



TAR WARS

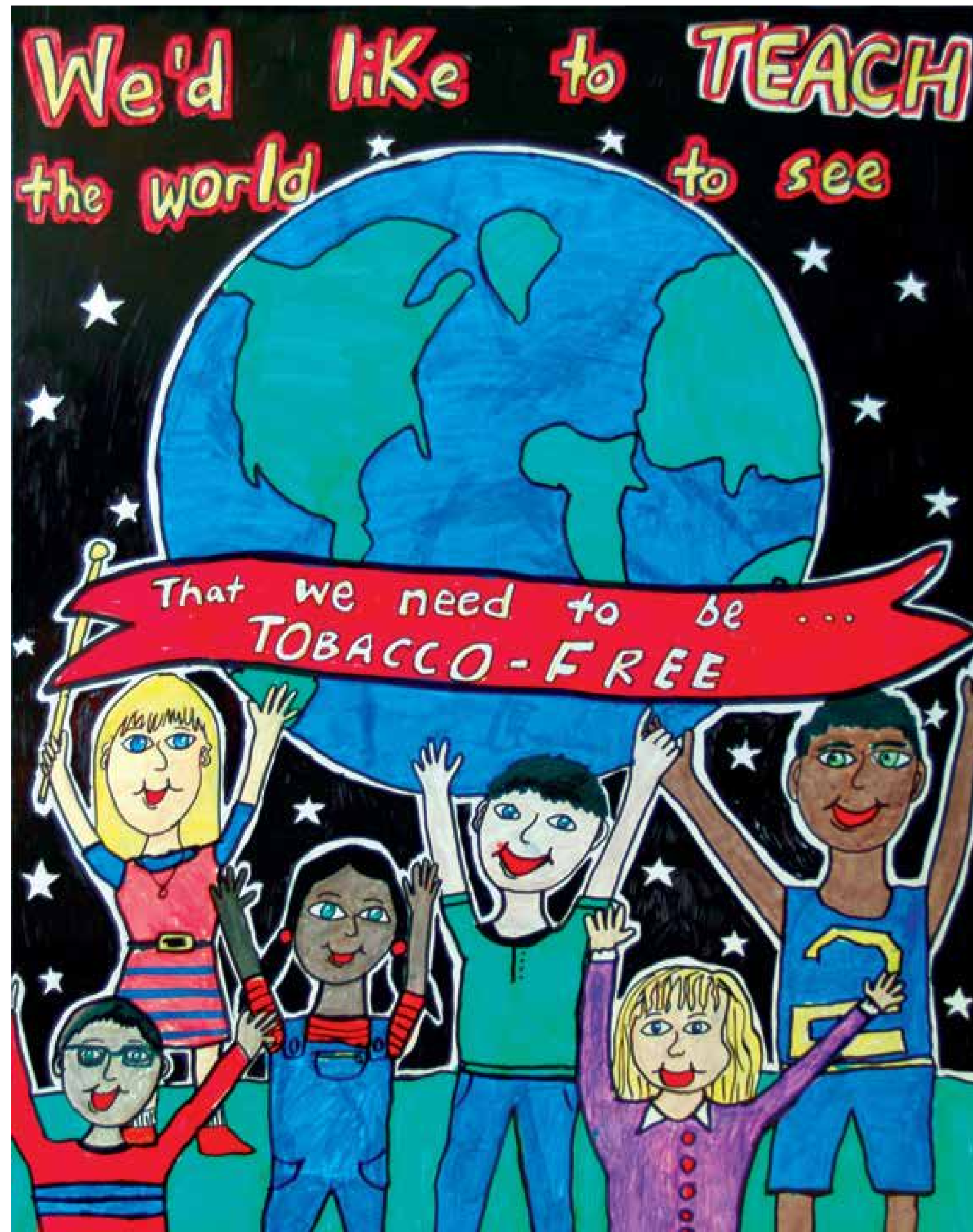
**Tobacco and Vaping Prevention
Program for 4th and 5th Graders**





TODAY, YOU WILL LEARN ABOUT:

- How tobacco and vaping are bad for you
- How big tobacco and big vape trick you into using their harmful products
- How to make a smoke- and vape-free school and community



Ethan – North Carolina
2004 Tar Wars Poster Contest

WHAT IS TAR WARS?

