

BORN TO BREATHE TOBACCO FACT SHEETS

HELLO
my name is

NORMALIZATION

Tobacco normalization refers to the efforts in which the tobacco industry takes to assure its products are part of the fabric of society.



Tobacco companies spend \$8.4 billion a year, almost \$1 Million every hour, to market their deadly & addictive products.¹ Their imagery and advertising contributes to the normalization of smoking. These images are often portrayed positively, as a normal social behavior and as glamorous, rebellious and edgy. They have influence, especially among youth and young adults, who are uniquely susceptible to social and environmental influences to use tobacco.

Almost all smokers - 99 % - start smoking by age 26.²

KIDS WHO SEE IT, TRY IT

TOBACCO COMPANIES KNOW...



- Exposure to marketing more than doubles the odds that kids will use tobacco.³
- Youth are more likely to be influenced by ads than by peer pressure.³
- Youth are 3 times more sensitive to tobacco ads than adults.³
- Point of sale advertising bans are associated with less experimental smoking among youth.³
- Research shows that kids who shop at stores with tobacco marketing two or more times a week are 64% more likely to start smoking than their peers who don't.⁴

PHARMACIES THAT SELL TOBACCO SEND A MIXED MESSAGE.

No doctor would ever prescribe tobacco... so why do pharmacies sell it?



- By selling tobacco products, pharmacies reinforce positive social perceptions of smoking, conveys implied approval of tobacco use, and send a message that it is not so dangerous to smoke.^{5,6}
- Pharmacies sell cigarettes cheaper than other stores.⁷
- Immediately after the nationwide CVS policy change to not sell tobacco products, cigarette purchase declined and smokers who had previously purchased their cigarettes exclusively at CVS were up to twice as likely to stop buying cigarettes entirely.⁸

POP CULTURE & ENTERTAINMENT CONTRIBUTES TO NORMALIZATION OF SMOKING.



- Video game players reported that 93.5% of video games showing tobacco use portrayed it in a positive or neutral light and video game characters can be shown benefiting from tobacco use.²
- Overall, teens spend more time per day on average playing video, computer, or mobile games than using social media.²
- Researchers identified 14 streaming/broadcast TV shows popular among youth & analyzed them for tobacco imagery. Among the sample, there were nearly 500 depictions of tobacco.²
- Research shows that youth who are heavily exposed to tobacco imagery in movies are twice as likely to begin smoking as those with less exposure.²
- Nearly 1 in 4 movies rated G or PG contained tobacco incidents in 2019.⁹

ACCESS AND EXPOSURE LEADS TO EXPERIMENTATION



- In rural areas, there is greater density of tobacco stores with 93 stores selling tobacco per 100,000 residents in rural areas versus 79.6 stores for 100,000 residents in non rural counties.¹⁰
- Rural-county stores were found to be significantly more likely to advertise at least one discount for chewing tobacco and vaping products which appeals to price-sensitive consumers, including youth (20.9% prevalence of discounts in rural communities vs. 16.8% in non rural communities.)¹¹
- 74% of youth are obtaining JUUL e-cigarettes from a physical retail location, 52% from a social source, and 5% from the internet.¹²
- Retailer density is an important predictor of youth and young adult smoking. Youth are especially susceptible to POS marketing. As the number of tobacco retailers increase, so does exposure to tobacco advertising and promotion.¹³
- Experimental smoking among youth is correlated with the number of tobacco retailers in high school neighborhoods and in communities where youth live.¹⁴
- Adults have a harder time quitting when residential proximity to tobacco retailers is closer and density is higher.¹⁵

Call To Action

- Smart tobacco policies can help create an environment where community leaders and families feel empowered to reject the culture of tobacco use and choose healthier, tobacco-free futures.
- Local retail licensing policies can reduce youth access to tobacco by banning the sale of all flavored tobacco products, address retail density, tobacco displays and advertising proximity to youth friendly areas, and tobacco free pharmacies.
- Ask communities to pass smoke free policies to protect community spaces such as fairs, rodeos, and shared living spaces such as apartment complexes.
- Smokefree outdoor air laws can protect rural Californians from the secondhand smoke they want to avoid.



RESOURCES


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In a presentation given by Dr. DeNoble, a leading addiction scientist, he stated that in 1979 his lab found that it only takes **41 milligrams of nicotine** to rewire the brain and cause addiction. Interestingly enough just one JUUL contains **41 milligrams of nicotine**.

1 JUUL POD
HAS AS MUCH NICOTINE AS
20 CIGARETTES



=

41 MILLIGRAMS OF ADDICTION & BRAIN POISON



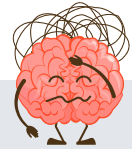
3 simple reasons why vaping is causing a youth epidemic

1 FLAVORS MAKE IT **EASY TO HIT.**


2 DEVICES MAKE IT **EASY TO HIDE.**

3 NICOTINE MAKES IT **HARD TO QUIT.**


What's the harm?



Nicotine changes the way connections form in the brain.¹



Nicotine can interfere with attention and learning.¹



Nicotine can increase anxiety, mood swings, and irritability.¹




Teens who vape are **3x more likely** than non-vapers to become daily cigarette smokers.^{2,3}

Its all about **ADDICTING** a new generation

Tobacco companies have a long history of developing and marketing flavored tobacco as "starter" products that attract kids. Flavors improve the taste and reduce the harshness of tobacco products, making them more appealing and easier for beginners, often kids, to try the product and ultimately become addicted.⁴

