigarette aerosol – aka vapor – is not harmless 'water vapor,' as many youths mistakenly believe. The aerosol that users breathe from an e-cigarette device and exhale may contain harmful substances including cancer-causing chemicals and heavy metals such as nickel, tin and lead."

## RISKY BEHAVIOR

E-cigarette use among youth and young adults is strongly linked to the use of other tobacco products, such as regular cigarettes, cigars, hookah and smokeless tobacco.

Some evidence suggests that e-cigarette use is linked to alcohol use and other substance use, such as marijuana. And certain e-cigarette products can be used to deliver other drugs like marijuana.

*Source: U.S. Department of Health and Human Services*



## DID YOU KNOW?

**In Florida, the legal age to purchase, possess, or consume tobacco or nicotine products is 21. This legal age standard includes both traditional cigarettes, smokeless tobacco products and e-cigarettes.**





## DID YOU KNOW?

E-cigarette use poses a substantial – and avoidable – health risk to young people in the United States. Besides increasing the possibility of addiction and long-term harm to brain development and respiratory health, e-cigarette use is associated with the use of other tobacco products that can do even more damage to the body. Even breathing e-cigarette aerosol that someone else has exhaled poses potential health risks.

Source: U.S. Department of Health and Human Services

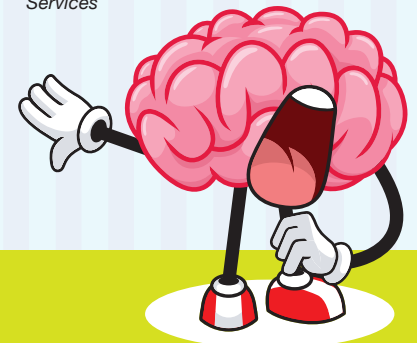
# E-CIGARETTES AND YOUR BRAIN

The part of the brain that's responsible for decision making and impulse control is not yet fully developed during adolescence. Therefore, young people are more likely to take risks with their health and safety, including use of nicotine and other drugs.

Until about age 25, the brain is still growing. Each time a new memory is created or a new skill is learned, stronger connections – or synapses – are built between brain cells. Young people's brains build synapses faster than adult brains. Because addiction is a form of learning, adolescents can get addicted more easily than adults. The nicotine in e-cigarettes and other tobacco products also can prime the adolescent brain for addiction to other drugs such as cocaine.

Young people are uniquely at risk for long-term, long-lasting effects of exposing their developing brains to nicotine. These risks include nicotine addiction, mood disorders and permanent lowering of impulse control. Nicotine also changes the way synapses are formed, which can harm the parts of the brain that control attention and learning.

Source: U.S. Department of Health and Human Services



### GOING BEYOND THE TEXT

## PEER PRESSURE

Teenagers often encounter peer pressure in which they feel pressured to do things that may be harmful to them, such as smoking and vaping. Find an article in the Tampa Bay Times in which peer pressure may have played a role. In your notebook, write about the peer pressure you see, read and hear about at your school and in your community. Explore why it is important for people to be prepared for situations where they may feel pressured to do something that may have negative effects on their lives. Write a one-page essay focusing on the article from the newspaper and your journal points. Be sure to use specific examples from the article to support your ideas. Share what you have learned with your class.

Standards: HE.612.SUA.4.1; HE.612.SUA.5.5; ELA.612.EE.1.1; ELA.612.EE.2.1; ELA.612.EE.3.1; ELA.612.EE.4.1; ELA.612.EE.5.1; ELA.612.EE.6.1; ELA.612.F.2.1; ELA.612.F.2.2; ELA.612.F.2.3; ELA.612.F.2.4; ELA.612.C.1.2; ELA.612.C.1.3; ELA.612.C.1.4; ELA.612.C.1.5; ELA.612.C.2.1; ELA.612.C.3.1; ELA.612.C.4.1; ELA.612.R.2.1; ELA.612.R.2.2; ELA.612.R.2.3; ELA.612.R.2.4

**E-CIGARETTES CONTAIN NICOTINE, ULTRAFINE PARTICLES, HEAVY METALS AND VOLATILE ORGANIC COMPOUNDS.**

# YOUTH USE OF TOBACCO PRODUCTS IN ANY FORM IS UNSAFE



If cigarette smoking continues at the current rate among youth in this country, 5.6 million of today's Americans younger than 18 will die early from a smoking/vaping-related illness, according to the Centers for Disease Control and Prevention. That's about 1 of every 13 Americans aged 17 years or younger alive today. Young people who use multiple tobacco products are at higher risk for developing nicotine dependence and might be more likely to continue vaping or smoking into adulthood.

*Source: Centers for Disease Control and Prevention*



## JUST THE FACTS

- \* Nearly 9 out of 10 adults who smoke or vape cigarettes daily first try smoking by age 18, and 99% first try smoking by age 26.
- \* Each day in the U.S., about 1,600 youth smoke or vape their first cigarette and nearly 200 youth start smoking/vaping every day.
- \* E-cigarettes have been the most commonly used tobacco product among youth since 2014.
- \* In 2022, about 1 of every 7 high school students reported that they had used electronic cigarettes in the past 30 days.
- \* In 2022, about 4 of every 100 middle school students and about 1 of every 6 high school students reported current use of a tobacco product.

*Source: Centers for Disease Control and Prevention*

## Think about it

Why are young people so interested in smoking? The answer is simple: marketing.

Tobacco marketing is prevalent everywhere. From television to movies to radio to magazine ads and billboards, smoking is promoted at home, at sporting events, arts festivals, music concerts and street events, not to mention prime product placement in stores.

Studies have proven that young people are twice as likely to be influenced by tobacco advertising as adults. Annually, tobacco companies spend hundreds of millions of dollars marketing their products in Florida.

*Source: Tobacco Free Florida*





# SPREADING LIES

Tobacco marketing is aimed at convincing teens that tobacco products are the gateway to achieving the power, status and adult independence that they seek. In other words, tobacco companies manipulate the truth. Tobacco companies market social acceptance, success and being cool in one dangerous package. Young people are vulnerable to social and environmental influences. In Florida, Big Tobacco spends more than \$551.8 million in marketing. Why so much? These companies see the marketing dollars spent as an investment to help replace the people that die from smoking...1,300 people a day.

