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Tobacco-related Lung Disease

Outline

- Tobacco 101
- Health effects of smoking
- Smoking cessation

Not a lecture.

Tobacco 101

What is tobacco?

- A plant (*Nicotiana tabacum*)
- Contains >4000 chemicals, including nicotine
- Leaves are processed for consumption



History of Tobacco

- Indigenous to North and South America:
 - religious ceremonies, toothaches, etc.
- Taken to Europe (~1500)
- “Cash crop” in American colonies (~1700)
- Now global commodity:
 - mostly grown in 6 countries
 - used everywhere



Forms of Tobacco

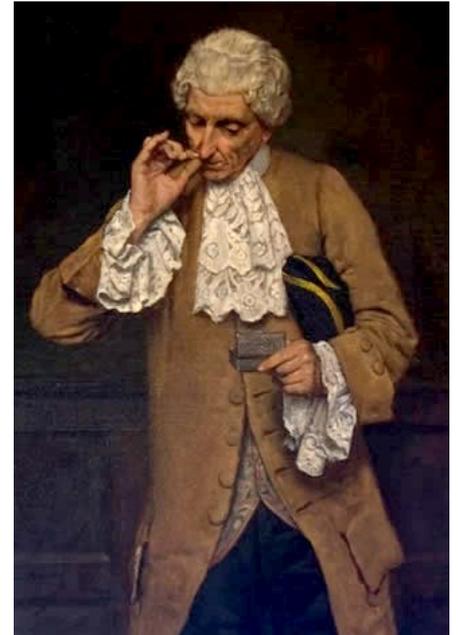
Smoked



Chewed



Sniffed



Tobacco Industry

Four Largest Tobacco Companies (2010)

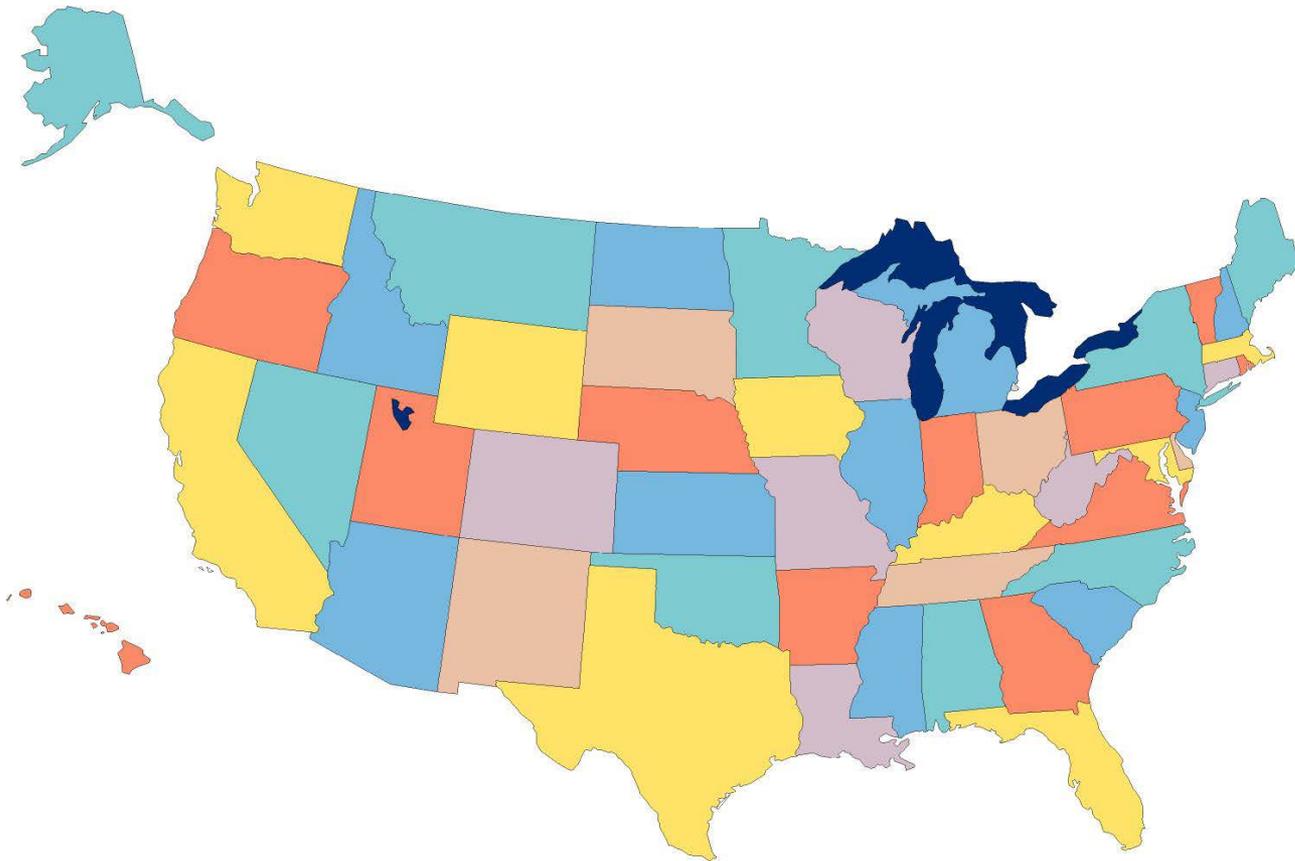
Company	Volume (billions of cigarettes)	World market share
Philip Morris International (PMI)	899.9*	24.4%
British American Tobacco (BAT)	708	20.5%
Japan Tobacco/Japan Tobacco International (JT/JTI)	563†	16.2%
Imperial Tobacco	308.7	8.6%