Tobacco Companies Know....⁵

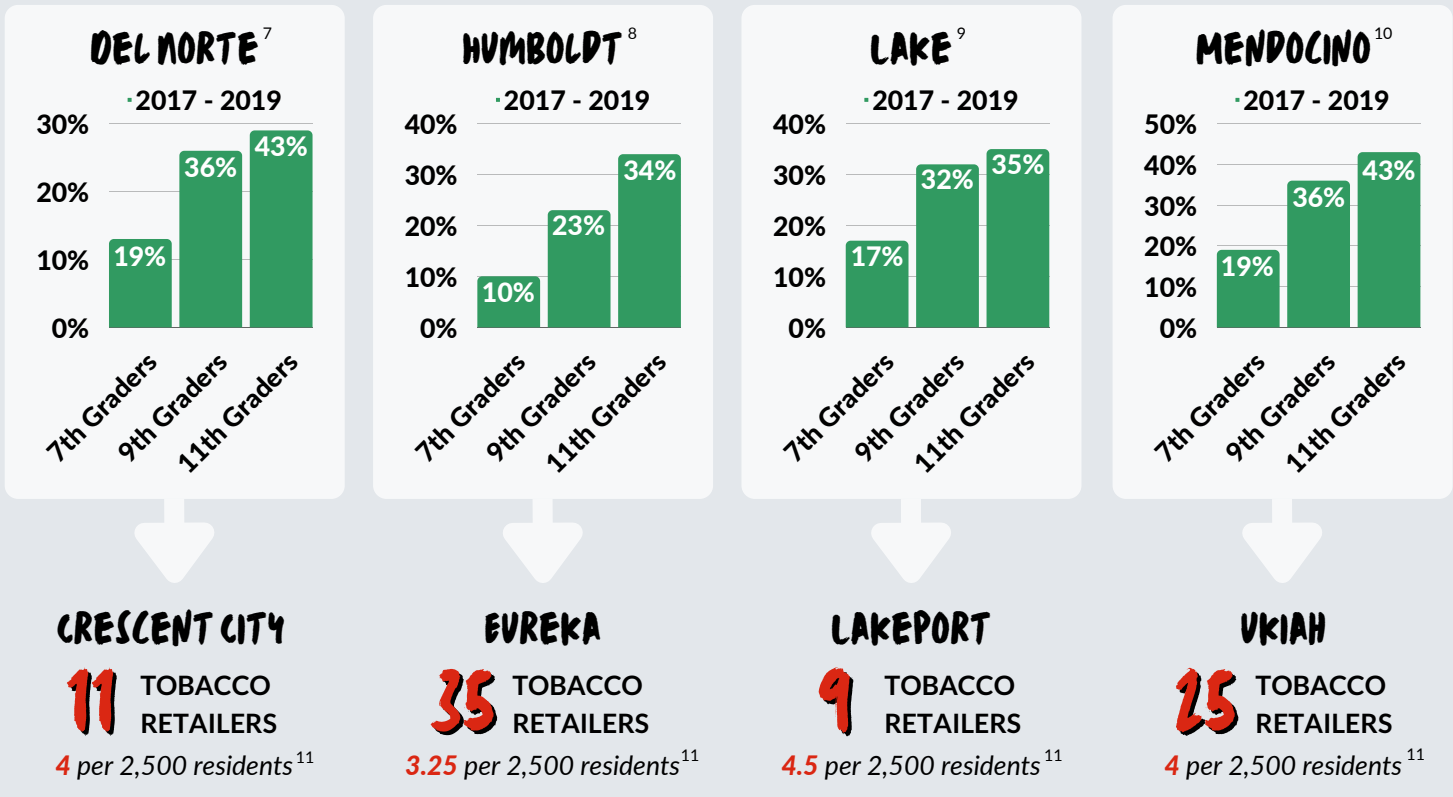
- Nearly 90% of smokers first try a tobacco product by age 18.
- If someone hasn't started using tobacco by age 26, they are likely to never start.



Local Statistics

Exposure to tobacco marketing in stores increases tobacco experimentation and use by youth and is more powerful than peer pressure. Middle school youth exposed to tobacco products in a retail setting multiple times per week are twice as likely to start smoking.⁶

YOUTH THAT HAVE EVER TRIED E-CIGARETTES.



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2. <https://publications.aap.org/pediatrics/article/147/2/e2020025122/36274/Use-of-E-cigarettes-and-Other-Tobacco-Products-and>
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5. https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco/youth-and-tobacco-infographic?utm_source=referral&utm_medium=partner&utm_campaign=khc2020&utm_term=aplink
6. <https://www.tobaccofreekids.org/assets/factsheets/0072.pdf>
7. https://data.calschls.org/resources/Del_Norte_County_1719_Sec_CHKS.pdf
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11. <https://cthat.org/>

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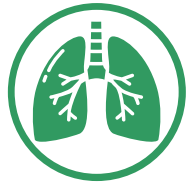
Tobacco is the only product sold that **KILLS** when used as intended and is harmful and deadly to everyone, even to people who do not use tobacco products.



E-Cigarettes contain acrolein, a herbicide primarily used to kill weeds. It can cause acute lung injury and COPD and may cause asthma and lung cancer.^{1,4}



The FDA has not found any e-cigarette to be safe and effective in helping smokers quit. If smokers are ready to quit they should talk to their doctor for proven methods, treatments and counseling.



A study from the University of North Carolina found that the two primary ingredients found in e-cigarettes, propylene glycol and vegetable glycerin, are toxic to cells, and that the more ingredients in an e-liquid, the greater the toxicity.^{2,4}



E-Cigarettes produce a number of dangerous chemicals including acetaldehyde, acrolein, and formaldehyde. These aldehydes can cause lung disease, as well as cardiovascular (heart) disease.^{3,4}



Both the U.S. Surgeon General and the National Academics of Science, Engineering and Medicine have warned about the risks of inhaling secondhand e-cigarette emissions, which are created when an e-cigarette user exhales the chemical cocktail created by e-cigarettes.⁴



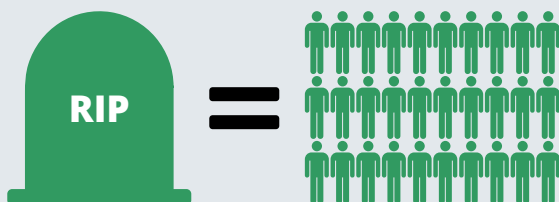
In 2016, the Surgeon General concluded that secondhand emission contain, "nicotine; ultrafine particles; flavorings such a diacetyl, a chemical linked to serious lung disease; volatile organic compounds such as benzene, which is found in car exhaust; and heavy metals, such as nickel, tin, and lead."⁴

