

Tar Wars



AMERICAN ACADEMY OF
FAMILY PHYSICIANS

STRONG MEDICINE FOR AMERICA

Tar Wars®



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

What is Tar Wars?

- A tobacco-free education program for 4th- and 5th-grade students
- A way to learn interesting facts on staying healthy
- An interactive and fun curriculum

Abby—Tennessee
2014 Poster



What's in a cigarette?

There are about 600 ingredients in cigarettes.



Cigarettes contain:

- Acetone (found in nail polish remover)
- Butane (found in lighter fluid)
- Lead (found in batteries)
- Tar (used to pave roads)
- Ammonia (found in toilet cleaner)

“Sticky Person”

What are some health effects of tobacco use?

- Trouble breathing
- Coughing
- Bad breath
- Stained teeth and fingers
- More wrinkles and early aging



How does tobacco affect your body?

- Nicotine is a stimulant.
- Tobacco use damages the lungs and blood vessels.
- It also affects appearance.

Did not smoke

Smoked



MedicineNet.com

http://www.medicinenet.com/smoking_effects_pictures_slideshow/article.htm

How much does tobacco use cost?

Price of tobacco

- \$6 per pack x 7 days = **\$42**
- \$42 per week x 4 weeks
= **\$168**
- \$168 per month x 12 months
= **\$2,016**
- \$2,016 per year x 10 years
= **\$20,160**

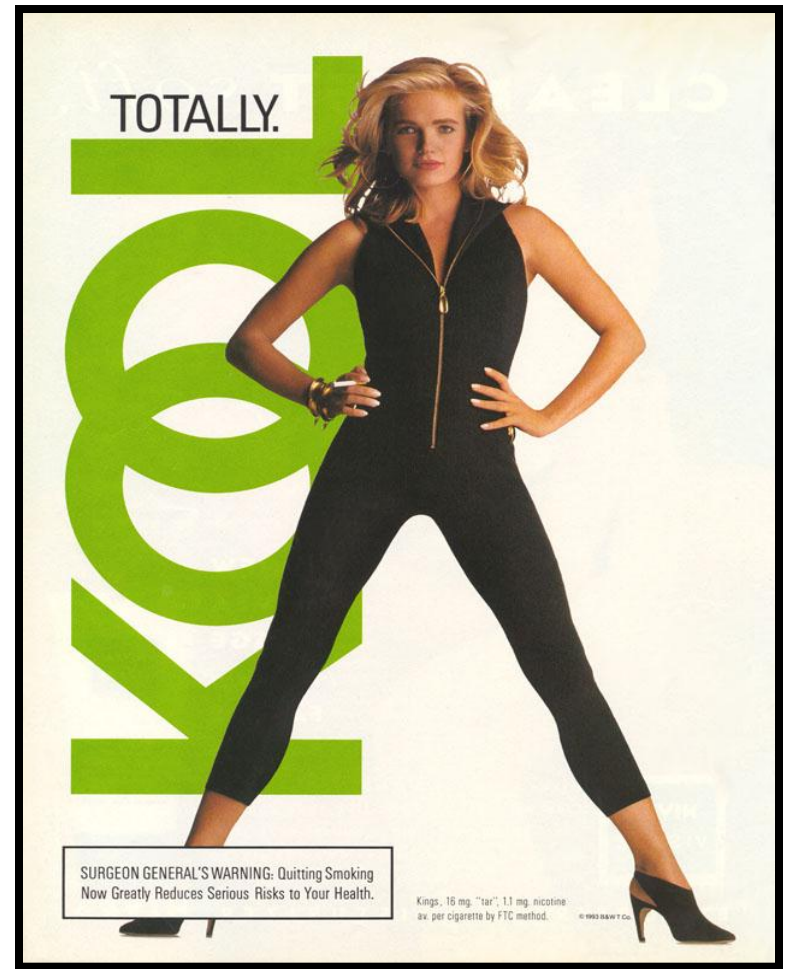
What you could buy instead

- Clothes, shoes, games
- iTouch, Playstation, Xbox
- Laptop computer, iPads, many games
- Car, college tuition



Why do people use tobacco?

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



The Power of Advertising

- Tobacco companies spend billions of dollars each year to promote their products.
- Tobacco ads are designed to attract people and 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.