“And guess who they’re trying to replace them with? Teens. Or as one tobacco executive calls them, ‘replacement smokers.’ Did you know that 9 out of 10 current smokers started in their teens? Most of them believing they would never become addicted,” according to the Florida Department of Health.

Source: Florida Department of Health

## Spending big bucks

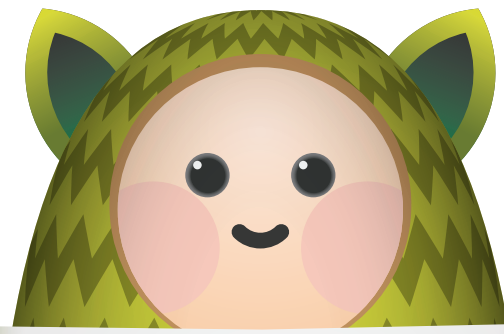
Tobacco companies have a lot of experience marketing their products to kids and teens. From ad campaigns and product placement to cartoon characters, Big Tobacco has spent big bucks on getting kids to start smoking.

The companies’ marketing tactics are deceptive and ignore the fact that tobacco is the leading cause of preventable death in the United States.

Here are 10 things the tobacco industry does to entice kids to use tobacco:

1. Marketing candy-flavored and fruit-flavored products
2. Celebrity endorsements
3. Misleading health claims
4. Smoking is just a game
5. Buy one, get one free discounts
6. Ads in popular magazines
7. Product placement in videos and movies
8. Cartoon characters as smoking mascots
9. In-store promotions – upfront and in your face
10. Calling youth replacement smokers

Source: The American Lung Association



## DID YOU KNOW?

**SWAT is Florida’s statewide youth organization working to mobilize, educate and equip Florida’s young people to revolt against and de-glamorize Big Tobacco.**

**SWAT is a crusade of empowered youth working toward a tobacco-free future. SWAT is Big Tobacco’s nightmare.**

**For information or to join the movement, visit [SWATFlorida.com](http://SWATFlorida.com).**



### GOING BEYOND THE TEXT

#### IT’S ALL ABOUT MONEY

Like any business, tobacco companies need people to buy their products to make money. Advertising and marketing plans provide opportunities to convince consumers that they “need” those products. The goal of the marketing game is to convince as many people as possible to buy a company’s products.

Look for an advertisement in the Tampa Bay Times, and analyze the who, what, where, when, why and how aspects of the ad. In a fully developed paragraph, explain the main ideas presented in the ad and who the target audience is.

One way to understand how the advertising power of this industry has evolved is to go to Stanford’s Tobacco Advertising website pages: <https://tobacco.stanford.edu/cigarettes/> and <https://tobacco.stanford.edu/ecigs/>. Review the ads posted. As you review these advertisements, think about how and to whom the products are being marketed. Choose one of these sets of advertisements and analyze the message being sent. What are your thoughts about these images? Write a fully developed comparison essay discussing your ideas. Be sure to use specific examples and image descriptions to support your points. Share what you have learned with your class.

Standards: ELA.612.EE.1.1; ELA.612.EE.2.1; ELA.612.EE.3.1; ELA.612.EE.4.1; ELA.612.EE.5.1; ELA.612.EE.6.1; ELA.612.F.2.1; ELA.612.F.2.2; ELA.612.F.2.3; ELA.612.F.2.4; ELA.612.C.1.2; ELA.612.C.1.3; ELA.612.C.1.4; ELA.612.C.1.5; ELA.612.C.2.1; ELA.612.C.3.1; ELA.612.C.4.1; ELA.612.R.2.1; ELA.612.R.2.2; ELA.612.R.2.3; ELA.612.R.2.4; ELA.612.V.1.1; ELA.612.V.1.3





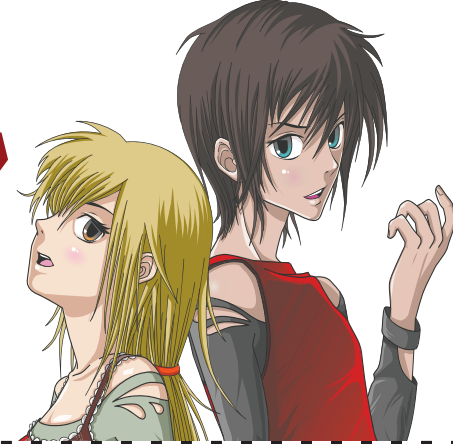
## THINK ABOUT IT

Why would tobacco companies add candy flavors to their products? Adding flavors such as orange, chocolate chip cookie dough, cherry or coffee doesn't make tobacco products safer, but it does make them more appealing to young people.

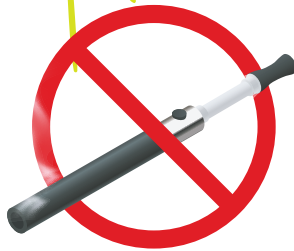
Source: Tobacco Free Florida



# FLAVORED TOBACCO



## RUSSIAN ROULETTE



Nicotine is a drug. Stopping use of a drug can be difficult, especially when it is as addictive as nicotine. Be careful about changing out one habit for another, though.

Electronic cigarettes, also known as e-cigarettes, are battery-operated products designed to deliver nicotine, flavor and other chemicals. Although some people think using e-cigarettes can help them quit smoking, remember that these are still addictive and dangerous.

E-cigarettes turn highly addictive nicotine, along with other chemicals, into a vapor that is inhaled by the user. E-cigarettes do not contain tobacco. Instead, there's a mechanism that heats up liquid nicotine, which turns into a vapor that smokers inhale and exhale. Don't be fooled by the fact that these devices do not contain tobacco.

Source: U.S. Food and Drug Administration; Discovery Health

- \* Flavored tobacco products are as addictive and carry the same health risks as regular tobacco products, such as lung diseases, cancers and strokes.
- \* Teens using products such as “bidis” or hookahs usually choose flavored products over cigarettes because those products “taste better” and young people think that means they are safer, which is not true.
- \* One study of smokers/vapers between the ages of 13 and 18 showed that 60% of those teens thought that flavored cigarettes would taste better than regular cigarettes.
- \* Smoking a hookah pipe for 60 to 80 minutes is the equivalent of smoking 100 cigarettes.

