

Big Tobacco Wants to Set Its Hooks in Youth

Despite industry denials, a federal judge ruled tobacco companies intentionally targeted youth to buy tobacco products and found them guilty on several counts.

Industry uses giveaways, gear, offers promotions, sponsors events to make tobacco seem “nice,” when it’s really nasty.

What you can do:

- Ask for tobacco prevention and cessation programs in school or community agencies
- Be aware of influences from ads, TV, movies, and peers
- Learn short and long-term health effects
- Rehearse refusal skills
- Help support someone trying to quit tobacco use.

Advocacy Activities

- Join youth in *Reality Check*
- Contact legislators to support laws against tobacco



Resource Agencies

HV Student Support Services Center

845-255-4874

email: cmiller@ulsterboces.org

<http://cshw.ucboces.org> (Tobacco)

TFAC of Ulster County

845-943-6070 x1

www.tobaccofreeactioncoalition.org

Reality Check

www.realitycheckny.com

New York State Quitline:

1-866-NYQUITS

(1-866- 697-8487)

info and counseling

www.nysmokefree.com

In your county or region:
Department of Health
American Cancer Society
American Heart Association

*Would you
“swallow”
their lies?*



**What’s True
About Chew
&
What You
Can Do**



~ Tobacco Free School Program ~
**Hudson Valley
Student Support Services Center**
175 Route 32 North
New Paltz, New York 12561
<http://cshw.ucboces.org>

Funded by:
New York State Department of Health
Tobacco Control Program

**We're talking about
chew, dip, spit, snuff, snus . . .**

Snus user—Loser

**Big Tobacco reaps big profits
from youth lured in by *bogus ads*
to get hooked on nicotine.**

**Know what's true about chew -
Be too slick for their trick**

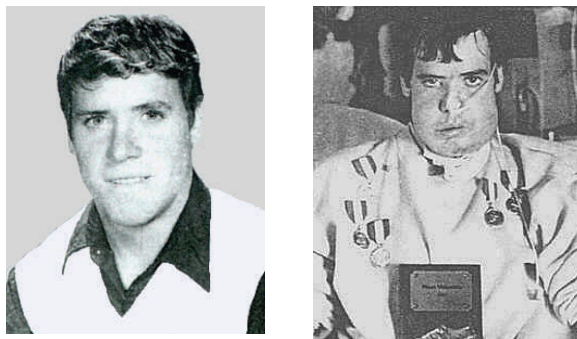
Ingredients:

- High levels of nicotine
- 1 can = 30-40 cigarettes
- 28 cancer chemicals
- Sugar (increase risk for diabetics)
- Flavored to hide harshness

Damages

- Halitosis - bad breath
- Gum disease, tooth decay
- Leukoplakia - white sores, pre-cancerous
- Cancer - 27,000 oral cancers/year in U.S.
- Heart disease - nicotine causes higher cholesterol, higher blood pressure, heart attacks, strokes.
- Addiction can begin within weeks of initial use.

Sean Marsee



Talihina High School's most outstanding athlete, Sean Marsee had won 28 track medals.

He began smokeless tobacco at age 12; by age 18 had 3 major disfiguring surgeries. After a ten month battle with rapidly spreading cancer that started on his tongue, Sean Marsee died at age 19.

Sean's mother believes that Sean's legacy is in having his story spread and hopefully "keeping other kids from dying."

When Sean became unable to speak, a friend asked him if there was anything he wanted to share with other young athletes. With pencil in hand Sean wrote, "Don't dip snuff."

Gruen Von Behrens



**Dip caused-
Squamous cell carcinoma**

"I wish someone came to me when I was experimenting and using it and I saw how he or she looked and talked," he added. "I used to be good looking. I was the guy all the girls wanted to date. I was a good baseball player, but I can't play now."

"If I had known then what I know now, I never would have put a dip in my mouth," said Gruen. "Spit tobacco seemed harmless, but it has ruined my life."