

# Prevention and Cessation of Tobacco Use in the U.S.

Smoking is the nation's largest preventable cause of disease and death.<sup>1</sup> Approximately one in four Americans — 68 million people — uses a tobacco product. The majority (83 percent) of tobacco users smoke cigarettes, and millions of people also use other types of tobacco, such as cigars, chewing tobacco, and snuff.<sup>2</sup>

The consequences of using tobacco in any form can be devastating: increased risk of cancer, reproductive issues, heart disease, stroke, and death.<sup>3</sup> *But prevention is possible* and is as important now as ever before, especially among young people. It's also important for individuals who currently smoke or use tobacco — even if only occasionally — to stop. The longer a person smokes, the more damage is done to the body. Quitting at any age has benefits.<sup>4</sup>

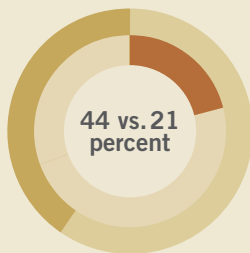
**Do your part to be tobacco-free, and take action to help family, friends, and members of your community do the same.**

## 7 THOUSAND CHEMICALS

Tobacco smoke contains more than **7,000 chemicals**.<sup>5</sup>



**Cigarette smokers** are more likely to **binge drink** than non-smokers (43 vs. 17 percent).<sup>6</sup>



Adults aged 18 or older with a **serious mental illness** are more likely to **smoke cigarettes** than those who do not have a mental illness (44 vs. 21 percent).<sup>7</sup>

## 22 percent

Twenty-two percent of **cigarette smokers** report using an **illicit drug**, compared with five percent of people who are nonsmokers.<sup>8</sup>

## Types of Tobacco Products<sup>9,10</sup>

### Smoked Tobacco Products

- Cigarettes
- Cigars/Little Cigars/Cigarillos
- Pipe tobacco
- Hookahs (water pipes)
- Bidis and kreteks (clove cigarettes)
- Electronic cigarettes (e-cigarettes)

### Smokeless Tobacco Products

- Chewing tobacco
- Snuff

## Tobacco products damage your body and your health.

Hundreds of chemicals found in tobacco smoke are toxic and about 70 can cause cancer.<sup>11</sup> In addition, smokeless tobacco contains at least 28 chemicals that have been found to cause cancer.<sup>12</sup> Smokeless tobacco is not a safe alternative to smoking.<sup>13,14</sup>

## Tobacco is addictive.

Tobacco products contain nicotine, a chemical that makes them addictive. This can make it difficult to stop using tobacco products even if a person wants to quit.

## Smoking cigarettes and using other types of tobacco puts you at risk for serious health problems, diseases, and death.

- **Cancer** – Lung cancer is the leading cause of cancer-related death among Americans: 90 percent of lung cancer deaths among men and approximately 80 percent of lung cancer deaths among women are due to smoking. Smoking causes cancer in other parts of the body, too — including the throat, mouth, stomach, kidney, bladder, and cervix — and smokeless tobacco can cause oral and pancreatic cancer.<sup>15</sup>
- **Heart attacks and strokes** – People who smoke are more likely to have heart attacks and strokes than are nonsmokers.<sup>16, 17, 18</sup>
- **Reproductive health problems** – Among pregnant women, smokeless tobacco use puts the unborn baby at risk for premature birth — which can lead to serious health problems<sup>19</sup> — and low birth weight. Use of smokeless tobacco by men can cause reduced sperm count and abnormal sperm cells.<sup>20</sup>
- **Shorter lifespan** – On average, smokers die 13 to 14 years earlier than nonsmokers.<sup>21</sup>

