SMOKE
This booklet will not tell you to quit

» Enough people already do that.

This booklet is for university & college students who smoke and do not want to quit

» This is an objective resource, no strings attached.

This booklet looks at:

» The pleasures of smoking
» How to tell if you are addicted to nicotine
» Common places to smoke
» How to deal with people who bug you to quit
» Info you may not know
This is why you smoke...

Smokers say these things about SMOKING:

» Reduces stress & tension
» Decreases boredom
» Reduces anger & frustration
» Offers a sense of control over life
» Improves concentration
» Controls appetite
» Is something to do with friends
» Boosts energy

» Can you relate?

So why do people bug you to quit?
Who Bugs You To Quit?

Every smoker has at least 1 person in their life who nags them to quit smoking. Or you may have several... lucky you! If you’re like many smokers, you probably feel pissed off with people who try to tell you how to live your life.

Who Bugs You To Quit?

BUT WHAT?

give a little, get a little

We don’t need to tell you that these people care.

You’re right to feel frustrated! And you probably want to do something about it, too!

It’s so easy to tune them out... except,

Tuning Them Out Doesn’t Really Work

Instead:

» Communicate. Gently remind them that no one can make you quit smoking. Let them know you will quit once you are ready.

» Tell them how you feel — that their well-intentioned advice can be annoying; that it won’t help you quit; that the more they nag, the more you feel like smoking.

» Avoid arguing. Fighting about your smoking is not productive, for you or for them. Talk about it.

» Most of all — don’t get mad. They want to help; they just don’t know how to do it.

» Give your friend a copy of the U KNOW U WANT 2... booklet — it will help them understand smoking better.
Pleasure Centre

Being addicted = greater tolerance for nicotine ➞ greater need for nicotine ➞ nasty withdrawal without it.

» It’s a dependence that gains control of you.

Surprise! Nicotine is more addictive than marijuana, alcohol, and even cocaine!¹

You light a cigarette and inhale… through advances in cigarette technology and the efficiency of the body, it only takes 5 heart beats (7 seconds) for nicotine to reach your brain… ahhh…

Nicotine stimulates your brain to release dopamine (a neurotransmitter that creates feelings of pleasure). Your body experiences a surge in heart rate and blood pressure, blood vessels squeeze smaller (diminishing oxygen and reducing circulation in the hands and feet), and brain waves are altered.

One isn’t enough…

Within minutes of finishing a smoke, nicotine levels start dropping in your blood stream… leaving you feeling restless and empty.

» You get a craving that must be satisfied.

ohhhhh… sweet addiction…

give me more nicotine…
How Big Tobacco Targets You

Young adults represent the youngest **LEGAL** target for the tobacco industry and it knows exactly how to make its products appealing.

Historically the industry purposefully paid celebrities to smoke in movies and on TV to make smoking look cool to non-smokers and to make current and ex-smokers crave a cigarette.

Research shows that young people are more likely to smoke if they’ve watched a lot of movies with smoking in them... Smoking’s there for a reason and it’s not artistic.

The industry is **desperate** for your business. It spends billions annually on advertisements directed at you. Who else will replace its older customers who are quitting or dying?

**Without you, the industry is dead.**

**Check out the ads...**

Tobacco companies intentionally place ads in magazines young people buy. Look at the ads...

- The women are pretty, sexy and slender.
- And the men... hotter than hot, rugged & ripped.

- **All complete with a pack of smokes in easy reach.**

Think about it. It’s no coincidence that cigarette ads are all about freedom, fitting in, and looking good.

**Is this reality?**
Light This

Have you ever smoked a brand of cigarettes, thinking that they were BETTER for your health?

*Guess what? When it comes to your health—distinct, smooth, elite, blue, or red—they are all the same.*

These are just labels used by the multi-billion dollar tobacco industry to fool its own customers.

The different labels may mislead you to think one brand is safer than another. But, that’s a lie. The amount of tar you suck in from any cigarette is pretty much the same. They’re all equally addictive and lethal.⁶

*Tar intake depends on how you smoke and how much you smoke. Not on the type of cigarettes.*

Who’s Got Good Taste?

Flavoured tobacco products have actually been around forever … all starting with the minty menthol cigarettes.

In the late 1990s, new candy and fruit flavoured tobacco products hit the market. Just guess which age group likes flavoured tobacco? *(Hint: it’s not your parents’ generation)*⁷

Flavours make tobacco products more attractive and easier to sell to students and young adults. Not only does the smoke smell better, but it’s got a sweeter aftertaste as well.⁷

These different flavours may also trick you into thinking that what you’re using is safer and harmless. Who would want to believe that something that tastes like candy and fruits can cause cancer?

*Flavoured or not, all tobacco products are addictive and harmful.*
Smoking Anything Else?
» Marijuana

Can’t be so bad if they’re trying to legalize it right?

Joints and cigarettes have different “active ingredients”—THC in joints, nicotine in cigarettes. But, BOTH have tar to clog up your lungs and carbon monoxide to rob your cells of oxygen.