Smoking increases your risks of....⁵

- Lung Cancer
- Mouth Cancer
- Larynx Cancer
- Pharynx Cancer
- Esophagus Cancer
- Kidney Cancer
- Cervix Cancer
- Liver Cancer
- Bladder Cancer
- Stomach Cancer
- Colon/rectum Cancer
- Pancreas Cancer
- Acute Myeloid Leukemia
- Aortic Aneurysm
- Stroke
- Heart Attack
- Coronary Heart Disease
- Pneumonia
- Chronic Bronchitis
- Emphysema
- Erectile dysfunction
- Reduced fertility
- Type 2 Diabetes
- Gum Disease & tooth Loss
- Low bone density
- Worsening Asthma
- Tuberculosis
- Peripheral Arterial Disease (PAD)
- Peripheral Vascular Disease (PVD)
- Ectopic Pregnancy
- Placenta Previa & Abruption
- Miscarriage & Stillbirths
- Premature Birth & Low-birth weight babies
- Sudden Infant Death Syndrome (SIDS)
- Birth Defects like cleft lip & cleft palate
- Chronic Obstructive Pulmonary Disease (COPD)

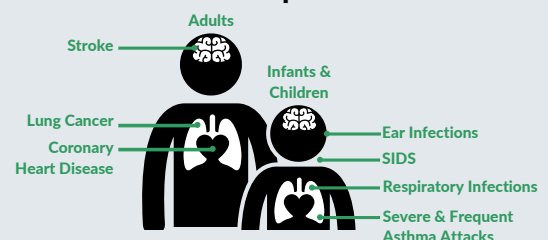
Tobacco use remains the leading preventable cause of death in the US, accounting for about 1 in 5 deaths each year. On average, people who smoke die about 10 years earlier than people who have never smoked.⁵

For every person who dies because of smoking,



at least **30 people** live with a serious smoking-related illness.⁶

Secondhand smoke exposure contributes to

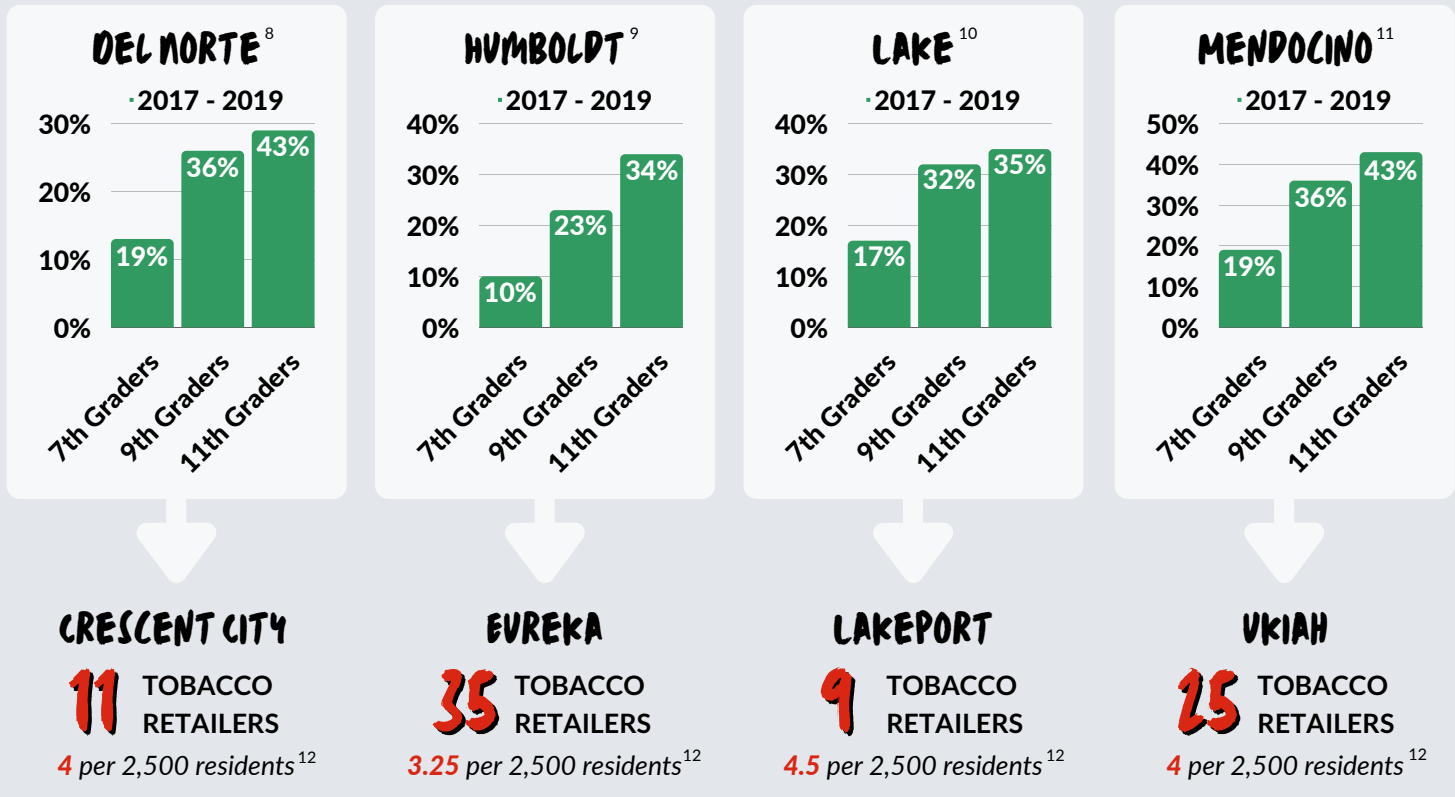


approximately **41,000 deaths** among nonsmoking adults and **400 deaths** in infants each year.⁶

Local Statistics

Exposure to tobacco marketing in stores increases tobacco experimentation and use by youth and is more powerful than peer pressure. Middle school youth exposed to tobacco products in a retail setting multiple times per week are twice as likely to start smoking.⁷

YOUTH THAT HAVE EVER TRIED E-CIGARETTES.



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It's all about **ADDICTING** a new generation!



Not only are more kids and young adults using e-cigarettes/vapes, they are using them more often.¹

Top reasons young people give for vaping:²

1 Vapes are **less harmful** than other types of nicotine.

Many adolescents falsely believe these new products are safe. Some don't even realize they contain nicotine. Some e-cigarettes can deliver much higher concentrations of nicotine than traditional cigarettes.¹



Teens who vape are

3X MORE LIKELY

than non-vapers to become daily **cigarette smokers**.⁴

2 Appealing **flavors** like mint, candy, fruit, or chocolate.

Tobacco companies use flavors in order to improve the taste and reduce the harshness of tobacco products, making them more appealing and easier for beginners - often kids - to try the product and ultimately become addicted.³



of high school kids in California who vape use

FLAVORS⁵



3 Use by **friends** and/or family members.

1 IN 4

high school age kids

now report using e-cigarettes. They are the most popular tobacco product used by youth.¹



Nearly

90 PERCENT
of smokers

first try a tobacco product by age 18. If someone hasn't started using tobacco by age 26, ¹ they are likely to never start.