Sources: U.S. Food and Drug Administration; Tobacco Free Florida; World Health Organization; Florida Youth Tobacco Survey.



# FLAVORED TOBACCO

Young people are important to tobacco companies. Think about it: If more than 1,200 people in the U.S. die every day due to smoking and vaping, then new users need to be found, so their companies can stay in business. What is the best way to convince young people to try harmful chemicals? Make those chemicals taste good.

New flavored tobacco products are being presented in colorful and playful packaging, and they are backed by strong marketing budgets.

Flavored tobacco – berry, orange, cherry, coffee, chocolate, vanilla – appeals to younger audiences. In Florida, one in six kids between the ages of 11 and 17 has tried flavored tobacco. Tobacco industry documents show that companies have designed flavored cigarettes with kids in mind.

Young people often believe that these candy-flavored treats are not addictive and are safer than smoking cigarettes. This is simply not true. The fact is using any kind of tobacco product increases the risk of developing serious health problems, including various types of cancer, heart disease and lung disease.

Source: Centers for Disease Control and Prevention

## A NOTE ABOUT DELTA 8

Delta-8 THC products have not been evaluated or approved by the U.S. Food and Drug Administration (FDA) for safe use. These products may be marketed in ways that put the public health at risk and should especially be kept out of reach of children and pets. Delta-8 THC has psychoactive and intoxicating effects. The FDA is concerned that delta-8 THC products likely expose

users to much higher levels of the substance than are naturally occurring in hemp cannabis raw extracts. It is important to note that some manufacturers may use potentially unsafe household chemicals to make delta-8 THC. The final delta-8 THC product may have potentially harmful contaminants, or by products, due to the chemicals used in the process.

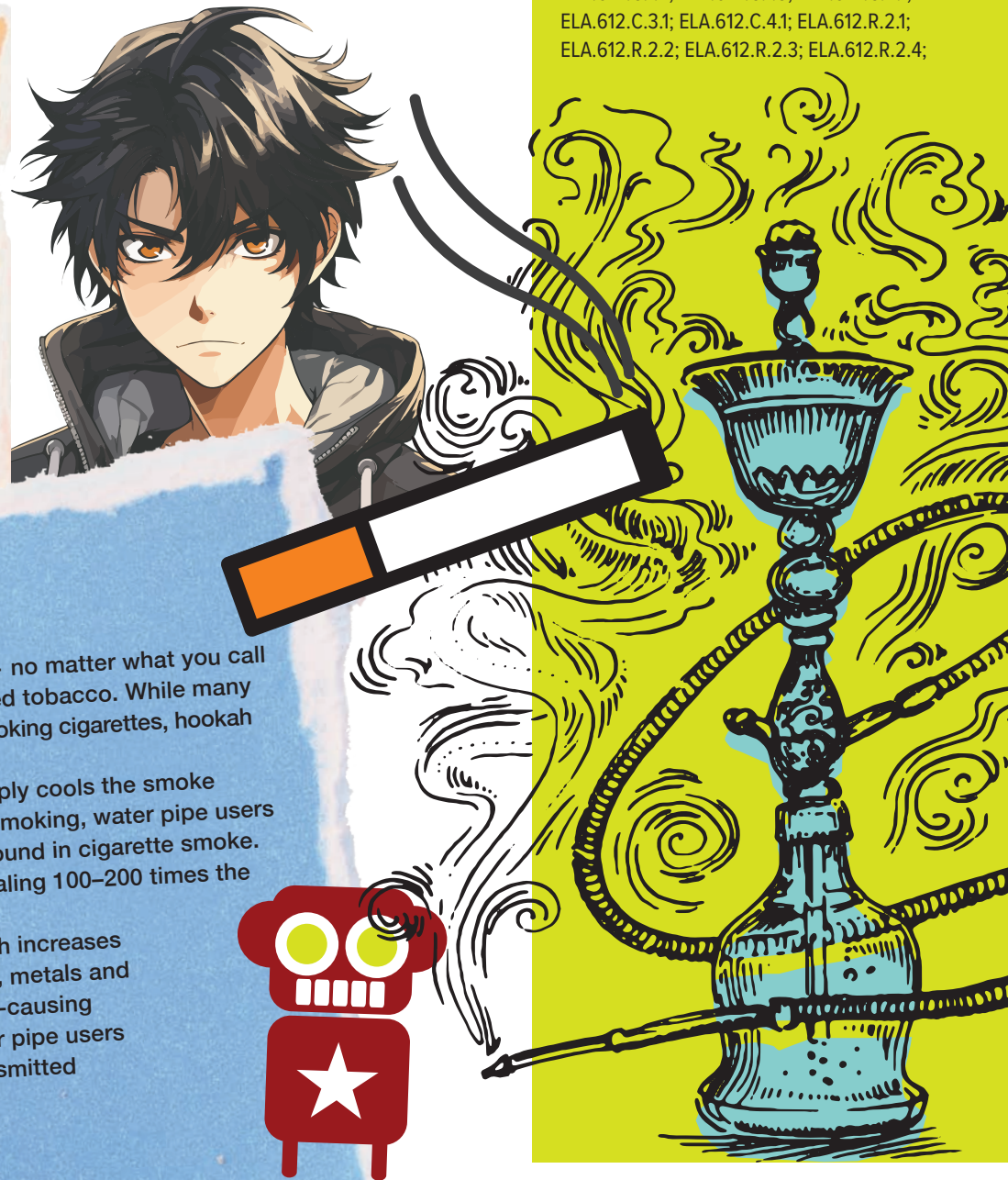
## CEASE FIRE

Hookah, narghile, argileh, shisha, hubble-bubble and goza – no matter what you call it, a water pipe is a device used to smoke specialty and flavored tobacco. While many hookah smokers think using a water pipe is less harmful than smoking cigarettes, hookah smoking carries many of the same health risks as cigarettes.