Chinese National Tobacco Corporation

?????

?????

U.S. Smokers, Adults



19.3%

U.S. Smokers, Adults



21.5%



14.0%



15.4%

U.S. Smokers, Teens

- 68% adult smokers started when ≤ 18 y.o.
- Each day, 3900 people ≤ 18 y.o. try first cigarette:
 - 950 will become full time smokers
 - 425 will die of tobacco-related illness

Cost of Pack of Cigarettes



\$9.14



\$5.19



\$9.73

New York = \$11.90 and West Virginia = \$4.74

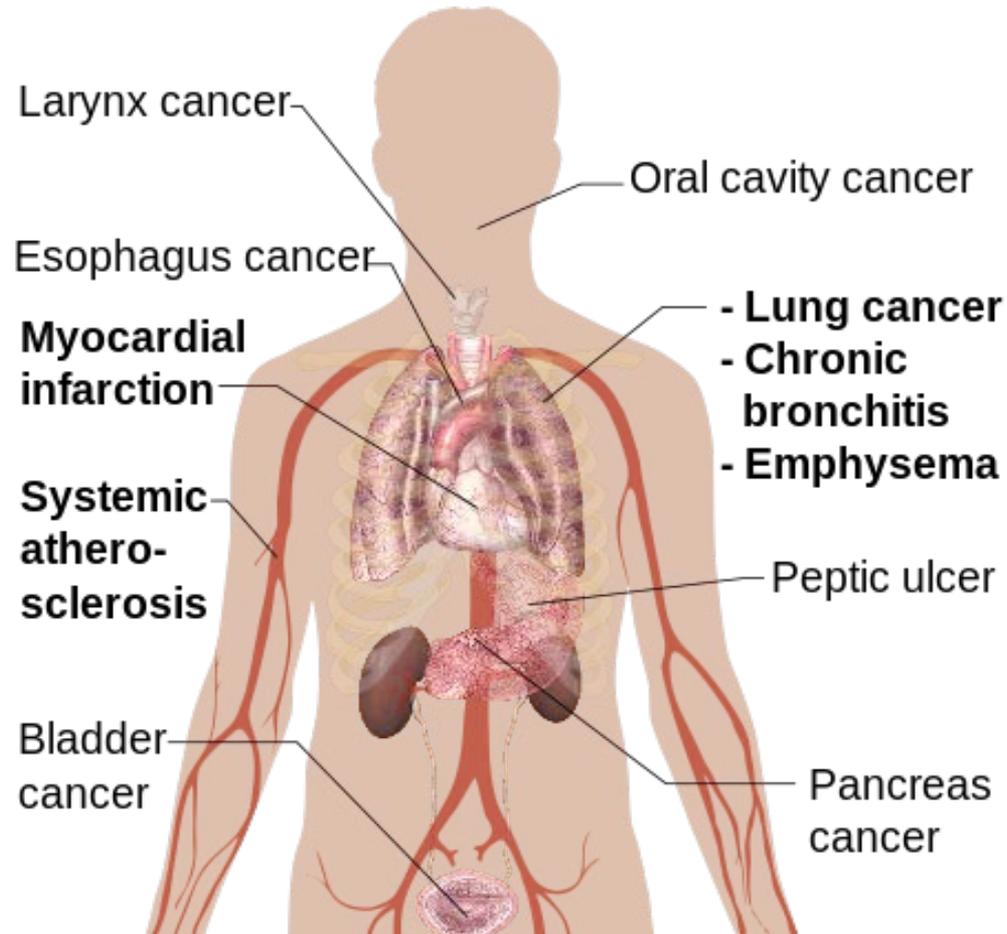
Health Effects of Smoking

Immediate Effects

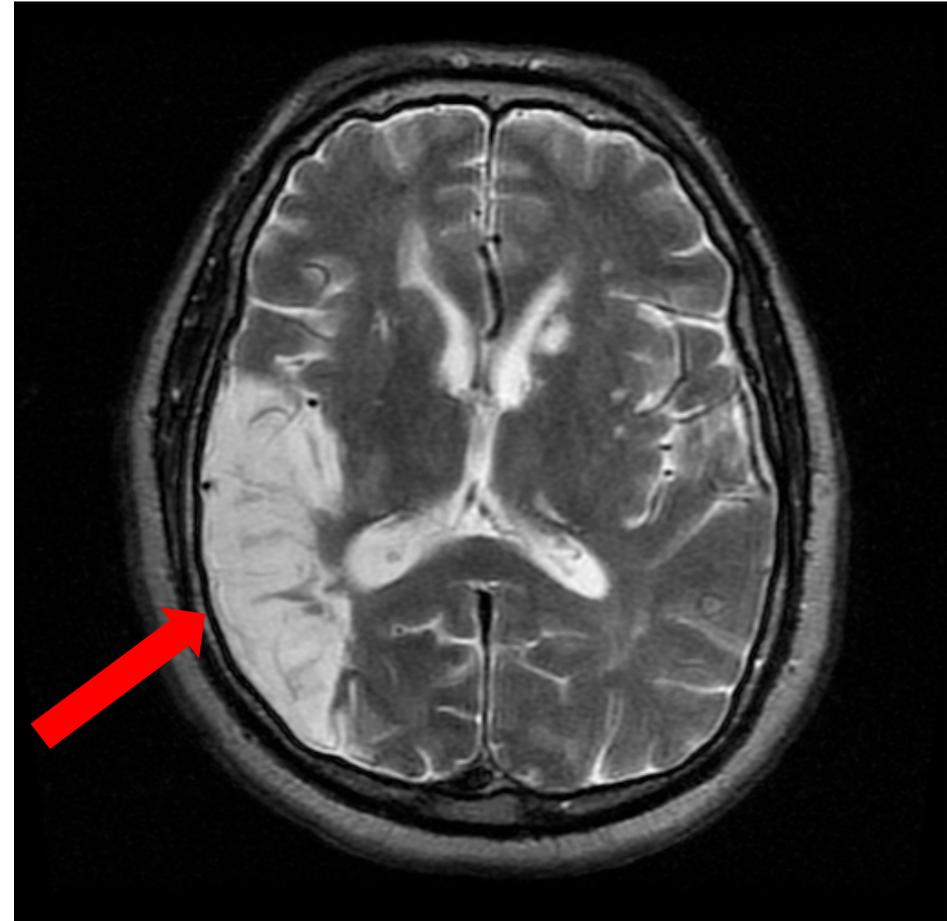
- Feeling of relaxation/calmness
- Heart rate and blood pressure increase
- Blood vessels constrict