Flavors

Tobacco companies have a long history of developing and marketing flavored tobacco as "**STARTER**" products that attract kids.⁶

81% of youth who ever tried tobacco chose flavored tobacco as their **FIRST** tobacco product.⁷

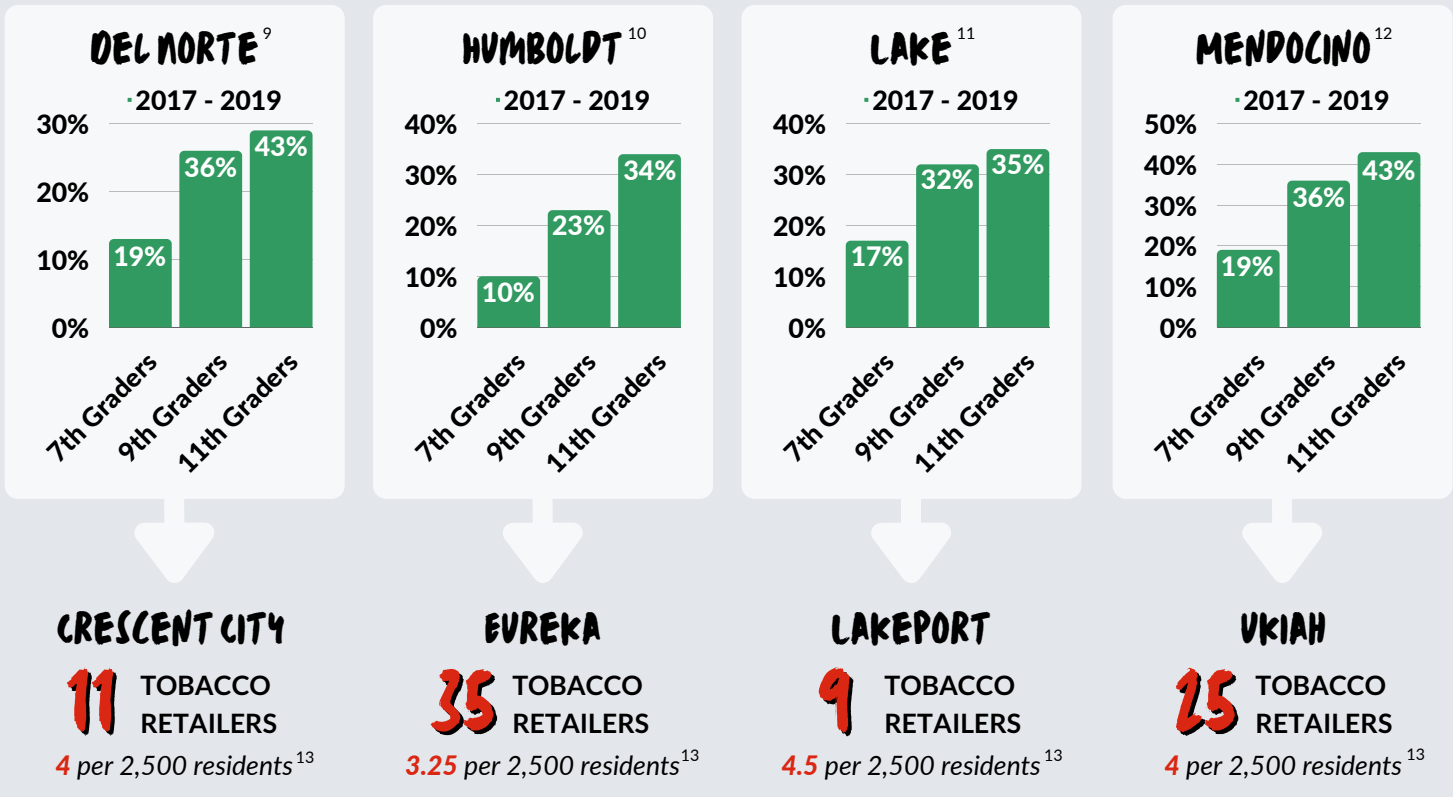
Tobacco product manufacturers aggressively market flavored products in several ways:⁷

- Emphasizing flavors in advertisements
- Using colorful imagery on packaging
- Introducing new and limited-edition flavors
- Paying to place them on store countertops and near candy displays where they are visible and easily accessible to youth.

Local Statistics

Exposure to tobacco marketing in stores increases tobacco experimentation and use by youth and is more powerful than peer pressure. Middle school youth exposed to tobacco products in a retail setting multiple times per week are twice as likely to start smoking.⁸

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Tobacco companies spend **\$8.4 billion a year**
ALMOST \$1 MILLION EVERY HOUR
to market their deadly & addictive products

HELLO
my name is
MARKETING/TARGETING
SPECIAL POPULATIONS

Who are the tobacco companies targeting?

LGBTQ+



For years the tobacco industry has made efforts to appeal to **LGBTQ+** consumers through things like targeted advertisements in LGBTQ+ press, cigarette giveaways, and free tobacco industry merchandise. Today, the LGBTQ+ community is among the hardest hit by tobacco.¹

Transgender youth reported using tobacco products at much higher rates compared to cisgender youth:¹

- 3X** the rate of using e-cigarettes
- 4X** the rate of using cigarettes
- 3.5X** the rate of using smokeless tobacco

LGBTQ+
Adults nearly **2X** as likely to use e-cigarettes and little cigars¹



YOUTH

Tobacco companies know...²

- Exposure to marketing more than doubles the odds that kids will use tobacco.
- Youth are more likely to be influenced by ads than by peer pressure.
- Youth are 3 times more sensitive to tobacco ads than adults.