The water does not reduce the effects of the tobacco; it simply cools the smoke going directly into the smoker's lungs. Due to this method of smoking, water pipe users may absorb higher concentrations of the toxins, or poisons, found in cigarette smoke. A typical one-hour-long hookah smoking session involves inhaling 100–200 times the volume of smoke inhaled from a single cigarette!

In addition, the charcoal used to heat tobacco in the hookah increases the health risks by producing high levels of carbon monoxide, metals and cancer-causing chemicals. And, just in case ingesting cancer-causing chemicals, metals and carbon dioxide is okay with you, water pipe users also are subjected to infectious diseases, which may be transmitted by sharing a hookah.

Source: Centers for Disease Control and Prevention



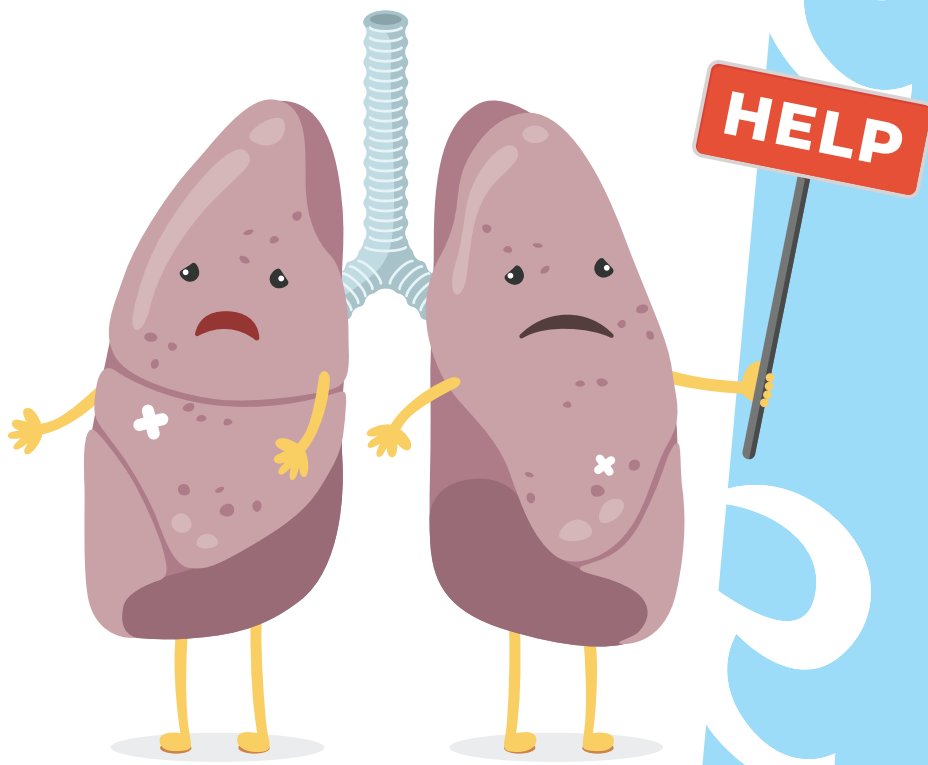
GOING BEYOND THE TEXT

## DO THE RESEARCH

Divide your class into teams and, as a team, choose to research a particular type of smoking and its effects on a young person's body, as well as other risks. Find newspaper articles to support your research. For instance, to illustrate the fact that smoking marijuana impairs driving ability, locate articles about a Driving Under the Influence crash, physical violence or death. As a team, make a presentation to the class based on your work.

Standards: HE.68.SUA.1.8; HE.612.SUA.3.1; ELA.612.EE.1.1; ELA.612.EE.2.1; ELA.612.EE.3.1; ELA.612.EE.4.1; ELA.612.EE.5.1; ELA.612.EE.6.1; ELA.612.F.2.1; ELA.612.F.2.2; ELA.612.F.2.3; ELA.612.F.2.4; ELA.612.C.1.2; ELA.612.C.1.3; ELA.612.C.1.4; ELA.612.C.1.5; ELA.612.C.2.1; ELA.612.C.3.1; ELA.612.C.4.1; ELA.612.R.2.1; ELA.612.R.2.2; ELA.612.R.2.3; ELA.612.R.2.4;





## Bad for lung health

Inhaling smoke of any kind — whether it's cannabinoid-containing weed or tobacco — is bad for lung health.

“Most marijuana users hold smoke in their lungs longer than tobacco smokers, putting them at greater risk for exposure to tar — which is harmful to the lungs,” writes Erica Cirino for Healthline.

There are negative effects of chronic marijuana smoking, including:

- \* air pockets between the lungs and lungs and chest wall
- \* possible increased risk of infection in immunocompromised people, such as those with HIV
- \* possible increased risk of lower respiratory tract infections
- \* chronic bronchitis
- \* cough
- \* excessive mucus production
- \* weakened immune system
- \* wheezing

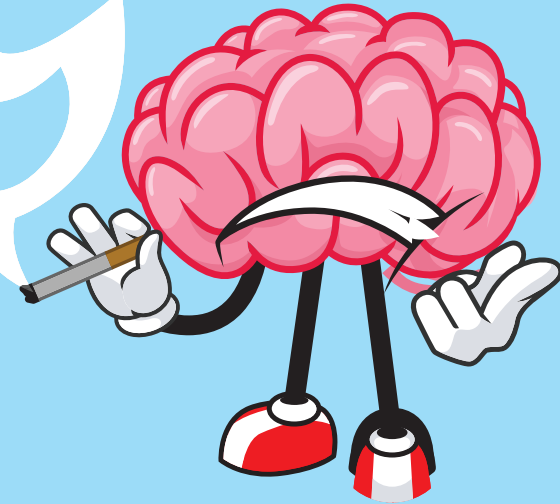
Sources: American Lung Association; Healthline



# Marijuana vs. nicotine

According to the 2022 Florida Youth Substance Abuse Survey, among high school students, vaping marijuana is nearly as widespread as vaping nicotine, and there is a large overlap between vaping nicotine and vaping marijuana: More than half of students who vape nicotine also vape marijuana, and almost three quarters of students who vape marijuana also vape nicotine.

