

*If left unchecked, tobacco will
kill more than 1 billion people
in this century....Without intervention, the
tobacco pandemic will be the worst case
of avoidable loss of life in recorded
history*

Mackay et al., 2006; The Tobacco Atlas, 2006

Addiction

- What is it?
- DSM IV definition:
- The chemistry of the brain
- Daily functioning

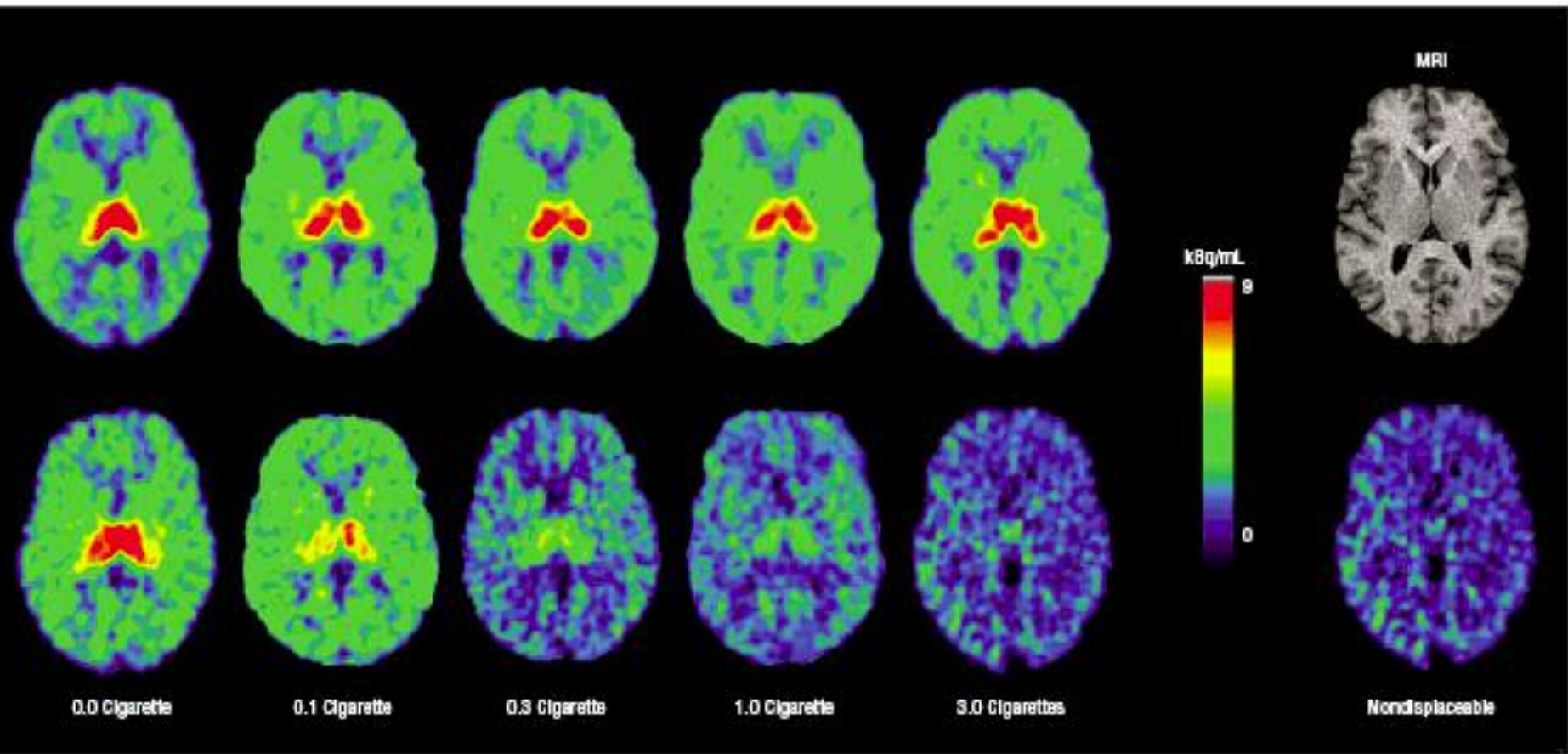


Figure 3. 2-[¹⁸F]fluoro-3-(2(*S*)-azetidylmethoxy) pyridine (2-F-A-85380) positron emission tomography (PET) images before (top row) and 3.1 hours after (bottom row) cigarette smoking. Images were obtained by averaging the six 10-minute frames over the 1 hour prior to the smoking break and by averaging the seven 10-minute scans from a mean of 3.1 hours after smoking the cigarette amount listed. The far right column shows a magnetic resonance image (MRI) of the brain and a PET image of nondisplaceable radioactivity distribution (calculated). All PET images were aligned to the level shown on the MRI.