NATIVE

Commercial tobacco companies have used **native** imagery to sell tobacco products for decades and continue to do so today. These companies misappropriate tribal cultural images for profit.³



A recent congressional investigation found that the e-cigarette manufacturer JUUL targeted at least 8 American Indian tribes with price discounts and referral program pitches in an effort to promote its products.³

American Indians and Alaska Natives use tobacco more than any other racial or ethnic group in the U.S.³

Tobacco companies take advantage of weaker tobacco retail licensing laws in **rural** communities.⁴

RURAL

People who see tobacco promotions in places where tobacco is sold are more likely to smoke.⁴

Rural adults' use of any tobacco product is at higher rates than the California general population.⁴

Youth in rural areas are less likely to be exposed to anti-tobacco messages in the media.⁵

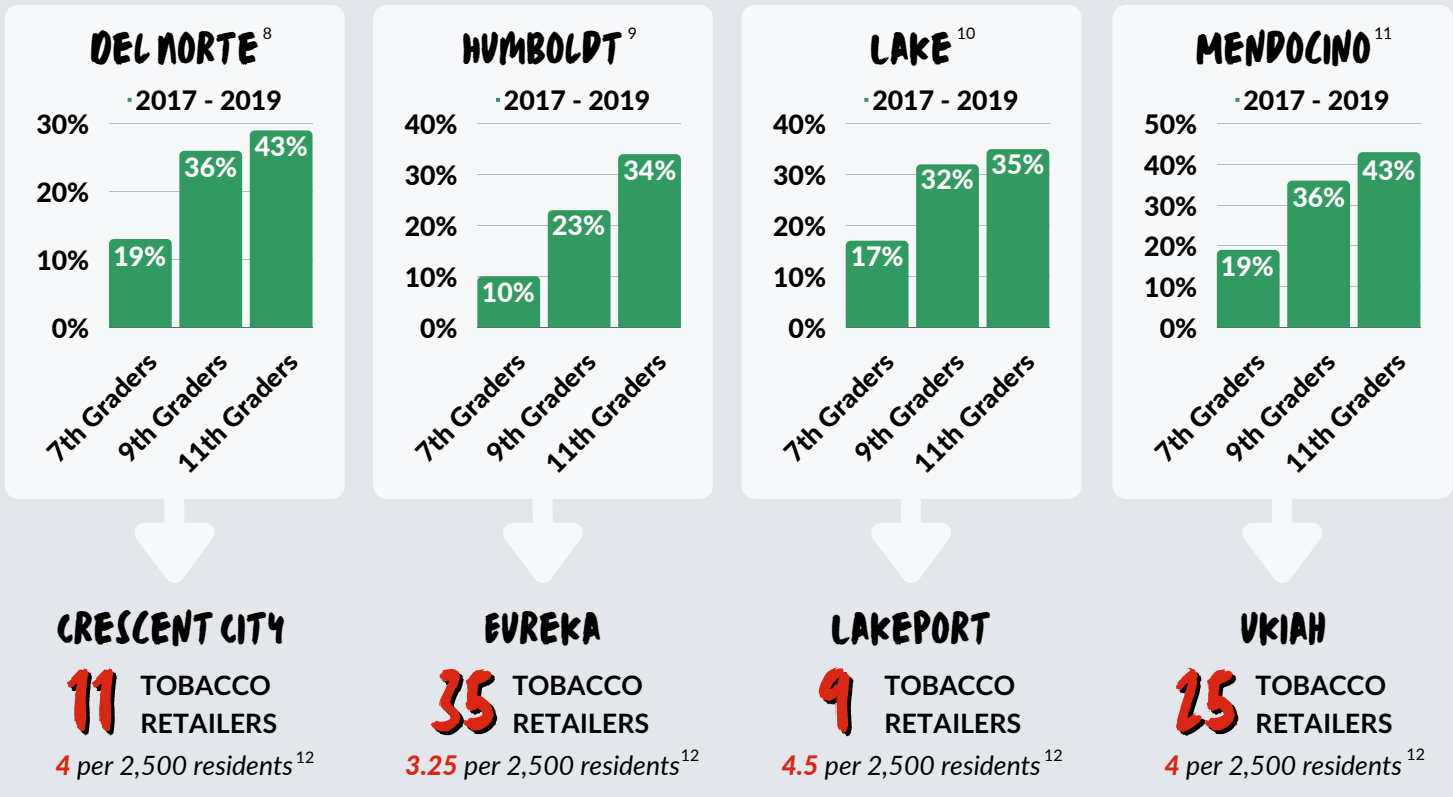
Rural youth start smoking at earlier ages.⁶



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Tobacco doesn't just negatively impact the health of individuals, it also endangers the health of the environment.¹



An estimated **766,571** metric tons of cigarette butts make their way into the environment every year.¹

When e-cigarette and cigarette waste isn't disposed of properly, it makes its way into the environment where it ends up polluting water, air, and land with toxic chemicals, heavy metals and residual nicotine.¹

Cigarettes¹

- Cigarette butts comprise 30%-40% of items collected in annual coastal/urban cleanups.
- Cigarette butts are the most prominently littered item on U.S. roadways, retail areas, storm drains, loading docks, construction sites and recreational areas.
- In 2019, cigarette butts were the most littered item in U.S. beaches and waterways, with close to a million (900,178) pieces collected.
- 4,211,962 cigarette butts were collected on beaches and waterways globally in 2019, making them the world's second most common type of litter after food wrappers.
- 12,089 cigarette lighters, 58,672 cigar tips and 33,865 tobacco packages or wrappers were removed from U.S. waterways in 2015.
- 86% of smokers consider cigarette butts to be litter, but 75% of smokers throw them on the ground or out of a car window.
- Smokers litter as many as 65% of their cigarette butts.
- Preliminary studies show that organic compounds (such as nicotine, pesticide residues and metal) seep from cigarette butts into aquatic ecosystems, becoming acutely toxic to fish and microorganisms.

E-Cigarettes¹

- E-cigarette-related waste is potentially a more serious environmental threat than cigarette butts because it contains metal, circuitry, single-use plastic cartridges, batteries and toxic chemicals in e-liquids.
- E-cigarette manufacturers do not provide guidance to consumers on how to dispose of used devices or pod/cartridge products, and there are no receptacles or specific processes in place.
- Lithium-ion batteries in e-cigarettes have been known to explode and cause fires in garbage trucks and waste management plants if damaged or exposed to extreme heat. According to a California survey, 56% of the fires at waste facilities between 2016-2018 were reported to have been caused by batteries, mostly lithium-ion ones.
- Incompletely used liquid cartridges and refills contain nicotine salts and heavy metals, which can leach into soil and waterways or be ingested by wildlife.
- Before lithium-ion batteries can be placed in the trash, they need to be fully discharged and cooled, submerged in cold saltwater for two weeks — covered securely with a lid — and wrapped in newspaper.