- Created by the American Academy of Family Physicians (AAFP) to help kids like you understand the dangers of tobacco and vaping
- Made by family doctors to help you live tobacco- and vape-free lives
- Help you create a smoke- and vape-free school and community



Cigarettes and Smoking

SMOKING IS THE LEADING CAUSE OF DEATH



Smoking is the leading cause of preventable death with:

- Half a million people dying in the U.S. each year.
- Seven million people dying worldwide each year.
- Smokers dying 10 years earlier than non-smokers.
- Smoking causing cancer, heart disease, stroke, lung diseases, diabetes, respiratory diseases, and several other diseases.

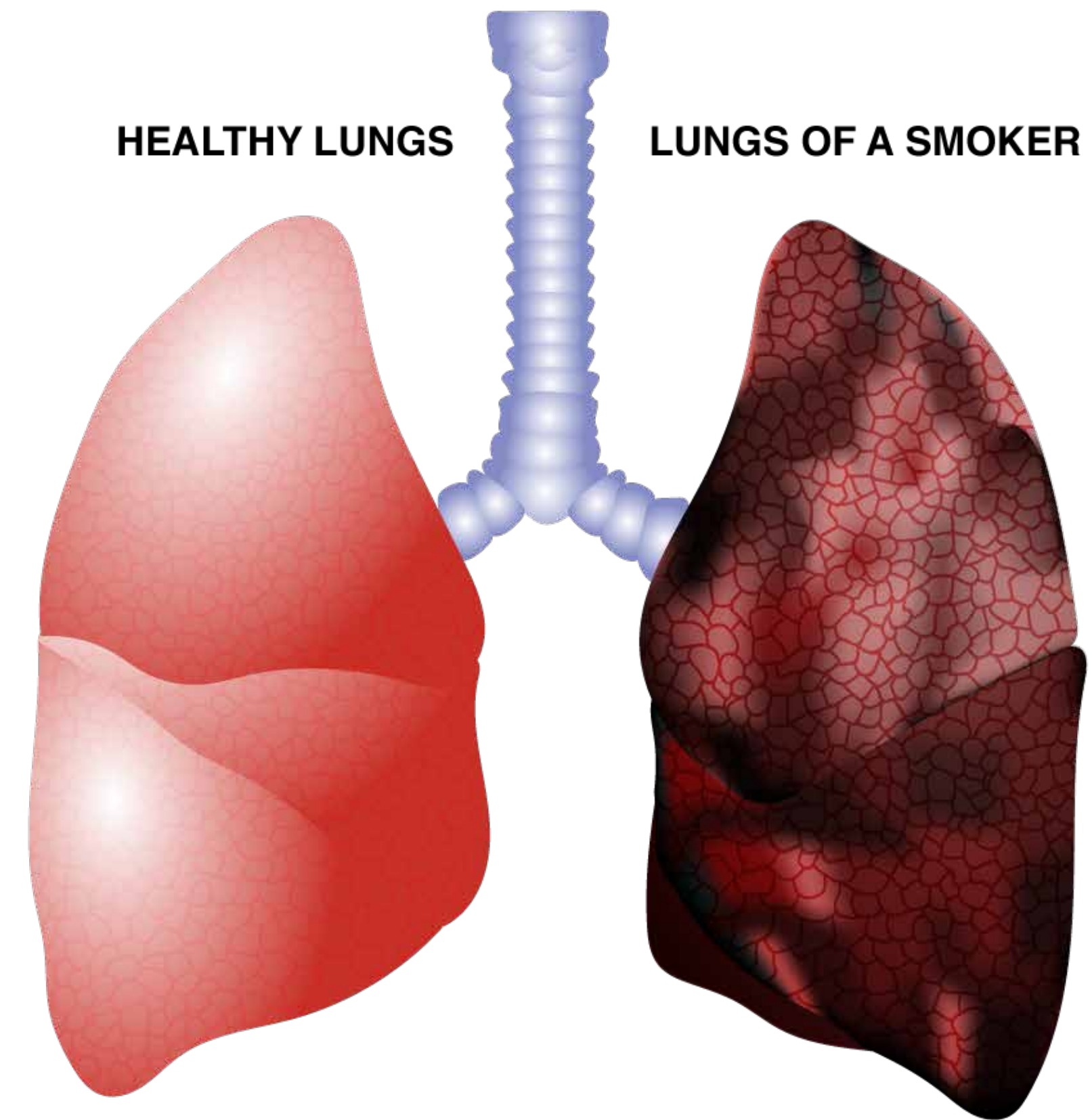


Source: Centers for Disease Control and Prevention. Smoking & Tobacco Use. Fast Facts. Accessed June 14, 2021.
www.cdc.gov/tobacco/data_statistics/fact_sheets/fast_facts/index.htm