Data suggests that long-term vaping is linked to chronic lung disease and asthma. Vapes containing nicotine or marijuana expose users to the harmful effects of those substances in much the same way that cigarettes do. Research from The Johns Hopkins



University revealed thousands of chemical ingredients in vape products, most of which are not yet identified.

Source: Florida Department of Children and Families

## Cannabis vaping

Cannabis vaping is increasingly common among youth and young adults and is more prevalent in settings where recreational use for adults has been legalized. The lifetime frequency of cannabis vaping doubled from 2013 to 2020, from 6.1% to 13.6% among students in grades 6 through 12. While vaping products were originally designed to distribute nicotine via vapor, more recently, they have been used to deliver psychoactive substances, such as marijuana. It is important to note that cannabis oil contains a greater level of THC than cannabis flower products.

Source: American Medical Association



Marijuana refers to the dried leaves, flowers, stems and seeds from the Cannabis sativa or Cannabis indica plant. Marijuana is a psychoactive drug that contains close to 500 chemicals, including THC, a mind-altering compound that causes harmful health effects.



“When you burn something, whether it is tobacco or cannabis, it creates toxic compounds, carcinogens and particulate matter that are harmful to health,” writes Dr. Beth Cohen, professor of medicine at the University of California, San Francisco and co-director of UCSF’s program in residency investigation methods and epidemiology. “It’s the combustion that’s the problem, so this idea that because cannabis is ‘natural’ burning and inhaling it is fine is just wrong.” *Source: CNN*

## RISKY BUSINESS

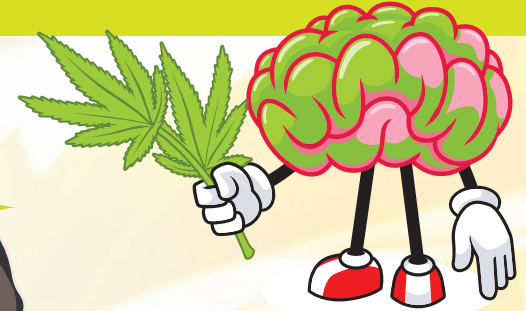
Marijuana use comes with real risks that can impact a person’s health and life.

Marijuana is the most-used illegal substance in the U.S. Marijuana use among all adult age groups, both sexes, and pregnant women is on the rise. At the same time, the perception of how harmful marijuana use can be is declining. Increasingly, young people today do not consider marijuana use a risky behavior.

But there are real risks for people who use marijuana, especially youth and young adults, and women who are pregnant or nursing. Today’s marijuana is stronger than ever. People can and do become addicted to marijuana.

Approximately 1 in 10 people who use marijuana will become addicted. When they start before age 18, the rate of addiction rises to 1 in 6.

*Source: Substance Abuse and Mental Health Services Administration*



## Drug dangers

- \* **Brain health:** Marijuana can cause permanent IQ loss of as much as 8 points when people start using it at a young age.
- \* **Mental health:** Studies link marijuana use to depression, anxiety, suicide planning and psychotic episodes.
- \* **Athletic performance:** Research shows that marijuana affects timing, movement and coordination, which can harm athletic performance.
- \* **Driving:** People who drive under the influence of marijuana can experience dangerous effects: slower reactions, lane weaving, decreased coordination, and difficulty reacting to signals and sounds on the road.
- \* **Baby’s health and development:** Marijuana use during pregnancy may cause fetal growth restriction, premature birth, stillbirth and problems with brain development, resulting in hyperactivity and poor cognitive function.
- \* **Daily life:** Research shows that people who use marijuana are more likely to have relationship problems, worse educational outcomes, lower career achievement and reduced life satisfaction.

*Source: Substance Abuse and Mental Health Services Administration*

### GOING BEYOND THE TEXT

#### THE TRUTH

The Truth website, [thetruth.com](http://thetruth.com), is a media-savvy anti-smoking campaign aimed at young people. Check out the website and explore the pages, messages, images and articles. Do you think the website is effective? Why or why not? Which pages or ideas are most interesting? How does this website use various marketing strategies to evoke emotional and relatable responses? Are these strategies effective? Are these strategies similar to the efforts of tobacco companies? Discuss your thoughts with your classmates. Write an essay exploring these ideas. Be sure to use specific examples to support your points. Create an anti-smoking advertisement for the Tampa Bay Times based on the strategies used on the website.

Standards: HE.612.SUA.3.1; ELA.612.R.2.3; ELA.612.R.2.3; ELA.612.EE.1.1; ELA.612.EE.2.1; ELA.612.EE.3.1; ELA.612.EE.4.1; ELA.612.EE.5.1; ELA.612.EE.6.1; ELA.612.F.2.1; ELA.612.F.2.2; ELA.612.F.2.3; ELA.612.F.2.4; ELA.612.C.1.2; ELA.612.C.1.3; ELA.612.C.1.4; ELA.612.C.1.5; ELA.612.C.2.1; ELA.612.C.3.1; ELA.612.C.4.1; ELA.612.R.2.1; ELA.612.R.2.2; ELA.612.R.2.3; ELA.612.R.2.4





# I KNEW YOU WERE TROUBLE

Smoking is not just dangerous to the smoker, but it also is dangerous to the people breathing in secondhand smoke.

Secondhand smoke is a combination of the smoke emitted by the burning end of a cigarette, pipe or cigar and the smoke exhaled by smokers. Did you know that secondhand smoke contains more than 7,000 substances? Every time a smoker exhales, the people around that person inhale those substances.

Among the more than 7,000 chemicals that have been identified in secondhand tobacco smoke, at least 250 are known to be harmful. The chemicals present in secondhand smoke include hydrogen cyanide, carbon monoxide, ammonia, arsenic, benzene, cadmium, ethylene oxide and formaldehyde ... just to name a few.

In addition, e-cigarette aerosol is not harmless water vapor. The e-cigarette aerosol that users breathe from the device and exhale can contain harmful and potentially harmful substances, including:

- \* Nicotine
- \* Ultrafine particles that can be inhaled deep into the lungs
- \* Flavorings such as diacetyl, a chemical linked to serious lung disease
- \* Volatile organic compounds
- \* Cancer-causing chemicals
- \* Heavy metals such as nickel, tin and lead

Secondhand smoke is associated with heart disease, cancer, asthma and premature death in nonsmoking adults and children.