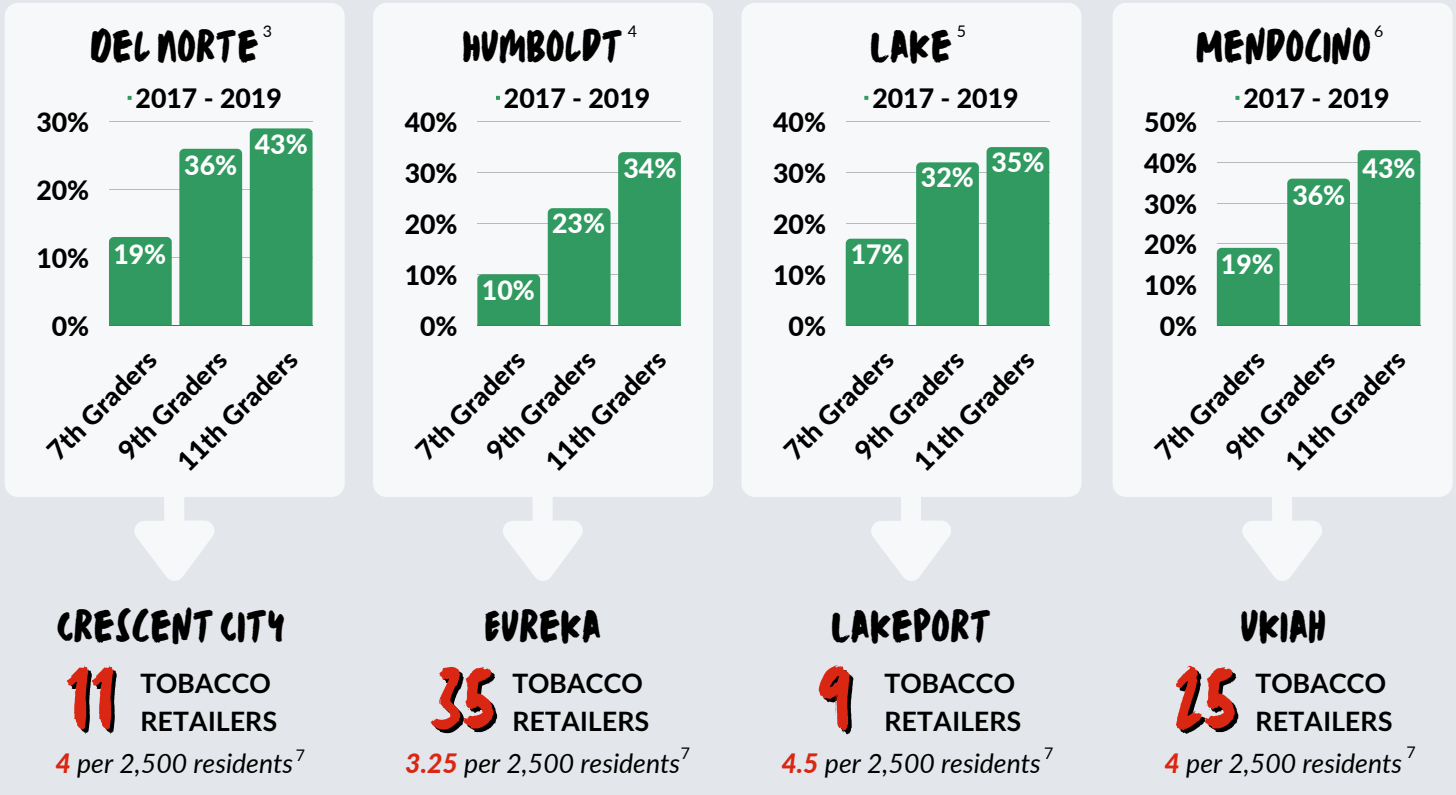


"Tobacco manufacturers need to be held responsible for the extreme amounts of waste that their products create." - Truth Initiative

Local Statistics

Exposure to tobacco marketing in stores increases tobacco experimentation and use by youth and is more powerful than peer pressure. Middle school youth exposed to tobacco products in a retail setting multiple times per week are twice as likely to start smoking.²

YOUTH THAT HAVE EVER TRIED E-CIGARETTES.



Call To Action

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- Smokefree outdoor air laws can protect rural Californians from the secondhand smoke they want to avoid.



1. <https://truthinitiative.org/research-resources/harmful-effects-tobacco/tobacco-and-environment?msclkid=21b8af20c00f11eca7d1568348a74acb>

2. <https://www.tobaccofreekids.org/assets/factsheets/0072.pdf>

3. https://data.calschls.org/resources/Del_Norte_County_1719_Sec_CHKS.pdf

4. https://data.calschls.org/resources/Humboldt_County_1719_Sec_CHKS.pdf

5. https://data.calschls.org/resources/Lake_County_1719_Sec_CHKS.pdf

6. https://data.calschls.org/resources/Mendocino_County_1719_Sec_CHKS.pdf

7. <https://cthat.org/>

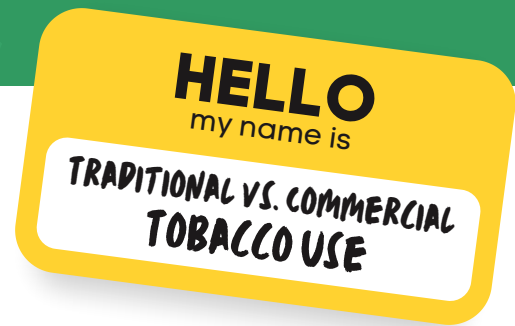
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American Indian traditional use of tobacco is for ceremonial or religious reasons, which creates an important distinction between traditional and commercial use.¹



The tobacco industry preys on these traditions, funding powwows and promoting brands like Natural American Spirit. They appropriate American Indian cultures to sell their deadly products, not to show meaningful support for American Indian communities.¹

Traditional Tobacco

Traditional tobacco is a medicine, which can be used in a prescribed way to promote physical, spiritual, emotional, and community well-being. It may be used as an offering to the Creator or to another person, place, or being. A gift of traditional tobacco is a sign of respect and may be offered when asking for help, guidance, or protection. Traditional tobacco is sometimes used directly for healing in traditional medicine.²