Marketing Tactics

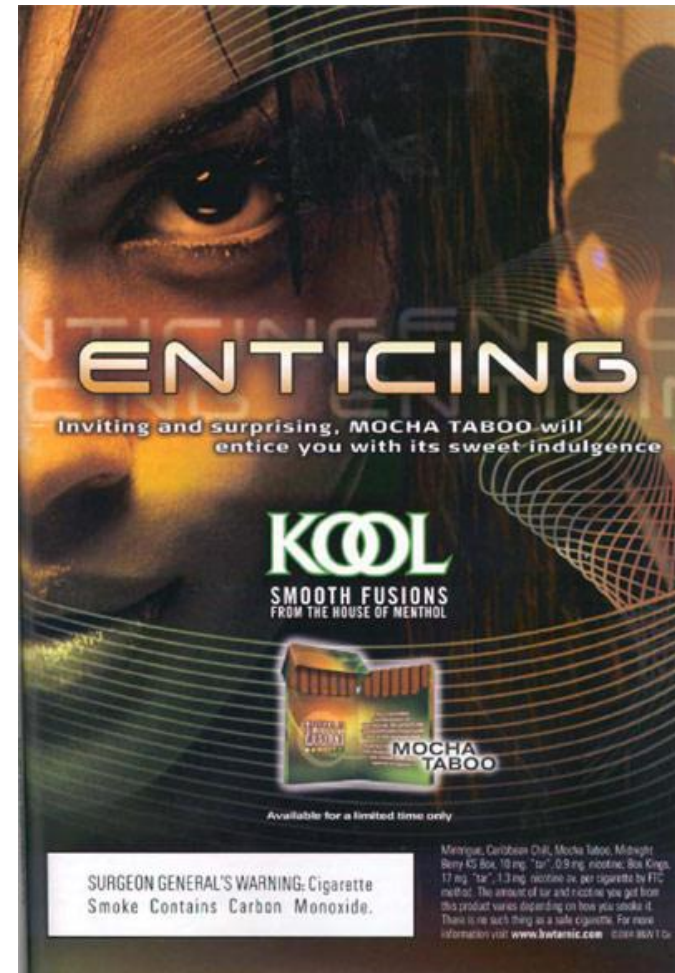
Ad from 1964



Ad from 2013



Tobacco Ads in Magazines

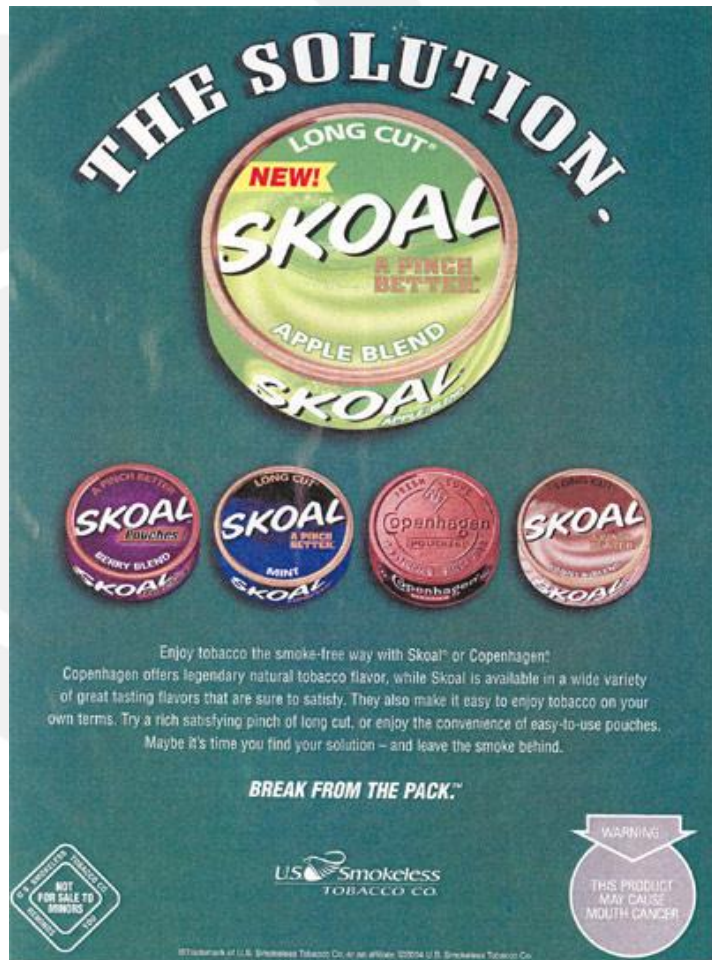


Flavored Smokeless Tobacco

- 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 and dissolve so nicotine absorbs into the bloodstream

Smokeless tobacco is not a safe alternative to cigarettes.