## Smoking harms people who don't smoke, too.

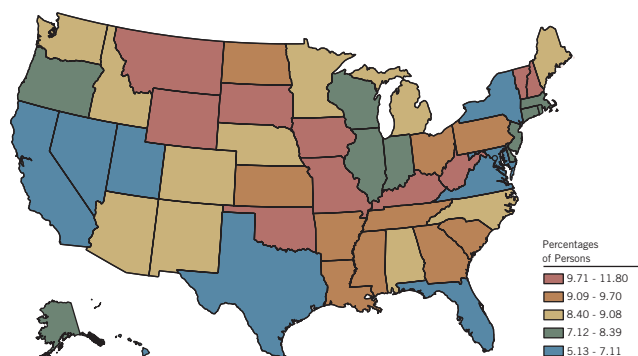
In adults who have never smoked, those who are exposed to secondhand smoke at home or at work increase their risk for lung cancer by 20-30 percent and risk for heart disease by 25-30 percent. In children, secondhand smoke causes ear infections, respiratory infections like pneumonia and bronchitis, and can also increase the risk for sudden infant death syndrome (SIDS).<sup>22</sup>

## Certain groups of people are more likely to smoke and use tobacco than others.

- **Youth and young adults** – Most people who smoke cigarettes try their first one by age 18 (88 percent), and 99 percent of first-time cigarette use happens by age 26.<sup>23</sup>
- **Individuals with mental and/or substance use disorders** – Higher rates of tobacco use are associated with heavy drinking among people aged 12 and older, compared with the general population.<sup>24</sup> Among adults aged 18 and older, individuals with any mental illness (AMI) are more likely to smoke cigarettes than an adult who does not have AMI.<sup>25</sup>
- **Specific ethnic groups** – Tobacco use among people aged 12 and older is highest among American Indians or Alaska Natives, followed by people of two or more races.<sup>26</sup>
- **Males** – Tobacco use, regardless of product type, is higher among males than females.<sup>27</sup>
- **Unemployed** – Cigarette smoking is more common among unemployed adults over age 18 than those who work full- or part-time.<sup>28</sup>

## Tobacco Product Use in Past Month among Youths Aged 12 to 17, by State:

Percentages, Annual Averages Based on 2010 and 2011 NSDUHs



Source: SAMHSA, Center for Behavioral Health Statistics and Quality, NSDUH, 2010 (Revised March 2012) and 2011. <http://www.samhsa.gov/data/NSDUH/2k11State/NSDUHsaemaps2011.htm>

## A National Perspective

The rates of tobacco use among young people aged 12-17 vary from state to state.<sup>29</sup> While prevention programs should target high-risk areas, every U.S. state and territory needs coordinated prevention efforts to ensure that youth never start smoking. See below for ways you and others can help prevent tobacco use and its consequences.

# What Communities Can Do

## Parents and Caregivers<sup>30</sup>

Having open conversations with your child from a young age will help him or her feel comfortable sharing information and opinions with you. Talk with your child about your values and expectations about tobacco use. Use everyday events to start a conversation; if you see someone smoking, talk with your child about how tobacco hurts the body.

## Behavioral Health and Prevention Professionals, Health Officials, and State and Local Leaders

- Focus prevention and outreach efforts on youth 12-17 and 18-25, ages when tobacco use is most likely to start.<sup>31</sup>
- Research shows links between tobacco use and other behavioral health issues (i.e., substance abuse and mental illness). Use SAMHSA's **National Registry of Evidence-based Programs and Practices (NREPP)**, <http://www.nrepp.samhsa.gov>, to search for comprehensive, research-based prevention strategies.
- Use multiple strategies to reduce youth access to tobacco products, including:<sup>32</sup>
  - Enforcing youth access laws in a consistent manner statewide;
  - Implementing bans on cigarette advertising in venues where youth and young adults congregate;
  - Providing education to all tobacco retailers in a variety of formats;
  - Using coalition members to conduct non-enforcement compliance checks of tobacco retailers during which compliant retailers are rewarded and noncompliant retailers are warned about the law;
  - Partnering with the state public health agency to ensure that youth tobacco access strategies are part of the state's comprehensive tobacco control plan;
  - Conducting a mass media campaign aimed at changing social norms and preventing smoking by youth.