The care and respect involved in the preparation and use of traditional tobacco are part of centuries of tradition that connects today's youth, adults, and elders with those of generations ago. Continued use of traditional tobacco supports a good life and a healthy community today and for future generations to come.²



Commercial Tobacco

Commercial tobacco is manufactured by companies who mass-produce tobacco for recreational/habitual use and sold for profit. It contains thousands of chemicals and produces 7,000 chemical compounds when burned, many of which are carcinogenic, cause heart and other diseases, and premature death.³

Tobacco Companies exploit the cultural significance of tobacco in indigenous communities.⁴

A recent congressional investigation found that the e-cigarette manufacturer JUUL targeted at least **8** American Indian tribes with price discounts and referral program pitches in an effort to promote its products.⁴

American Indians/Alaskan Natives use tobacco more than any other racial or ethnic group in the U.S.⁴

More than **1 in 5**



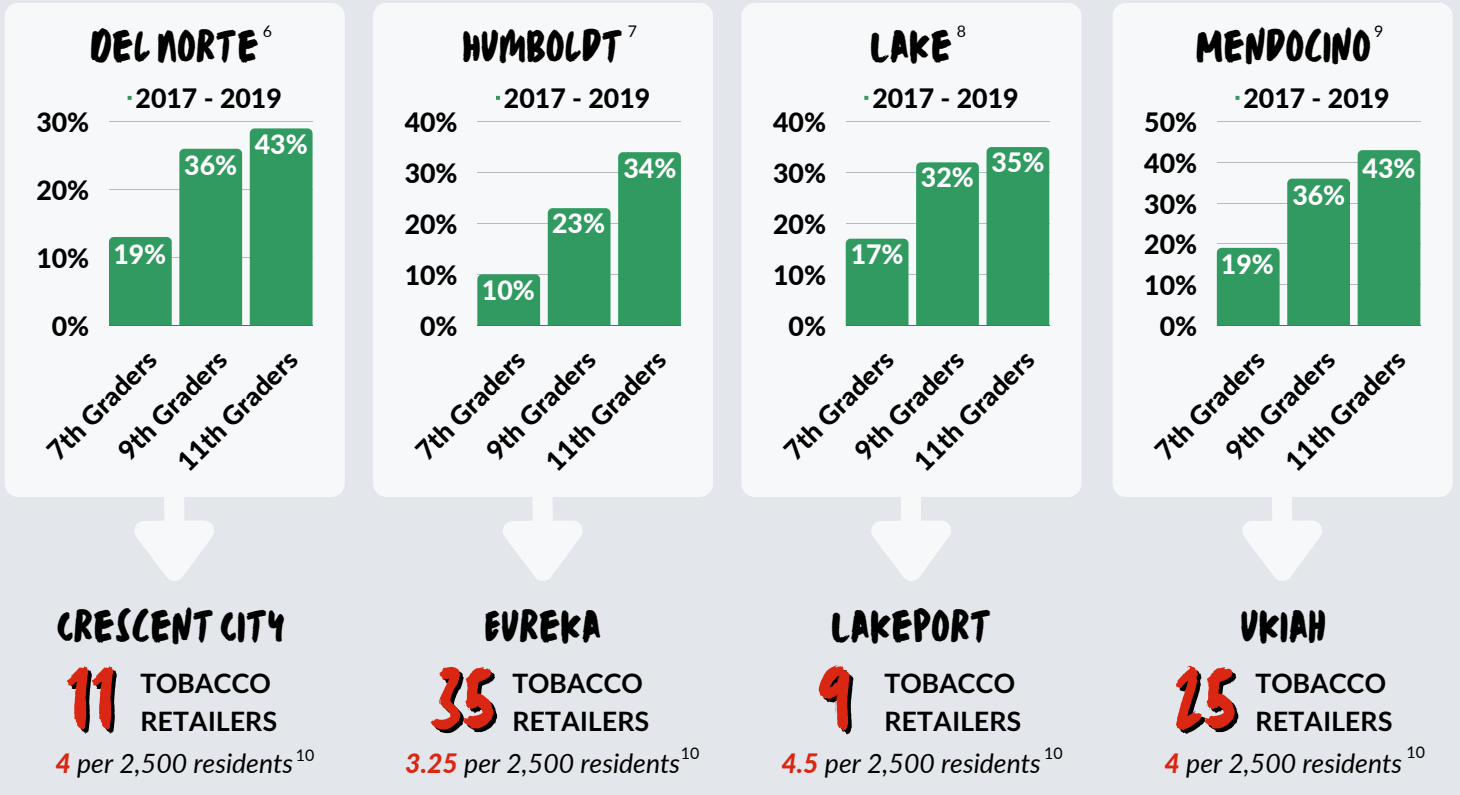
American Indian/Alaskan Native adults currently smoke cigarettes⁴

Out of the **10** leading causes of **death** among American Indian/Alaskan Native, **6** of them have been linked to **smoking commercial tobacco**.³

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1. <https://tobaccofreeca.com/story-of-inequity/american-indian/>
2. <http://keepitsacred.itcmi.org/tobacco-and-tradition/traditional-tobacco-use/>
3. <https://keepitsacred.itcmi.org/tobacco-and-tradition/commercial-tobacco/>
4. <https://truthinitiative.org/research-resources/targeted-communities/tobacco-use-american-indianalaska-native-community>
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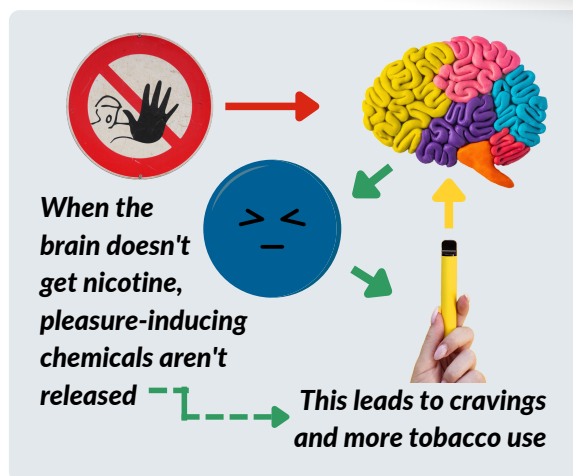
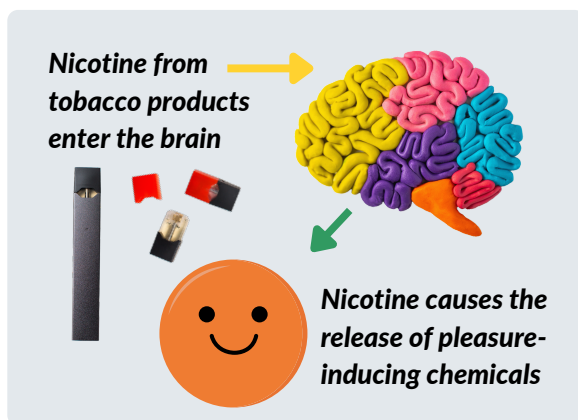
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Nicotine harms developing brains, including making young people more susceptible to addiction, research also shows worrying connections between nicotine and mental health.¹