Long Term Effects

Common adverse effects of **Tobacco smoking**

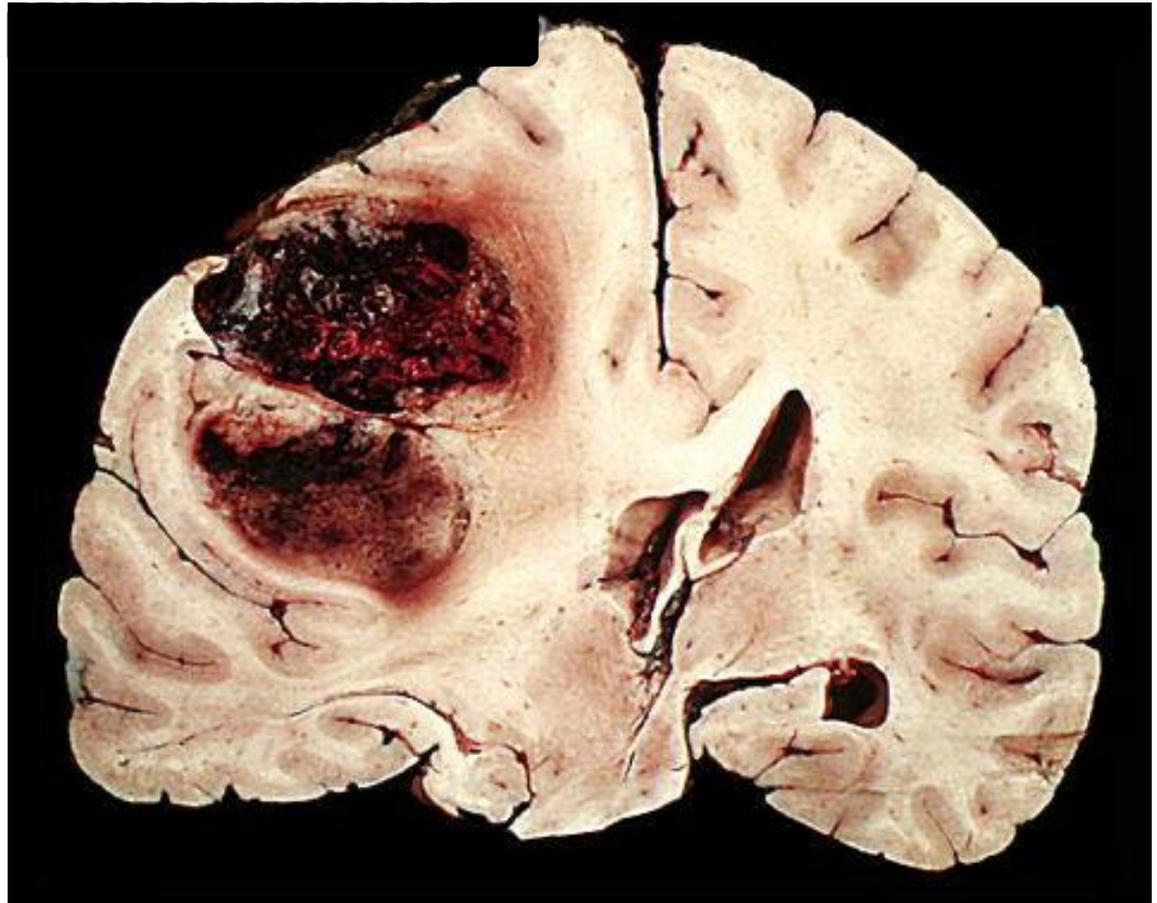


What's wrong with this guy?