*Sources: Environmental Protection Agency; U.S. Surgeon General; Centers for Disease Control and Prevention; American Cancer Institute*

**FRONT PAGE**  
TALKING POINTS

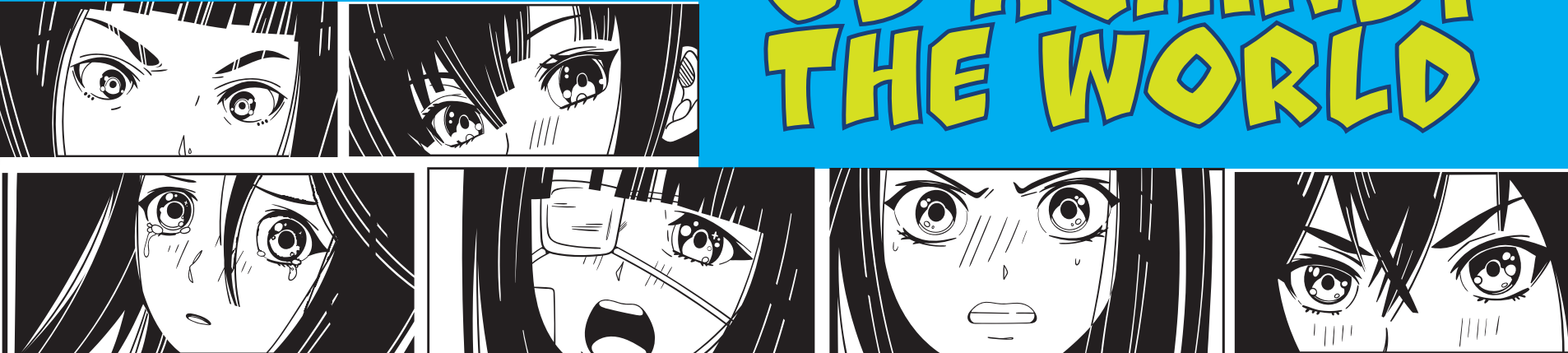
## GOING BEYOND THE TEXT FRONT PAGE TALKING POINTS.

Read the article: Juul, accused of 'relentlessly' targeting teens, will pay \$439 million to end vaping legal case at the following link: <https://nieonline.com/tbtimes/frontpage.cfm?lessondate=20220919>. Read the article on the website. Then, using the Tampa Bay Times as a resource, complete the three Use your Newspaper Action Points in fully developed responses. Share your thoughts and what you have learned with your class.

Standards: HE.612.SUA.3.1; ELA.612.EE.1.1; ELA.612.EE.2.1; ELA.612.EE.3.1; ELA.612.EE.4.1; ELA.612.EE.5.1; ELA.612.EE.6.1; ELA.612.F.2.1; ELA.612.F.2.2; ELA.612.F.2.3; ELA.612.F.2.4; ELA.612.C.1.2; ELA.612.C.1.3; ELA.612.C.1.4; ELA.612.C.1.5; ELA.612.C.2.1; ELA.612.C.3.1; ELA.612.C.4.1; ELA.612.R.2.1; ELA.612.R.2.2; ELA.612.R.2.3; ELA.612.R.2.4



# US AGAINST THE WORLD



**S**moking and peer pressure go hand in hand. If a friend or classmate has ever pushed you into doing something you don't want to do, then you've experienced peer pressure. Peer pressure is one of the main reasons young people start smoking. But you do not have to fall for the pressure or the lies.

If a simple "No, thanks" won't do the trick, here are some other strategies for turning down someone who offers you a cigarette:

- \* "The smell of smoke makes me sick, and I don't want to smell like that."
- \* "My parents will ground me if I come home smelling like smoke."
- \* "I know someone who died from smoking, and I don't want to do it."
- \* "I don't want to start because I'm trying to get my parents to quit."
- \* "No, thanks. I quit."

Whatever strategy you choose, make sure you are comfortable with your decision. Keep in mind that most young people do not smoke. It is okay to say no. Also, it is okay to talk to an adult you trust: a parent, grandparent, aunt, uncle, guidance counselor, teacher or older sibling.

Source: Public Broadcasting System

## UNDER PRESSURE

Okay, saying no isn't always easy. It is important to fit in, but if you are worried that your friends won't like you if you say no, then maybe you should take a step back and examine the friendship.

Real friends respect you as a person and would never stop being friends because you refuse to follow the crowd. Also, you may find out that some of your other friends feel the same way you do! If friends or classmates try to pressure you, keep in mind why they may be doing it:

- \* They may be trying to make you feel small, so that they can feel better about themselves.
- \* They may be afraid of anyone who is different from them.
- \* They could be afraid of criticism, so they do the criticizing first.
- \* They may be insecure.
- \* They could be making up rules so that they fit in and you don't.

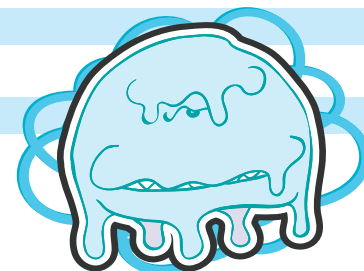
Source: Public Broadcasting System

## IGNORANCE IS BLISS

There is indisputable evidence that implementing 100% smoke-free environments is the only effective way to protect the population from the harmful effects of secondhand smoke exposure.

- \* Opening a window; sitting in a separate area; or using ventilation, air conditioning or a fan cannot eliminate secondhand smoke.
- \* Each year, an estimated 3,000 nonsmoking Americans die of lung cancer from being exposed to secondhand smoke.
- \* Nonsmokers who are exposed to secondhand smoke at home or at work increase their risk of developing heart disease and lung cancer by 20-30%.
- \* Each year, primarily because of exposure to secondhand smoke, more than 46,000 nonsmoking Americans die of heart disease.
- \* In the first two years of life, children exposed to secondhand smoke have more than a 50% increased risk of developing bronchitis and pneumonia.
- \* More than 40% of children who go to the emergency room for asthma attacks live with smokers.
- \* More than 300,000 children suffer each year from infections caused by tobacco smoke, including bronchitis, pneumonia and ear infections.