THE BRAIN ON NICOTINE¹

Nicotine use can increase anxiety symptoms and stress levels. However, many tobacco users **falsely** believe tobacco products can relieve stress and anxiety.¹

3 Ways Vaping Affects Mental Health²

1. Current e-cigarette users have double the odds of having a diagnosis of depression compared to those who have never vaped. According to a 2019 JAMA study of nearly 30,000 current e-cigarette users above age 18, frequent vaping is tied to even higher odds - 2.4X - of having a diagnosis of depression compared to never users.

The study also showed current e-cigarette users had 1.67X higher odds and former e-cigarette users had 1.52X higher odds of reporting at least one day of poor mental health in the past month compared to never users who reported no days of poor mental health. Researchers also believe that trace metals in vape liquid may play a role in the potential link between vaping and depression.

2. Vaping can worsen symptoms of depression. Based on the results of a 2017 study of nearly 2,500 ninth graders who had never previously used e-cigarettes or combustible tobacco in Los Angeles, those who used e-cigarettes at a higher frequency were associated with higher depressive symptoms. This also included feeling sad or having crying spells - a year later.

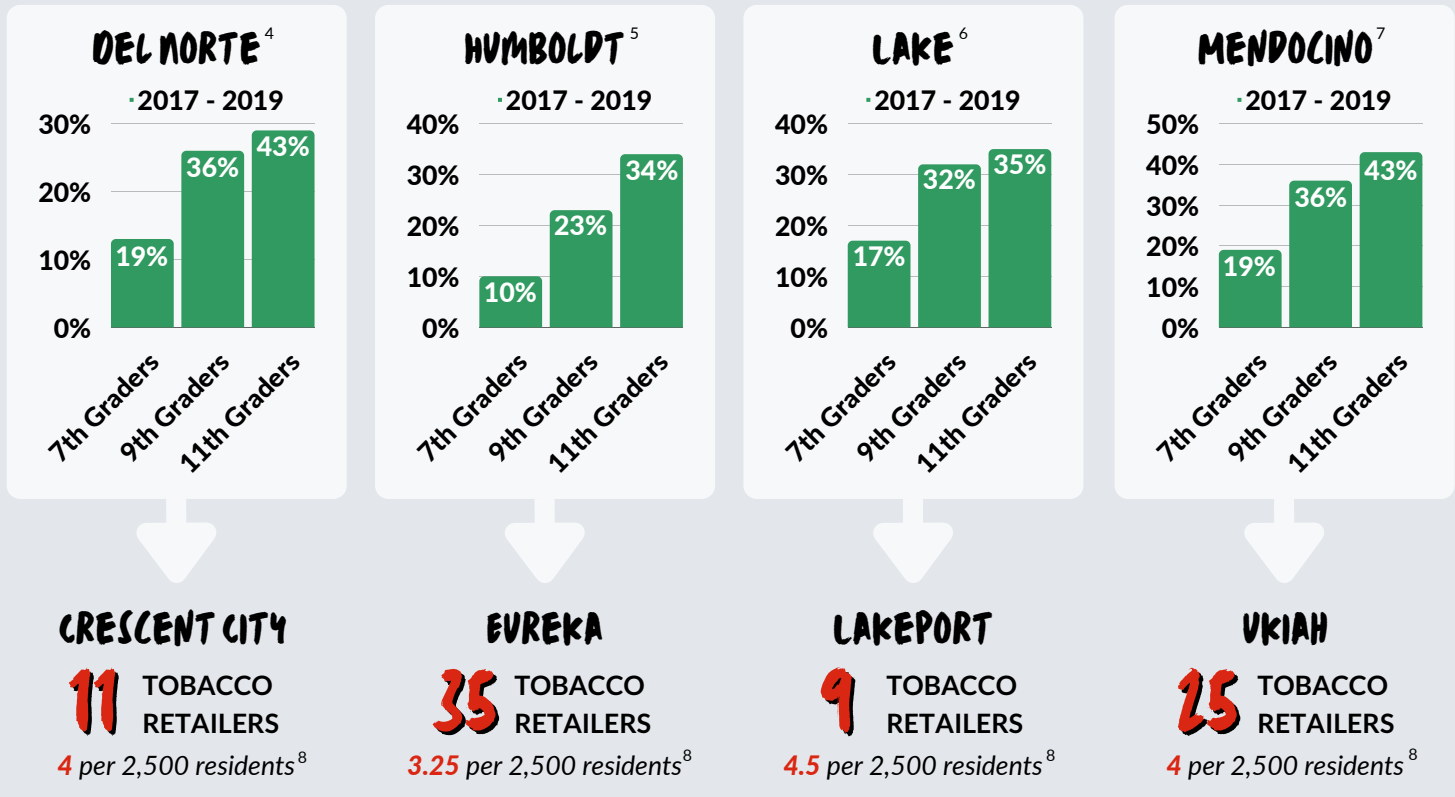
3. Nicotine use is significantly associated with higher levels of conditions like ADHD. A 2019 study of U.S. college students found that vaping is significantly associated with higher levels of ADHD symptoms, and nicotine dependence was correlated with greater anxiety symptoms.

It is critical to both prevent teens and young adults from vaping or smoking and to help those who are addicted to quit as soon as possible. Not only does quitting break the addiction to nicotine and reduce health-related risks associated with tobacco use, it can also improve mental health. A 2014 meta-analysis showed quitting smoking is linked with lower levels of anxiety, depression and stress as well as improved positive mood and quality of life compared with continuing to smoke.

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