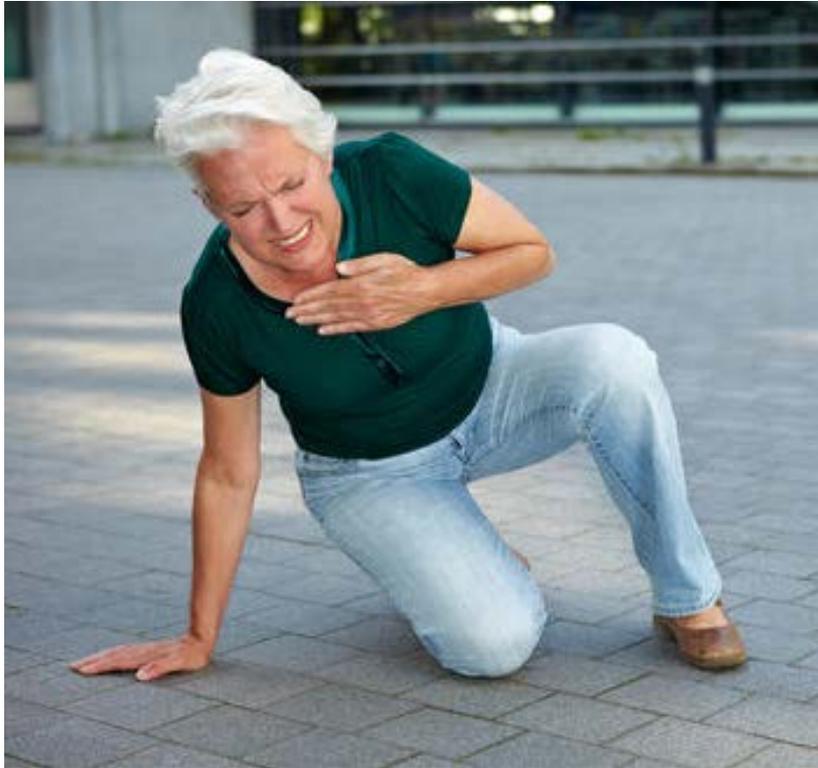


Stroke

**Smoking
increases
risk
2-4 times.**

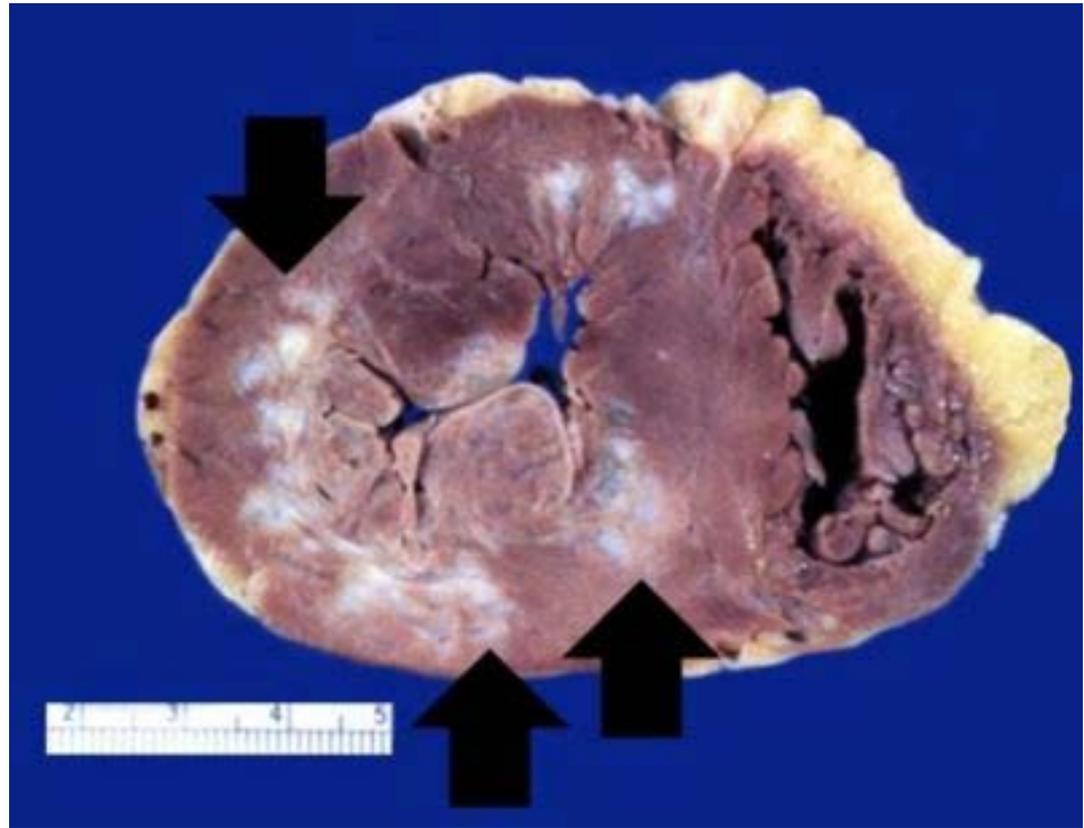


How about this lady?



