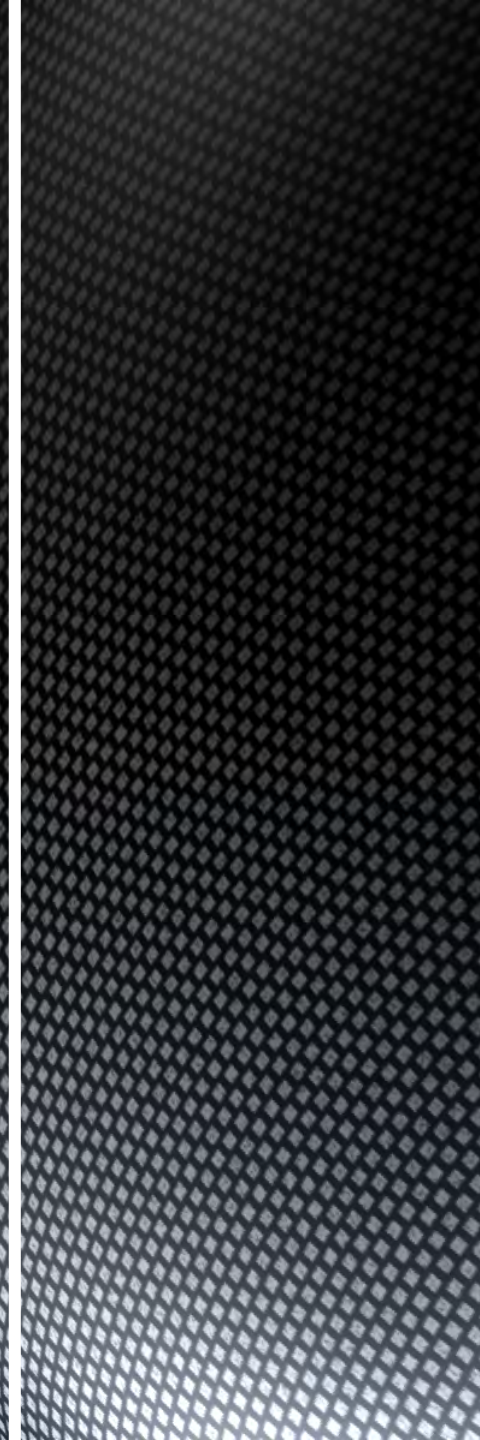


The True Cost of Tobacco

Financial and Social Impact



Learning Points

- The “costs” of tobacco and youth
- The “costs” of tobacco in the United States
- The “costs” of second-hand smoke

Scary But True

- In the U.S., **90 %** of all smokers start while in their teens or earlier!
- Every day, another **700** young people become regular smokers.
- The average 1 pack-a-day smoker will spend **\$1800** on cigarettes.



No For Real, This Is Scary! You Do The Math.

Replacement Smoker - young people the tobacco industry tries to recruit to replace those current smokers who are dying or quitting

3000

— 1800



1200

The number of smokers who quit daily

Big Tobacco Invests “BIG”

- **9.5 Billion** - Amount of money spent marketing cigarettes and smokeless tobacco in America in 2013.

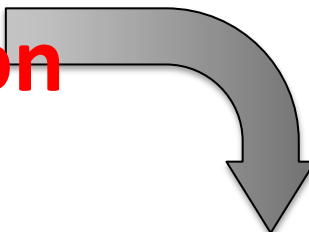


- **20 Million** - Amount of money the tobacco industry spends lobbying congress yearly.

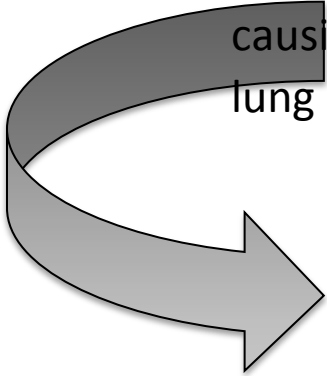


The True Costs of Tobacco In the United States

In the United States, smoking-related illness costs **\$132 million** each year in medical bills.



Tobacco use accounts for at least **30%** of all cancer deaths, causing **87%** of lung cancer deaths in men, and **70%** of lung cancer deaths in women.



Meaning: Roughly **1 in 3** cancer deaths could be prevented.

Because of smoking
**I've had about 20
amputations**
- Marie, Bronx, NY



Quit smoking today. For help, call 311. **NYC** Department of Health & Mental Hygiene



WARNING
SMOKING DAMAGES
YOUR TEETH

TWIN SISTERS



NON-SMOKER **SMOKER**

quickmeme.com

WARNING:
Cigarettes
are
addictive.



© U.S. HHS 1-800-QUIT-NOW

These “Costs” Include Those Who Do Not Smoke Themselves Too.

In the United States, **49,000 people** die from second hand smoke every year.

Since 1964, approximately **2,500,000 NONSMOKERS** have died from health problems caused by exposure to secondhand smoke.

Most exposure to secondhand smoke occurs in homes and workplaces.

- U. S. Department of Health and Human Services

Second-Hand Smoke is NO JOKE!

- **40%** of children (ages 3-11) are exposed to secondhand smoke.
- Secondhand smoke is a known cause of sudden infant death syndrome (**SIDS**).



WHAT CAN WE DO ABOUT THESE “COSTS”?

- Prevention is key. Spreading the word about the dangers of tobacco is an important job for teens.
- Remember – cigarette smoke doesn't just affect the smoker. Steer clear of places where people are smoking to protect yourself.