Risk Factors for Tobacco Addiction

- Parental Smoking
- Physical and/or Sexual Abuse
- Lower SES
- Reduced access to Education

Tobacco and Addiction

- What makes cigarettes addictive?
- The Nicotine Checklist?



- Checklist includes 10 questions
Questions range from quitting to feeling as if one needed a cigarette.

Also includes a question about not smoking in places where it is not allowed.

Tobacco and Addiction

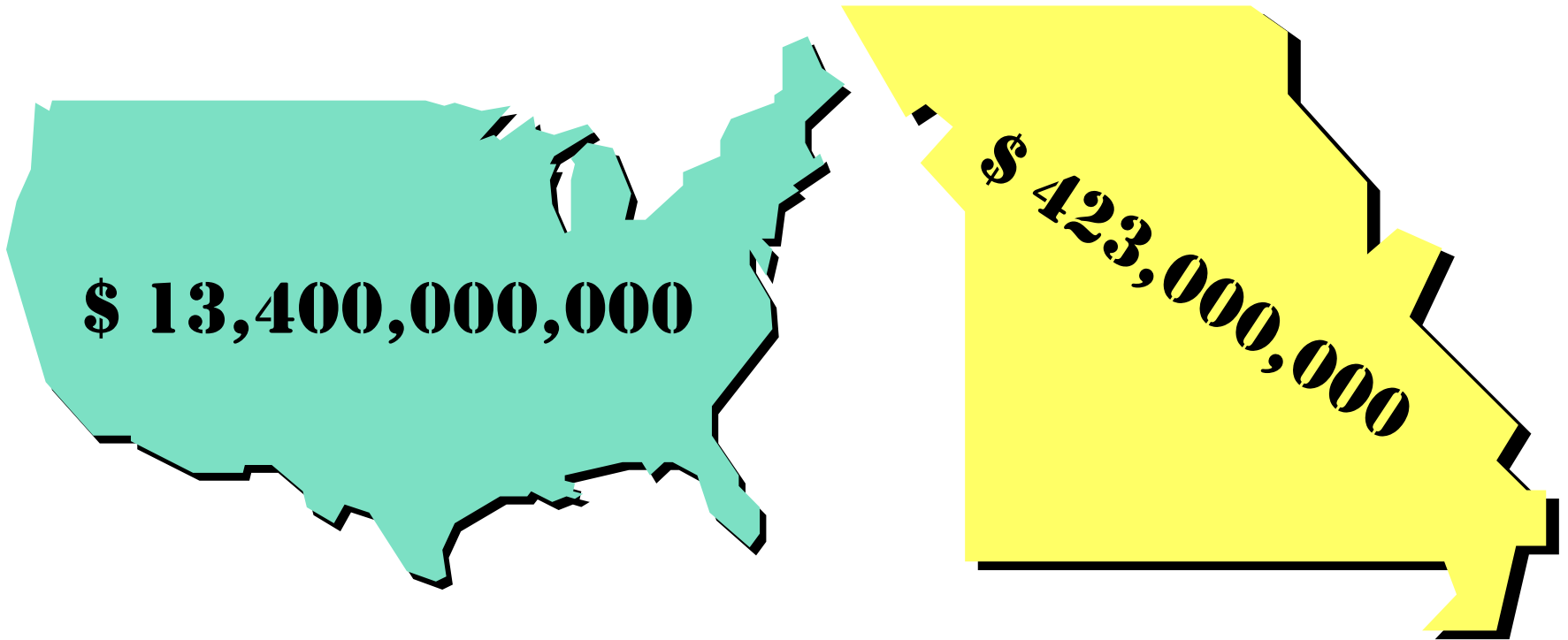
- Number of adults that smoke
- Percentage of individuals who wish to quit
- When do individuals become hooked
- How and why are they targeted?

Tobacco and Addiction

- Likened to a heroine or cocaine addiction
- Nicotine is delivered to the brain and thus the need for further maintenance
- Less than half of smokers make a legitimate attempt each year. Three percent long-term abstinence.