Heart Attack

**Smoking
increases
risk
2-4 times.**

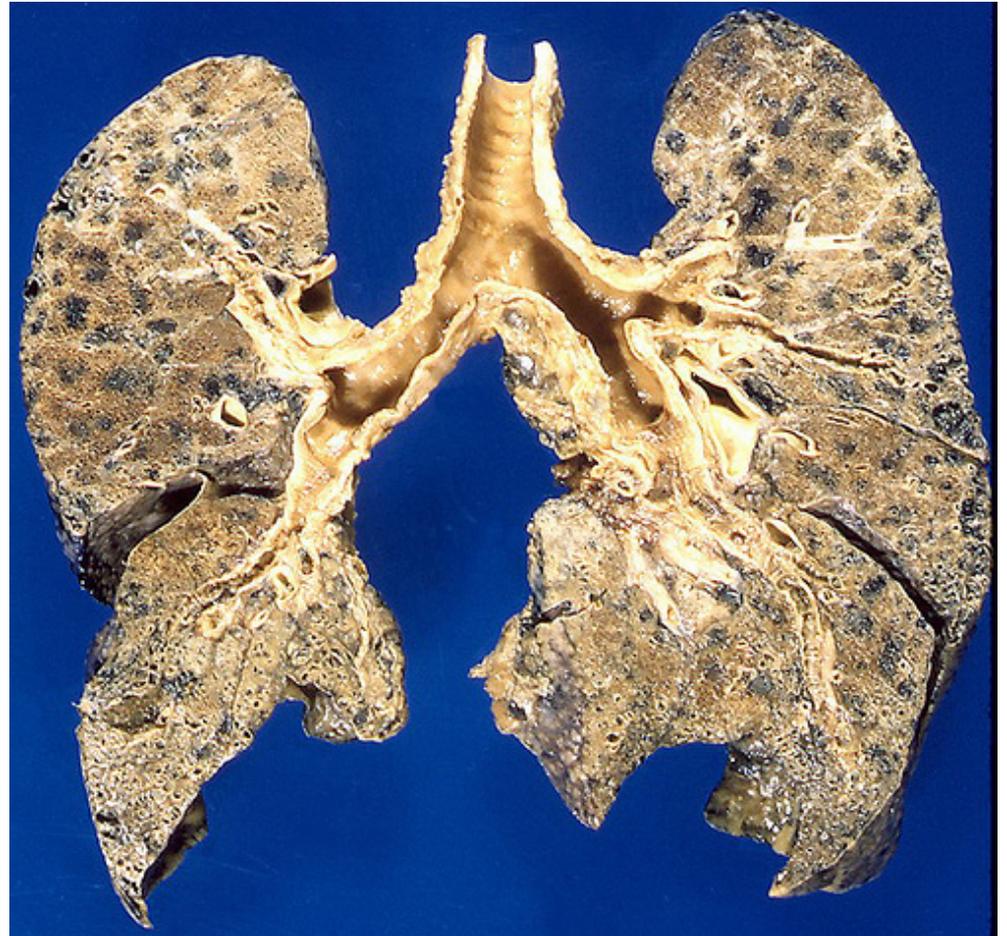


And him?

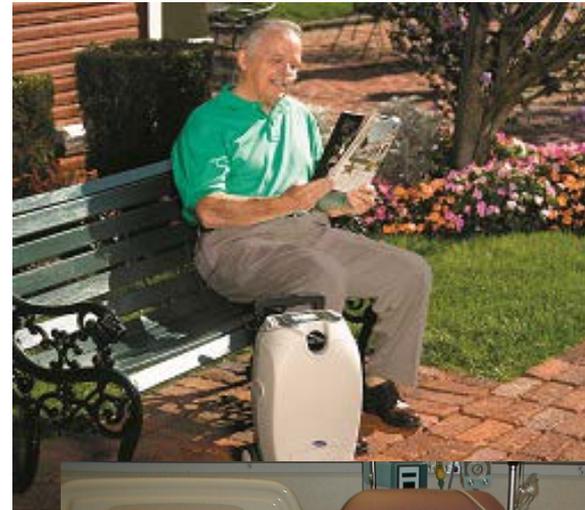
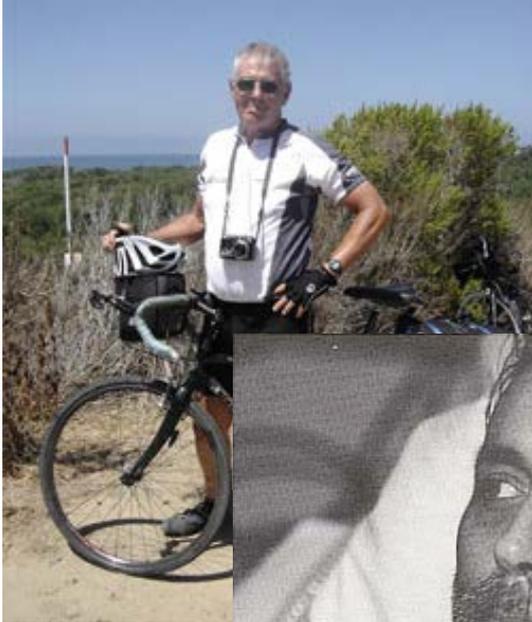


Emphysema (COPD)