SMOKING MAKES YOU SICK AND UNHEALTHY

Smoking affects your breathing by:

- Damaging the cells of the lungs
- Having more trouble breathing
- Causing lung disease, even for secondhand smoke

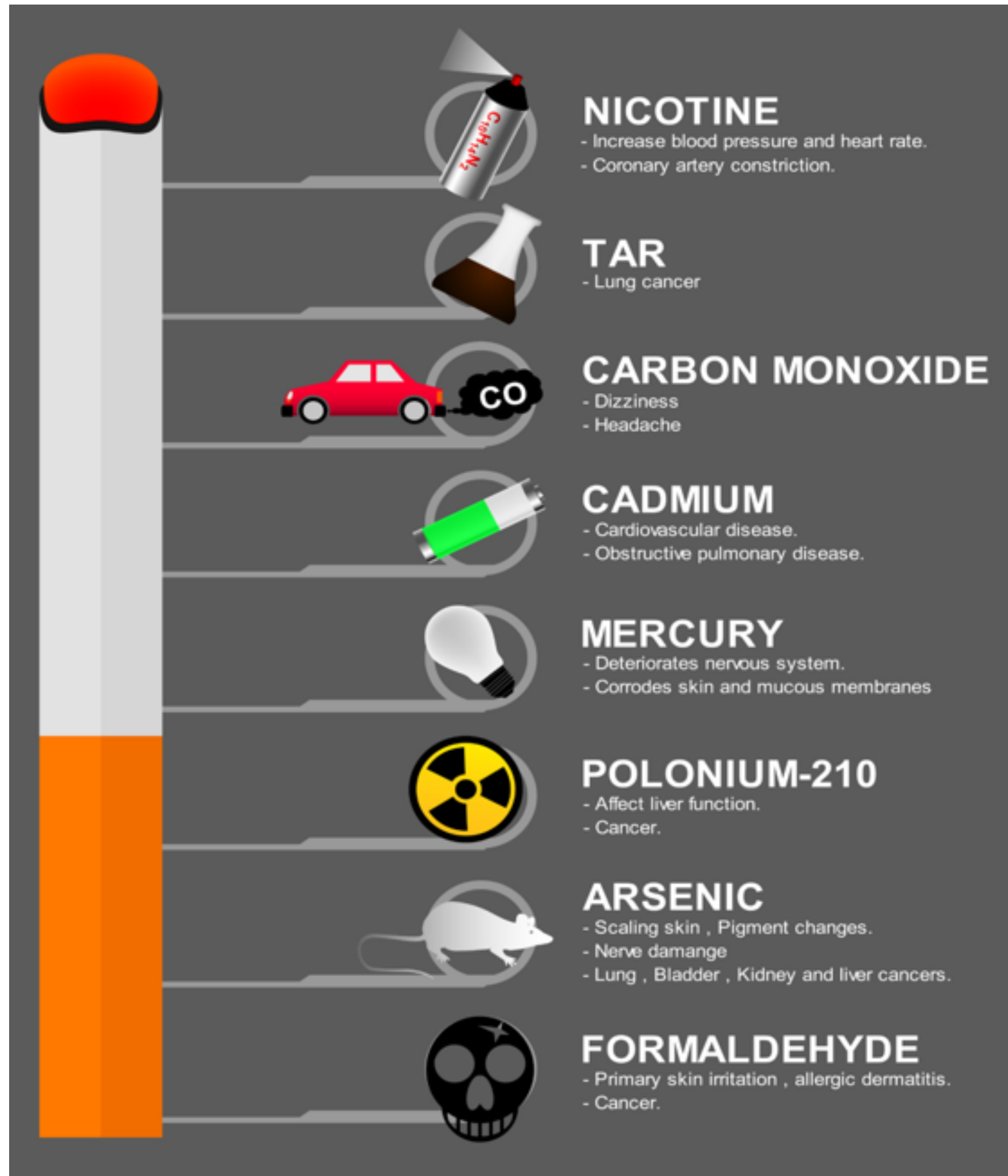


Source: Centers for Disease Control and Prevention. Smoking & Tobacco Use. Fast Facts. Accessed June 14, 2021.
www.cdc.gov/tobacco/data_statistics/fact_sheets/fast_facts/index.htm