Tobacco and Advertising

- Big Tobacco Spends

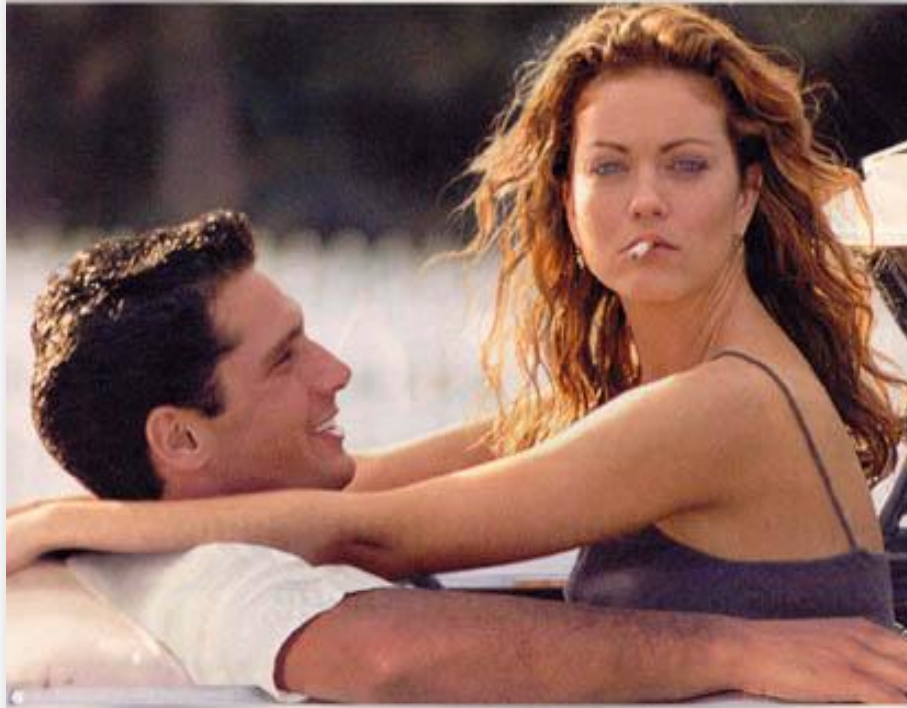


No additives in our tobacco
does NOT mean a safer cigarette.

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

Winston Lights filter

1 mg. "tar", 0.7 mg. nicotine av.
per cigarette by FTC method.



AT LEAST YOU CAN
STILL SMOKE IN YOUR CAR.



NO BULL



So maybe we define practical



a little differently than you.

© Philip Morris Inc. 1999
1 mg. "tar", 0.7 mg. nicotine av. per cigarette by FTC method.

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

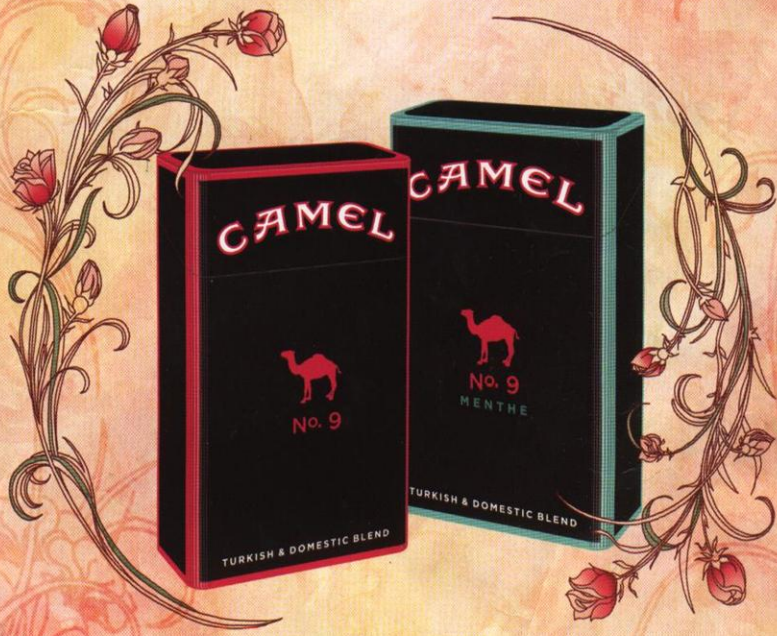


**VIRGINIA
SLIMS**
It's a woman thing.

new

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CAMEL No. 9



light & luscious

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

9 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method. Actual amount may vary depending on how you smoke. For T&N info, visit www.rjrttamic.com.

Glamour, Feb 2007

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CAMEL

Cool & Minty
or Warm & Toasty.
There's only one season
to indulge in both.

LIMITED
TIME
ONLY!



11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method. For more product information, visit www.rjrt.com.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

PLEASURE
TO
BURN

Tobacco spends \$97M



What Can Be Done

- Best Practices to Reduce Smoking and Youth Initiation:

Comprehensive strong clean air policy

Increased Tobacco Taxes

Stricter laws for minors possessing

Cessation using either medication or nicotine replacement therapy (NRT).

Resources

- Americans for Non-smokers Rights (ANR)
www.no-smoke.org
- Campaign for Tobacco Free Kids
- American Legacy Foundation
www.americanlegacy.org
- The Truth Campaign
- Centers for Disease Control
www.cdc.gov