Source: Tobacco Free Florida





# LET'S GET IT STARTED

Take a deep, fresh breath by making sure you and your family are smoke free. According to the CDC, smoking has become a health concern for both smokers and nonsmokers alike. The National Cancer Institute asserts that there is no safe level of secondhand smoke.

## PRICE TAG

Market Watch reports that the typical smoker spends approximately \$1,000 a year on cigarettes. Think of what you could do with that much money!

Here are a few things the report suggests:

- Play 2,800 video arcade games.
- Have the world's biggest slumber party.
- Donate to your favorite charity.
- Put it in a savings account, earning 5% interest, and earn more than \$25,000 after 20 years.

Now, think of some things on your own. Look through the Tampa Bay Times for fun and helpful ways to spend the \$1,000 you won't spend on tobacco products. To find out exactly how much smoking costs you, check out the Smoking Cost Calculator at <https://tobaccofreeflorida.com/cost-of-smoking/smoking-cost-calculator/>.



## Time to quit

Seventy percent of tobacco smokers and vapers report that they want to quit. Do you want to quit or help someone else quit? Tobacco Free Florida can provide you the information and resources to help you create a quit journey customized to your needs. Go to <https://tobaccofreeflorida.com/how-to-quit-tobacco/learn-how-to-quit/> for more information.

## Take the power back

Want to spread the word about the dangers of smoking and vaping? There are a lot of ways you can help!

Here are some ideas to get you started:

- \* Check with your school administration to see if there is a chapter of SWAT (Students Working Against Tobacco) at your school.
- \* Make your own public service announcement. Check with the television production team at your school to make a video for the morning show. Or, you can create a print announcement for your school newspaper.
- \* Make your own anti-smoking cartoon by drawing pictures in a "flipbook:" each picture goes on one page of a small notebook so that when you flip through the pages real fast, the pictures move.
- \* Get involved with an anti-smoking campaign in your area by contacting one of the following organizations:

- o Campaign for Tobacco Free Kids - 800-284-KIDS
- o American Lung Association - 800-LUNG-USA
- o American Cancer Society - 800-ACS-2345

- \* Organize a Kick Butts Day event in your area! For information on how to create your own event, visit [takedowntobacco.org](http://takedowntobacco.org).
- \* Promise that you'll never smoke or vape by signing a pledge stating that you will be tobacco free.
- \* Take note of tobacco advertisements posted on store windows in your community. Write letters to those stores or ask your parents to speak to them about the problems caused by the tobacco industry.
- \* Write opinion pieces in your local paper or school newspaper.
- \* Paint posters to encourage kids not to smoke. With your teacher's permission, hang them in classrooms, the school media center and the cafeteria.
- \* Ask your school to have an anti-smoking assembly program or volunteer to speak to other students about the facts that you've learned about smoking.
- \* Start an anti-smoking club with other kids at school.
- \* If you see someone selling cigarettes to a person under the age of 21, report it to 1-888-FDA-4KIDS (part of the Food and Drug Administration).

Source: Centers for Disease Control and Prevention

# QUIT

### GOING BEYOND THE TEXT

## TAKE CONTROL

How much does advertising influence your decisions? Think back to the decisions you've made in the past year. Were any of them influenced by advertisements in the newspaper or magazines, or on radio or television? Discuss your thoughts with the class. Next, talk about the techniques advertisers use to attract your attention. For example, many ads use the bandwagon approach – convincing you to join the crowd. Some ads use a famous person to make a pitch. This is called a testimonial. Others use images to associate a product with certain people, places and activities. Now, work in small groups to design an anti-smoking ad using one or more of these techniques.

Standards: HE.612.SUA.5.6; ELA.612.EE.1.1; ELA.612.EE.2.1; ELA.612.EE.3.1; ELA.612.EE.4.1; ELA.612.EE.5.1; ELA.612.EE.6.1; ELA.612.F.2.1; ELA.612.F.2.2; ELA.612.F.2.3; ELA.612.F.2.4; ELA.612.C.1.2; ELA.612.C.1.3; ELA.612.C.1.4; ELA.612.C.1.5; ELA.612.C.2.1; ELA.612.C.3.1; ELA.612.C.4.1; ELA.612.R.2.1; ELA.612.R.2.2; ELA.612.R.2.3; ELA.612.R.2.4

## Help me to help you

The people at Tobacco Free Florida know quitting smoking and vaping can be very hard, but it's not impossible. Did you know there are more former smokers than current smokers in Florida? With the right help, resources and support, you can be one of the many healthy nonsmokers. Tobacco Free Florida offers a number of free and convenient resources to help tobacco users quit. The Florida Quitline and Web Coach® are available 24 hours a day, seven days a week with three free ways to quit:

- Talk to a Quit Coach® who can help you quit tobacco:  
1-877-U-CAN-NOW (822-6669)
- Participate in the online program to help yourself quit tobacco:  
[quitnow.net/florida](http://quitnow.net/florida)
- Looking for local face-to-face help? Find classes near you:  
[AHECtobacco.com](http://AHECtobacco.com); 1-888-546-2432

## Quitting and E-Cigarettes

According to the U.S. Surgeon General, there is not enough evidence to say that e-cigarettes can help people quit smoking. E-cigarettes are not approved by the FDA as a quit smoking aid.

## QUITTING ISN'T EASY.

The truth is the average smoker attempts to quit between eight and 11 times before ultimately quitting for good. Many people become discouraged, but with the right help, resources and support to keep you going, you will have the best chance to quit for good.

It is important to have a quit plan ready in order to be successful. While the road to becoming tobacco-free can be bumpy, having a plan is a good way to keep yourself on course. Here are some quick quit tips to help you become a nonsmoker:

- \* Drink lots of water.
- \* Have gum or mints handy for when cravings kick in.
- \* Get your teeth cleaned and/or whitened.
- \* Avoid caffeinated beverages such as coffee and soda.