CIGARETTES CONTAIN MANY HARMFUL INGREDIENTS

There are more than 600 ingredients in cigarettes, including:

- Nicotine – also used as an insecticide
- Tar – also used to pave roads
- Carbon monoxide – odorless and colorless gas commonly found in car exhaust
- Arsenic – also used in rat poison, pesticides and car batteries
- Formaldehyde – also used as an embalming fluid
- Acetone – also found in nail polish, varnish and paint remover



Source: American Lung Association. What's in a cigarette? Accessed June 14, 2021. www.lung.org/quit-smoking/smoking-facts/whats-in-a-cigarette

SMOKING MAKES YOU MORE ATTRACTIVE



Smoking makes you less attractive.

- A twin who smoked was viewed as less attractive than their non-smoking twin.
- Smoking causes coughing, bad breath, and stained teeth and fingers.
- Smoking makes you look older with more wrinkles, droopier eyes, and dryer lips.



Sources:

- Okada HC, Alleyne B, Varghai K, Kinder K, Guyuron B. Facial changes caused by smoking: a comparison between smoking and nonsmoking identical twins. *Plast Reconstr Surg.* 2013;132(5):1085-1092. Accessed June 15, 2021
- Skinner AL, Woods A, Stone CJ, Penton-Voak I, Munafò MR. Smoking status and attractiveness among exemplar and prototypical identical twins discordant for smoking. *R. Soc.* Accessed June 15, 2021

SMOKING IS EXPENSIVE



TRUE ✓

FALSE ✗

How much does smoking cost?

- \$7 per pack x 7 days = \$49 per week
- \$49 per week x 4 weeks = \$196 per month
- \$196 per month x 12 months = \$2,352 per year
- \$2,352 per year x 10 years = \$23,520 per decade

What could you buy instead?

Clothes, shoes, concert tickets, a new phone, video games, movies, etc.

Sources:

Orzechowski and Walker. Tax burden on tobacco, 1970-2019. Centers for Disease Control and Prevention. Accessed June 14, 2021.

<https://catalog.data.gov/dataset/the-tax-burden-on-tobacco-1970-2018>



E-cigarettes and Vaping

WHICH HAVE YOU HEARD OF?

- Electronic Cigarette (e-cigarette or e-cig)
- ENDS (Electronic nicotine delivery systems)
- Vape
- Vape pen
- Tanks or Mods
- JUUL[®] or Suorin[®] (Pod Mods)
- Puff Bar



WHAT'S IN AN E-CIGARETTE?

- Battery-powered devices used to smoke or “vape” liquid solutions, sometimes called “juice”
- Almost ***always*** contain nicotine, flavoring, and other chemicals
- All shapes and sizes: can look like cigarettes, cigars, pipes, USB flash drives, pens, and other common items