Break from the Pack vs. Run with the Healthy Pack



Alina—New York
2014 Poster

Flavored Smokeless Tobacco Products

©2010 R.J. REYNOLDS TOBACCO CO. (17)

**BREAK
Free
from your
HEALTH**

cancer in different varieties. only from camel.



strips
fresh
DISSOLVABLE TOBACCO

STICKS
Mellow
DISSOLVABLE TOBACCO


orbs
fresh
DISSOLVABLE TOBACCO

orbs
mellow
DISSOLVABLE TOBACCO

**ENJOY THE
EVOLUTION**

WARNING:
THIS PRODUCT
IS NOT A SAFE
ALTERNATIVE TO
CIGARETTES

CAMEL
PLEASURE
TO
BURN



CAMEL
Kaval Koloa
A TASTE OF TROPICAL PARADISE

CAMEL
Twist & Lime
A TASTE OF TROPICAL PARADISE

SURGEON GENERAL'S WARNING: Quitting
Now Greatly Serious Risks to Your Smoking.
Smoke Contains Carbon Monoxide

©2010 R.J. REYNOLDS TOBACCO CO.

**BREAK
Free**



**SNUS
FROST**
15 pouches

FROST THE FIRE
Smoke-free, Spit-free and Drama-free

Camel SNUS is the tobacco pouch perfected. Simply place one under your lip and enjoy the bold refreshing flavor. **Sold cold** for ultimate freshness.

Camel SNUS—the pleasure's all yours.



camelsnus.com*

*WEBSITE RESTRICTED TO LEGAL AGE TOBACCO CONSUMERS

**WARNING: This product is not a
safe alternative to cigarettes.**

Just as Harmful as Cigarettes

The chemicals in smokeless tobacco destroy cells and tissues, which leads to:

Mouth sores



AND oral cancer



AND stained teeth,
tooth loss, and
receding gums



Flavored Cigars and Cigarillos

- Cigars and cigarillos come in flavors such as vanilla, pineapple, watermelon, and apple.
- They are flavored to attract young people and encourage them to try the product.
- Cigars and cigarillos contain nicotine and are bad for your health.



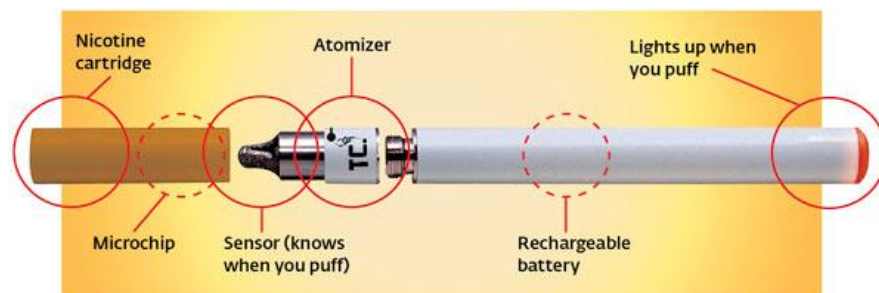
Flavored Cigars and Cigarillos

- Using cigars and cigarillos doubles the risk of oral cancer, even if you don't inhale.
- In one study, the amount of carbon monoxide from cigars was more than the amount found on a busy highway in California.

Cigars and cigarillos are not a safe alternative to cigarettes.

Electronic Cigarettes (E-Cigs)