- \* Enjoy healthy snacks such as carrots, celery, fruits and sugar-free snacks.
- \* Wash or dry-clean your clothes and have your car cleaned inside and out to get rid of the smell of smoke.
- \* Have the carpet, draperies, bed sheets and other fabrics inside your home cleaned and deodorized to remove the lingering smell of cigarette smoke.
- \* Try to stay away from places where there will be smoking.
- \* Become physically active, whether it's at a gym, with friends or on your own. Something as simple and easy as walking will help.

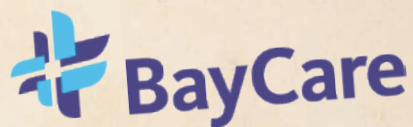
Source: Tobacco Free Florida





## About BayCare Health System

BayCare is a leading not-for-profit health care system that connects individuals and families to a wide range of services at 16 hospitals and hundreds of other convenient locations throughout Tampa Bay and central Florida. Inpatient and outpatient services include acute care, primary care, imaging, laboratory, behavioral health, home care and wellness. BayCare's mission is to improve the health of all they serve through community-owned health care services that set the standard for high-quality, compassionate care. For more information, visit [BayCare.org](http://BayCare.org).



## Do the research

There are more than 7,000 chemicals that have been identified in secondhand tobacco smoke. At least 250 are known to be harmful. At least 69 of the toxic chemicals in secondhand tobacco smoke cause cancer. With a partner, research 10 of these chemicals and their side effects. Create a visual presentation with the information you have found to share with your class. Use specific examples from your research in the presentation.



## DID YOU KNOW?

Teen vaping of marijuana doubled between 2013 and 2020, indicating that young people may be swapping out joints, pipes or bongs for vape pens, according to a study published by JAMA Pediatrics. Researchers also found that young people who say they vaped cannabis within the last 30 days increased seven-fold — from 1.6% to 8.4% — during the same period.

## ABOUT NIE

The Tampa Bay Times Newspaper in Education program (NIE) is a cooperative effort between schools and the Times Publishing Co. to encourage the use of newspapers in print and electronic form as educational resources — a “living textbook.”

Our educational resources fall into the category of informational text, a type of nonfiction text. The primary purpose of informational text is to convey information about the natural or social world.

NIE serves educators, students and families by providing schools with class sets of the Pulitzer Prize-winning Tampa Bay Times plus award-winning original educational publications, teacher guides, lesson plans, educator workshops and many more resources — all at no cost to schools, teachers or families.

In 2022-2023, NIE provided more than 200,000 print copies and nearly 10 million e-Newspaper licenses to Tampa Bay classrooms. For more information about NIE, visit [tampabay.com/nie](http://tampabay.com/nie), call 727-893-8138 or email [ordernie@tampabay.com](mailto:ordernie@tampabay.com). Follow us on X, formerly known as Twitter, at [twitter.com/TBTimesNIE](https://twitter.com/TBTimesNIE). Find us on Facebook at [facebook.com/TBTNIE](https://facebook.com/TBTNIE).

NIE is a member of Florida Press Educational Services (FPES), a 501(c)(3) nonprofit organization of Florida newspaper professionals whose mission is to promote reading and critical thinking, particularly for young people.

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The material in this publication incorporates the following Florida

**Standards: Health:** HE.612.R.2.5; HE.612.R.2.6; HE.612.R.2.8; HE.612.R.2.9; HE.612.R.4.1; HE.612.R.4.2; HE.612.R.4.3; HE.612.R.4.4; HE.612.SUA.1.1; HE.612.SUA.1.4; HE.612.SUA.1.5; HE.612.SUA.1.8; HE.612.SUA.2.3; HE.612.SUA.3.1; HE.612.SUA.3.4; HE.612.SUA.3.6; HE.612.SUA.4.1; HE.612.SUA.4.2; HE.612.SUA.5.1; HE.612.SUA.5.5; HE.612.SUA.5.6; HE.612.B.3.1; HE.612.B.3.4; HE.612.B.4.2; HE.612.B.5.2; HE.612.B.5.5; HE.612.C.1.3; HE.612.C.1.4; HE.612.C.2.2; HE.612.C.2.5; HE.612.C.2.6; HE.612.C.2.7; HE.612.C.2.8; HE.612.CEH.2.3; HE.612.CH.2.1; HE.612.P.7.1; HE.612.P.7.2; HE.612.P.8.2; HE.912.B.4.1; HE.912.B.4.2; HE.912.B.5.2; HE.912.B.6.1; HE.912.C.1.1; HE.912.CH.2.1; HE.912.PHC.2.8 **Language Arts:** ELA.612.EE.1.1; ELA.612.EE.2.1; ELA.612.EE.3.1; ELA.612.EE.4.1; ELA.612.EE.5.1; ELA.612.EE.6.1; ELA.612.F.2.1; ELA.612.F.2.2; ELA.612.F.2.3; ELA.612.F.2.4; ELA.612.C.1.2; ELA.612.C.1.3; ELA.612.C.1.4; ELA.612.C.1.5; ELA.612.C.2.1; ELA.612.C.3.1; ELA.612.C.4.1; ELA.612.R.2.1; ELA.612.R.2.2; ELA.612.R.2.3; ELA.612.R.2.4; ELA.612.V.1.1; ELA.612.V.1.3

## GOING BEYOND THE TEXT ALLEVIATING STRESS

Stress is a key factor when it comes to smoking and vaping. With a partner, or in a small group, brainstorm as many ideas and strategies as you can to help students avoid and eliminate stress that do not involve smoking or vaping. Using this publication, your brainstorming notes and the Tampa Bay Times as resources, create a social media campaign that positively influences physical and/or mental health depicting strategies for students to use to relax and calm down during times of high stress. Share your campaign with your class.

**Standards:** HE.612.R.1.3; HE.612.R.2.2; HE.612.R.2.5; HE.612.R.2.8; HE.612.R.2.9; HE.612.R.4.2; HE.612.B.5.2; HE.612.C.1.1; HE.612.CH.2.1; HE.612.PHC.2.8; ELA.612.EE.1.1; ELA.612.EE.3.1; ELA.612.EE.4.1; ELA.612.EE.5.1; ELA.612.EE.6.1; ELA.612.C.1.3; ELA.612.C.2.1