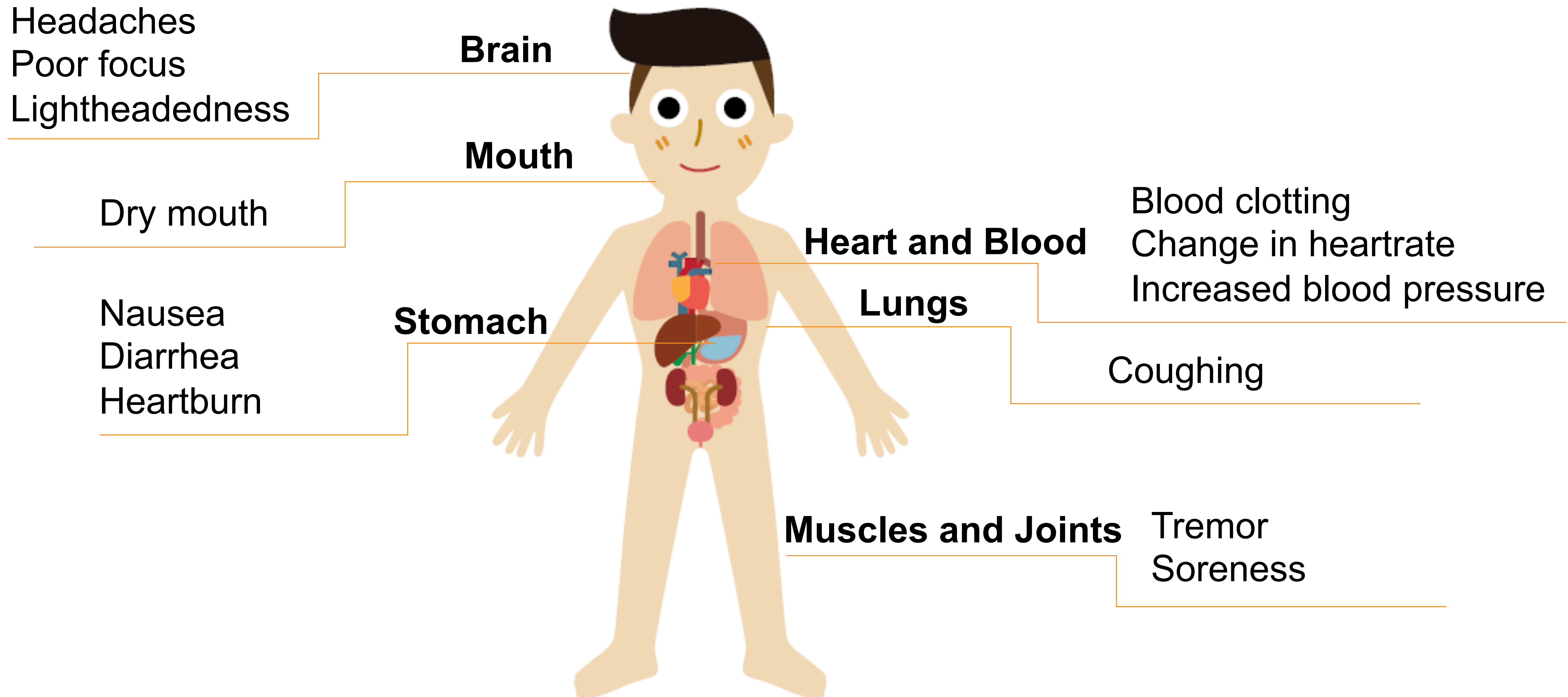


WHAT'S THE BIG DEAL?

- Vaporize liquid nicotine or “juice”
 - Very addictive, just like cigarettes
 - Contain dangerous, cancer-causing chemicals, just like cigarettes
- Create a vapor from the addictive liquid
 - **NOT water vapor**
- Bad for your health. Can cause:
 - Lung damage and “popcorn lung”
 - Affects brain development—the brain isn’t completely developed until 24-25
 - Nicotine addiction



ANY SOURCE OF NICOTINE IS BAD FOR YOU



ANY SOURCE OF NICOTINE IS BAD FOR YOU



VAPING IS NOT SAFE

- **Addictive:** Often contains more nicotine than cigarettes
- **Heavy Metals:** nickel, tin and lead
- **Flavoring:** Diacetyl, a chemical linked to a serious lung disease
- **Toxic substances:** Contains ingredients known to be harmful to your health
- **Secondhand exposure:** Bystanders can breathe in aerosol too
- **Not proven to help people quit smoking:** Many people just use both
- **They can explode:** Tips to help avoid vape battery explosions



TRUE 

FALSE 

IT IS EASY TO IDENTIFY A VAPING DEVICE



Image source: National Institute on Drug Abuse; National Institutes of Health; U.S. Department of Health and Human Services.



Other Types of Tobacco

SMOKELESS FLAVORED TOBACCO IS NOT A SAFE ALTERNATIVE TO CIGARETTES

- Contains nicotine and is addictive
- Causes gum disease
- Causes yellow teeth
- Causes mouth, throat, and pancreatic cancer
- Is disgusting to chew and spit



SMOKELESS TOBACCO (CHEW) IS SAFE BECAUSE THERE IS NO SMOKE



Smokeless tobacco causes cancer and ruins your teeth. It also:

- Contains nicotine and is addictive
- Causes gum disease
- Causes yellow teeth
- Causes mouth, throat, and pancreatic cancer
- Is disgusting to chew and spit



This baseball player had part of his jaw removed after getting mouth cancer from using smokeless tobacco.