## Tobacco Users

Choose to live a healthier life and take steps to stop using tobacco. If you've tried to quit before, don't give up! Successfully quitting can take more than one try.<sup>33</sup> These resources can help:

- Visit **SmokeFree.gov** at <http://smokefree.gov/qg-preparing-steps.aspx> to find out how to prepare for quitting, like setting a quit date and removing tobacco products from your home, car, and work.
- Be your strongest you – get tips for how to get through the challenges of quitting at <http://smokefree.gov/qg-quitting-quitday.aspx>.
- Sign up for **SmokeFreeTXT** at <http://smokefree.gov/smokefreetxt> – it's a service for teens and young adults that provides 24/7 encouragement, advice, and tips to help smokers stop smoking for good.\*

## Employers and School Administrators

- Adopt tobacco-free workplaces and campuses.
- Implement evidence-based school programs that teach refusal skills and the dangers of smoking.
- Offer tobacco use cessation classes during the lunch hour or after work.
- Provide stop-smoking programs as part of employee benefits packages.

## Community Members

- Lead by example by living a tobacco-free lifestyle.
- Share resources and information from this fact sheet with family and friends who use tobacco and want to quit.
- Talk to local and state leaders and encourage them to promote smoke-free air policies, effective tobacco package labeling, restricted tobacco advertising, and higher tobacco prices to help smokers quit and keep nonsmokers tobacco-free.<sup>34</sup>

**If you need help to quit smoking, talk to a smoking cessation counselor by calling 1-877-44U-QUIT (1-877-448-7848). This free service is available in English or Spanish for U.S. callers, Monday through Friday, 8:00 a.m. to 8:00 p.m. ET.**

\* If you pay for individual texts, this program may not be for you. Check with your mobile provider.

## Helpful Resources

- **BeTobaccoFree.HHS.gov**, <http://betobaccofree.hhs.gov>, provides user-friendly information from the U.S. Department of Health and Human Services (HHS) about tobacco products and the health effects of tobacco use, as well as resources for quitting and tobacco use prevention.
- The **SAMHSA-HRSA Center for Integrated Health Solutions** offers information and resources about tobacco use and cessation for providers, state organizations, and consumers, available at <http://www.integration.samhsa.gov/health-wellness/tobacco-cessation>.
- The **U.S. Centers for Disease Control and Prevention (CDC)**, <http://www.cdc.gov>, provides a variety of fact sheets on tobacco use and cessation.
- **Tips for Teens – The Truth About Tobacco**, available at <http://store.samhsa.gov/shin/content/PHD633/PHD633.pdf>, summarizes facts about tobacco use and its consequences and lists signs that a friend may be using tobacco.
- The Surgeon General’s report, **Preventing Tobacco Use Among Youth and Young Adults**, contains detailed information and data about youth tobacco use and prevention strategies. The report is available at <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/full-report.pdf>.
- The **HHS Office of Adolescent Health (OAH)** summarizes risk and protective factors that contribute to teen tobacco use, at <http://www.hhs.gov/ash/oah/adolescent-health-topics/substance-abuse/tobacco/risk-and-protective-factors.html>. Visit <http://www.hhs.gov/ash/oah/resources-and-publications/info/parents/other-conversations/tobacco> for guidance about how to talk to teens about not smoking.
- The **Smoking Cessation Leadership Center**, <http://smokingcessationleadership.ucsf.edu/Pioneers.htm>, offers webinars, technical assistance, and resources to promote smoking cessation.
- The U.S. Food and Drug Administration’s (FDA’s) “**Break the Chain of Tobacco Addiction**,” available at <http://www.fda.gov/TobaccoProducts/ResourcesforYou/BreakTheChain/default.htm>, provides guidance on federal tobacco product regulations and resources to help keep tobacco products out of the hands of youth.

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