Most people who smoke marijuana take deep drags that they hold in. For cigarettes, people take more drags, but not as deep. These different ways of smoking lead to different types of lung damage. So... smoking BOTH cigarettes and joints causes more damage and makes quitting that much harder.11

Do you like fertilizers & household cleaners in your body? Marijuana delivers 20X as much ammonia as a cigarette.12

Getting Hooked...
» on Hookah?

It’s water-filtered, naturally-flavoured and allowed indoors... Must be safe, right?

» Unfortunately not.

Because a single session of smoking shisha can last 20-80 min, it’s like smoking 4-5 packs of cigarettes in that same time span!13,14

All the bad things you can get from cigarettes are also in your shisha. Toxins, chemicals, lung diseases, cancer...you get the idea.15

» Cigarillos & Cigars

Mmmm, so fun with all those flavours! Except, depending on the product, lighting one up is like smoking up to 50 cigarettes all at once because they contain even more tobacco than a regular cigarette!16

Sucks that all the fun stuff hurts you...
Remember Your 1st Cigarette

- How old were you?
- Who were you with?
- What made it cool?
- What made you keep smoking?
- Why do you smoke now?
- What are your benefits?
What’s Your One Little Thing?

So, there’s your roommate...
» You’ve been sharing a place for a year already
» You like the same food
» You have the same friends
» You even pick the same movies to see

...but it would be nice to actually have some clean dishes to use for once.

» Just saying...

And then there’s your place...
» You’re close to cool pubs,
» the best takeouts,
» and all your friends
...but the family next door?

» Not so cool with all those noise complaints!

Is this how you feel about smoking? All good except that one little thing...

» What’s the 1 little thing you hate about smoking?
Know The Implications

Tobacco production and use damages the global environment

Cigarette butts are non-biodegradable...They can take up to 12 years to break down! In the world, an estimated 5 trillion butts are discarded into the environment each year.17 Good thing you use a butt receptacle.

Animals eat these butts which can cause nicotine poisoning and seriously damage their organs.18 Yes, your own pets may also be at risk! Plus butts leach chemicals that can get into lakes & streams and harm many marine animals.19 How sad.

The tobacco industry exploits developing nations. It pays poor tobacco growers next to nothing for their raw product. Turns a blind eye to child labour. Ignores workers who get really sick from using pesticides with no protection.20 And disregards the extensive deforestation that occurs for the sake of growing tobacco.21 Who knew your cigarettes were part of a global issue?

» Do you really want to support an industry like this?

Know The Personal Risks

Smoking does more than just cause diseases

Think about this...Your friends are 30 years old and they are having trouble getting pregnant. Tick tock tick tock. Is it because he smokes and his sperm are slow and low or that he can’t get it up?22 Scary but true. Or maybe she smokes and is having a hard time getting and staying pregnant. Too sad for words.

Even if she has a baby, experts say breast is best. But if mom is smoking, her breast milk will have nicotine and chemicals in it.23 Smoke in the home is also associated with Sudden Infant Death Syndrome (SIDS).24

Young women who smoke & take birth control pills are at risk of a blood clot that may cause a heart attack or stroke.25

» Wouldn't it be easier to quit smoking before trying to start a family?
Know The Facts

SMOKING AFFECTS YOUR ABILITY TO EXERCISE TO YOUR FULL POTENTIAL

1. Your respiratory system doesn’t deliver oxygen to working muscles as well, causing your aerobic capacity to decline.

2. Your circulatory system is impaired.

3. Your heart & lungs are forced to pump harder... working on overdrive.

4. Muscles need oxygen to work. Smoking reduces the body’s ability to get oxygen to muscles.
   - Lifting weights?
   - Biking?
   - Skateboarding?
   - Running?
   - Rock climbing?
   - Playing sports?

   Chances are, you’ll tire out wayyy before your non-smoking friends.

Know The Limits

Think about the places where you smoke and write them down.

1

2

3

4

Does your list of places to smoke include smoking outside in a blizzard? in pouring rain? in 32° weather?

» Bet it doesn’t.

Isn’t it fun being a smoker?

Today, almost all buildings are smoke-free and it is becoming more common to see no smoking signs in friends' houses and outdoor places like patios and parks.

It is becoming harder and harder to smoke when you go out anywhere.
Quiz
»Is This Me?

Check the sentences that describe you:

- I smoke daily
- I have smoked 100 cigarettes
- I smoke within 30 minutes of getting up
- I have cravings if I haven’t smoked in a while

Did you check any of these?

You are on the road to addiction.

- I smoke alone
- I smoke with coffee
- I buy my own cigarettes
- I smoke when I’m waiting
- I smoke every time I drink alcohol
- My friends smoke, and I tend to smoke with them

Nicotine is the most addictive drug known and 9/10 users become addicted quickly.

Checked these? You are addicted.
Recap

Anyone who smokes would say smoking has emotional & social benefits. The tobacco industry certainly works hard to sell this idea.

Today, you may not be interested in quitting. BUT... you also may not intend to be a lifelong smoker.

You know the pleasures smoking brings you, but you also see the downside. Poison in the long-term, but one day you'll do something about it.

Smoking’s OK for now. When it’s not OK, you’ll know it. And then you’ll quit.

References


There are successful ways to quit... WHEN THE TIME IS RIGHT FOR YOU