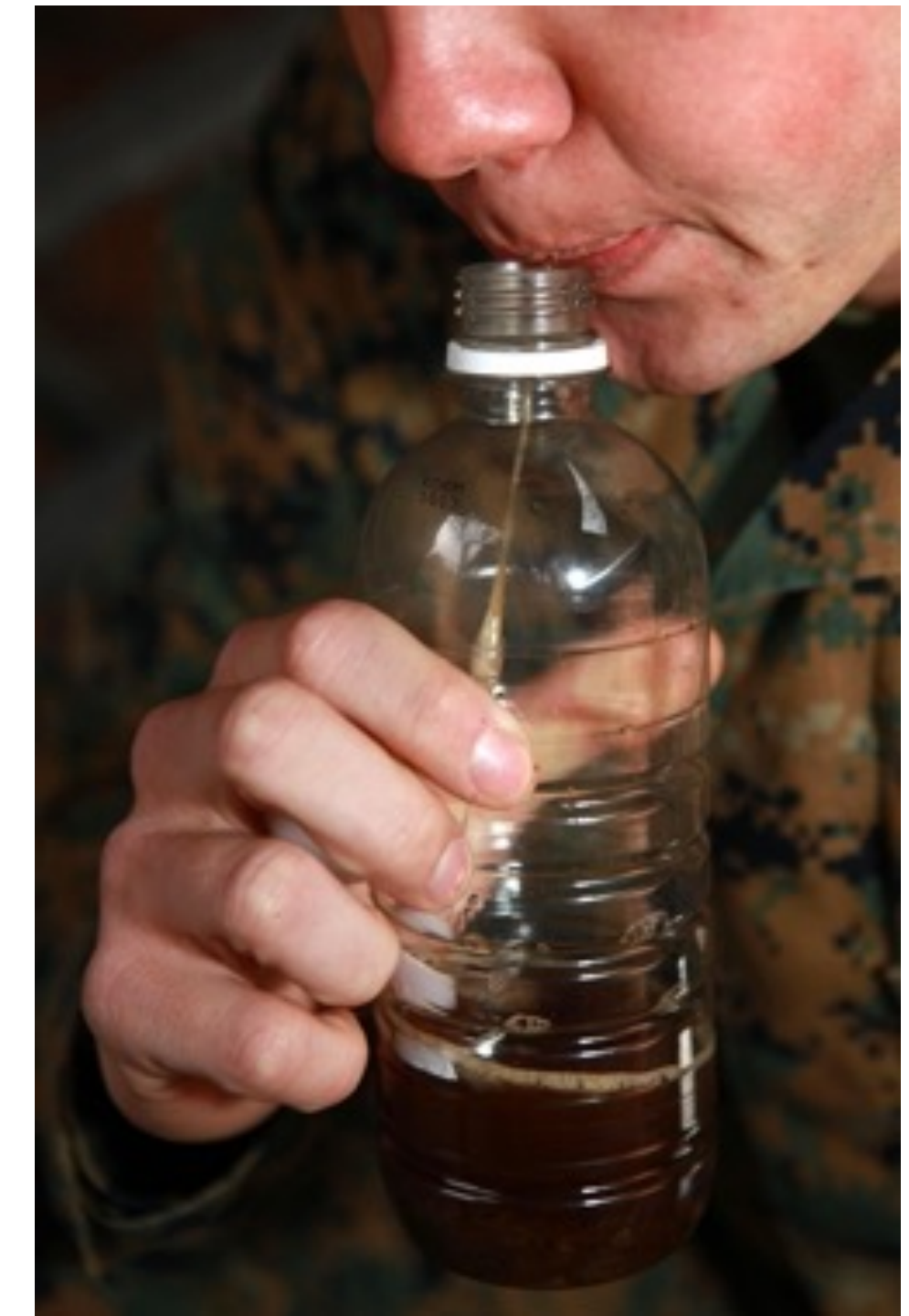


Image source: Defense Visual Information Distribution Service: U.S. Department of Defense, www.dvidshub.net/image/882293/smokeless-tobacco-no-healthier-than-smoking

Source: Centers for Disease Control and Prevention. Smoking & Tobacco Use. Smokeless tobacco: health effects. Accessed June 18, 2021. www.cdc.gov/tobacco/data_statistics/fact_sheets/smokeless/health_effects/index.htm

FLAVORED CIGARS AND CIGARILLOS

- Sometimes comes in fruity and candy flavors
- Tobacco companies make these flavors to attract kids to smoke
- Tobacco companies want to recruit kids to smoke so they can keep selling their products as kids become adults





Big Tobacco – Selling Harmful Substances

BIG TOBACCO SPENDS \$8 BILLION A YEAR TO GET YOU TO USE THEIR PRODUCTS

What could you buy with \$8 billion?

