Rebelling Against Tobacco Ads—Peter DeBenedittis, Ph.D.

Web Resources to Learn More About Tobacco & Advertising

Media Literacy for Prevention.
(Dr. D’s web site.)
http://www.medialiteracy.net

Artful Truth
http://wc.fiu.edu:8910/home.html

Badvertising
http://www.badvertising.org

Teen Health and Media
http://depts.washington.edu/ecttp/default.html

Media Awareness Network
http://www.media-awareness.ca

Science. Tobacco & You
http://www.scienceu.fsu.edu

Smokefree Movies
http://smokefreemovies.ucsf.edu

Tobacco Ad Gallery
(Campaign for Tobacco Free Kids)
http://tobaccofreekids.org/adgallery

Kick Butts
http://kickbutt.org

The Whole Truth (Florida SWAT)
http://www.wholetruth.com

Trinkets & Trash
http://www.trinketsandtrash.org

If you need help quitting, please visit these sites:

Quitnet
http://www.quitnet.org

Centers for Disease Control
http://www.cdc.gov/tobacco/how2quit.htm

Spit Tobacco Prevention Network
http://www.flash.net/~stopn

Smokenders
http://www.smokenders.com

About
http://www.quitsmoking.about.com
Teen Smoking Facts

Every day in the United States, more than 3,000 young people become regular smokers---that’s more than one million new smokers a year.

More than 5 million young people under the age of 18 who are currently alive will die prematurely from a smoking-related disease.

Signs of the blood vessel damage present in these heart disease and stroke can be found in adolescents who smoke.

Teenage smokers suffer from shortness of breath almost three times as often as teens who don’t smoke and produce phlegm more than twice as often as teens who don’t smoke.

Smokeless tobacco can cause gum disease and cancer of the mouth, pharynx, and esophagus. It may also increase the risk of heart disease and stroke. Teenagers and young adults ages 19-26 have died from throat cancer caused by spit tobacco.

In 1991, teenage cigarette smokers consumed an average of 28.3 million cigarettes per day (516 million packs per year). During this same period, an estimated 225 million packs of cigarettes were sold illegally to young people under the age of 18. The tobacco industry generated approximately $190 million in profit from the illegal sale of cigarettes to minors in 1991.

Among young smokers, the transition from experimentation to dependence occurs just as frequently as it does among users of cocaine and heroin.

Among adolescents aged 10 - 18, about three-fourths of daily cigarette smokers and daily smokeless tobacco users report that they continue to use tobacco because it is really hard for them to quit.

Cigarette products are among the most heavily advertised and promoted products in the United States. In 2000, tobacco companies spent an estimated $6.5 billion---or almost $20 million a day---to advertise and promote cigarettes.

A national survey found that about 86% of adolescent smokers who bought their own cigarettes preferred Marlboro, Camel, or Newport cigarettes---the most heavily advertised brands. In contrast, only 35% of adults chose these brands.

Teen smoking is often an early warning sign of future problems. Teens who smoke are three times as likely as nonsmokers to use alcohol, eight times as likely to use marijuana, and 22 times as likely to use cocaine. Smoking is also associated with numerous other high risk behaviors, including fighting and having unprotected sex.