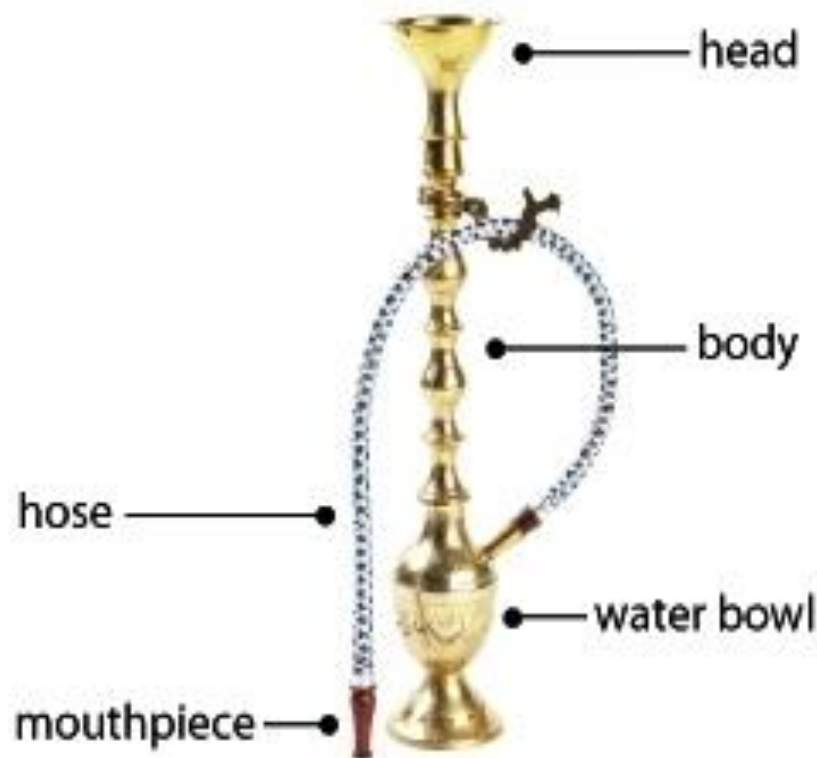
- E-cigs are marketed to young people as an alternative to cigarette smoking and come in many flavors.
- The cartridges used in e-cigs contain nicotine and other chemicals.



E-cigs are not a safe alternative to cigarettes.

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 and are exposed to **100 to 200 times** the amount of smoke in a cigarette.
- Inhale more nicotine than cigarette smokers.
- Share mouthpieces and risk getting colds, the flu, oral herpes, and other illnesses.

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?



Effects on Breathing:

“Straw Breathing” Exercise

Any type of smoking affects your breathing.

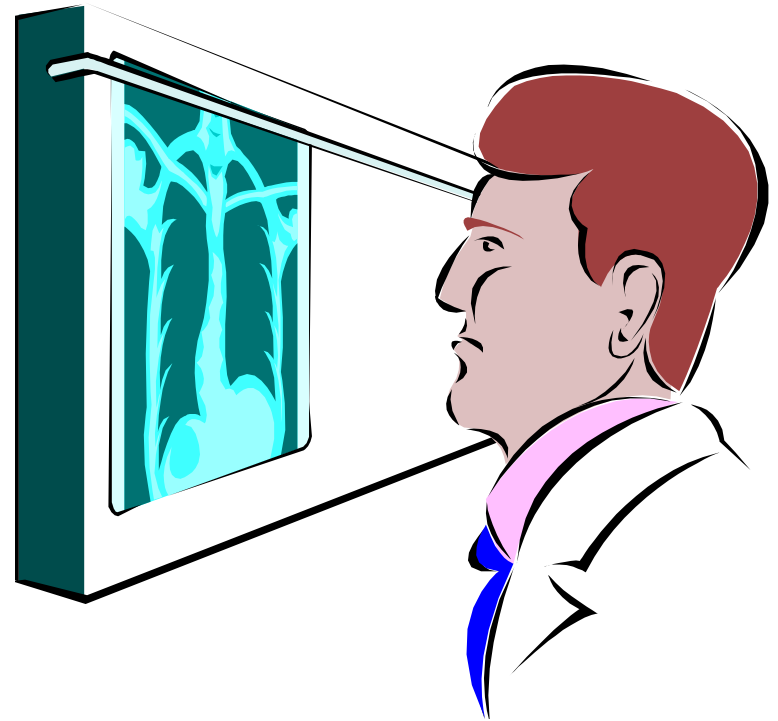
To see how your lungs feel when you smoke, place a straw in your mouth, hold your nose, breathe only through the straw, and run in place for one minute.

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 damages 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



Did you know?

- Tobacco use kills 480,000 people in the United States each year and nearly 6 million people worldwide.
- Many of these people started smoking as children.



Madelyn—Nevada
2011 Poster

Remember...

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



Zoe—Mississippi
2014 Poster

Thank you for participating in Tar Wars!

Tar Wars is supported in part by the
American Academy of Family Physicians Foundation



Questions?



www.tarwars.org



www.facebook.com/TarWars



www.youtube.com/AAFPTarWars