- A trip to space for everyone in your family, including aunts, uncles, cousins, and grandparents
- Two professional sports franchises
- College for 80,000 kids
- A Tesla car for 80,000 people
- The top 15 zoos in the world



WHICH BRANDS ARE E-CIGARETTES/VAPES?

JUUL

Blue Crush

Puff Bar

Logic

- Do these sound dangerous or fun?
- Why would they want them to sound fun?
- Who would enjoy these flavors:
 - Bubble Gum
 - Cotton Candy
 - Gummy Bear
- Who are they marketing to?



DECEPTIVE MARKETING

- Contains nicotine and is addictive
- Causes gum disease
- Causes yellow teeth
- Causes mouth, throat, and pancreatic cancer
- Is disgusting to chew and spit



Source: Campaign for Tobacco-Free Kids. Electronic cigarettes and youth.
Accessed July 27, 2021. www.tobaccofreekids.org/assets/factsheets/0382.pdf

DECEPTIVE MARKETING

Big vape uses social media to trick you

Back To The Stone Age



PROFILES IN HISTORY/YOUTUBE



Getting Involved



TAKE ACTION TODAY

How you can help:

- Make your school tobacco and vape free
- Write to your elected officials
- Take action in your community
- Speak out on social media

MAKE YOUR SCHOOL TOBACCO AND VAPE FREE

- Ask about your school's tobacco and vaping policy.
- Work with your teachers to compare your school's tobacco and vaping policy with **best practices**.
 - Enlist support
 - Form a school committee
 - Educate your peers on the importance of a tobacco and vape-free school
 - **Write a new policy** if none exists or if it doesn't meet best practices

WRITE TO YOUR ELECTED OFFICIAL

- Write a letter to one of your elected officials to express how you feel about tobacco and vape use in teens
 - **Find out how to contact your elected officials here**
- **Uncool Menthol**
 - Sign your name to the Food and Drug Administration's (FDA's) proposed ban on menthol cigarettes
- **Contact the FDA**
 - Call the FDA and urge the agency to restrict the marketing of e-cigarettes

WRITE TO YOUR ELECTED OFFICIAL

- Research local and state community projects that you can join
- **The Truth Initiative**
 - Visit their website for scholarship/grant opportunities to promote tobacco and vape-free environments
- **Campaign for Tobacco-Free Kids**
 - Visit their website to learn about projects to end tobacco use
- Form a Group
 - If no groups exist, create one to advocate for change

PERSONAL STANCE ON SMOKING AND VAPING

Create your own unique hashtag or use a popular one below when posting:

#ditchJUUL

#Vapingknowthetruth

#tobaccofree

#vapefree



SCAVENGER HUNT

MAKE YOUR SCHOOL TOBACCO AND VAPE FREE

- Enter the following URL: www.healthiergeneration.org
- Go to **Search** at the top-right corner of the screen
- Write in the name of the first link in the search

d. How could you use this to make your school tobacco and vape free?

MAKE YOUR VOICE HEARD

- Enter the following URL: www.openstates.org/find_your_legislator
- Enter your address or zip code
- Write down the names of two of your state representatives or senators.

1. _____

2. _____

d. What would you want to tell them about smoking and vaping?

TAKE ACTION IN YOUR COMMUNITY

- Enter the following URL: www.truthinitiative.org
- Go to **Get Involved** at the top-right corner
- Select **Take Action**
- How can you take action through The Truth Initiative website?



Tar Wars is supported in part by a grant from the American Academy of Family Physicians Foundation.



TAKE A FEW MINUTES TO FILL OUT YOUR SCAVENGER HUNT

SCAVENGER HUNT

MAKE YOUR SCHOOL TOBACCO AND VAPE FREE

- a. Enter the following URL:
www.healthiergeneration.org
- b. Click on **Search** at the top-right corner of the screen. Type “Vaping” into the search bar.
- c. Write in the name of the first link in the search

- d. Click on the first link in the search results and explore the information and links on the page. How could you use this to make your school tobacco and vape free?

MAKE YOUR VOICE HEARD

- a. Enter the following URL:
www.openstates.org/find_your_legislator
- b. Enter your address or zip code
- c. Write down the names of two of your state representatives or senators.
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A tobacco-free education program for kids from
the American Academy of Family Physicians

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STRONG MEDICINE FOR AMERICA