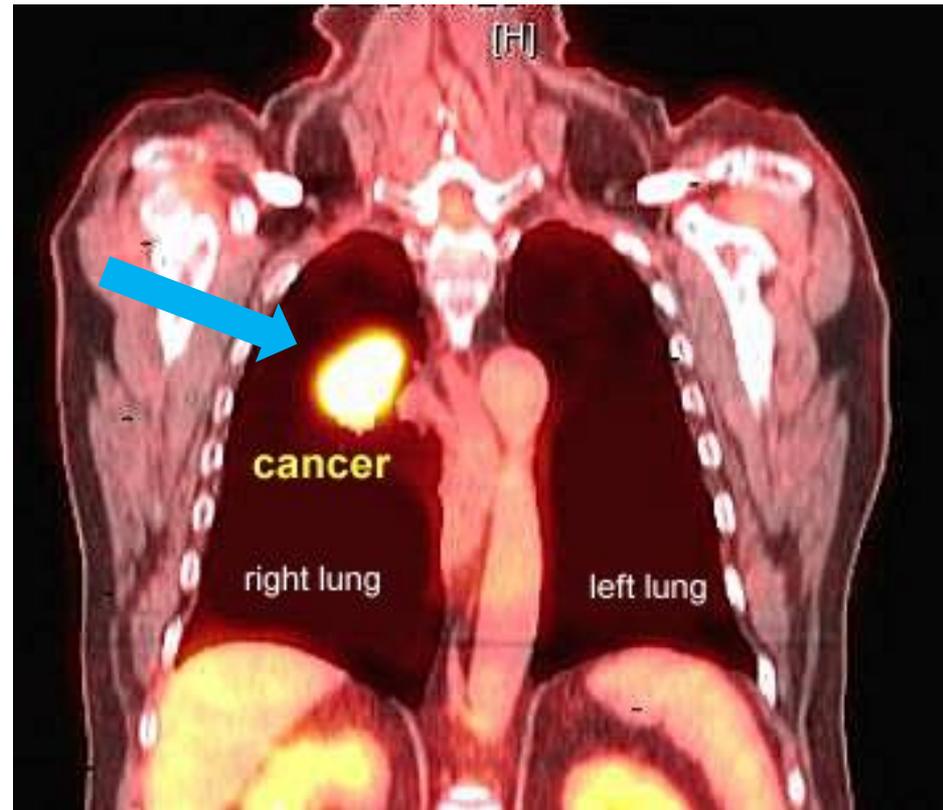
**20% of
smokers
develop
COPD.**



Emphysema (COPD)



Anything wrong with her?



Lung Cancer

**90% of all
lung cancers
are due to
smoking.**



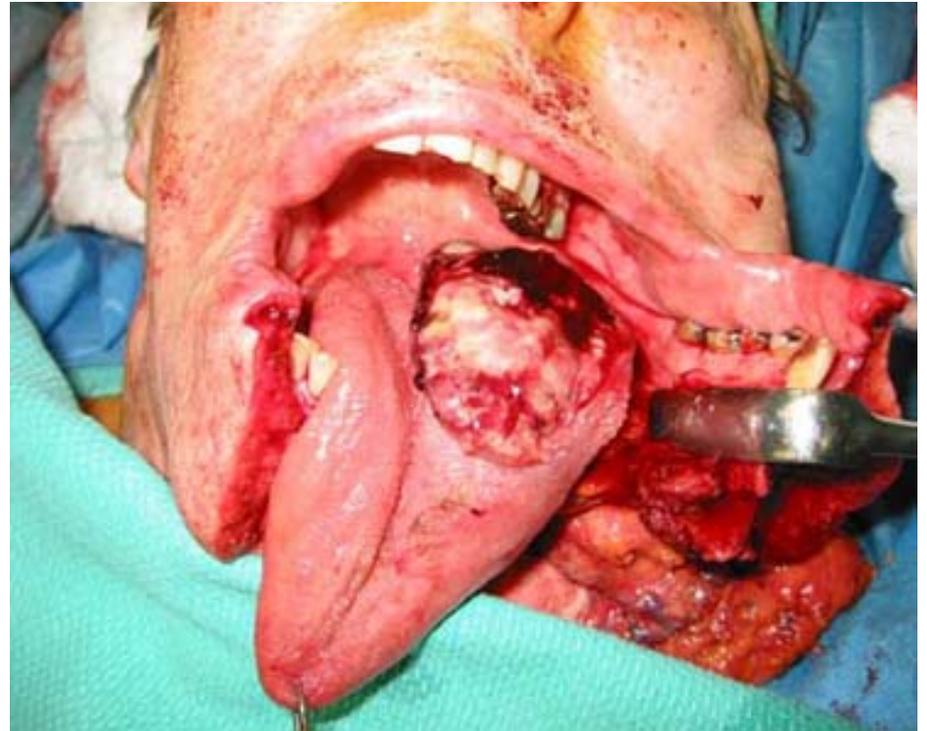
What's up with him?



Gross picture coming up...

Head & Neck Cancer

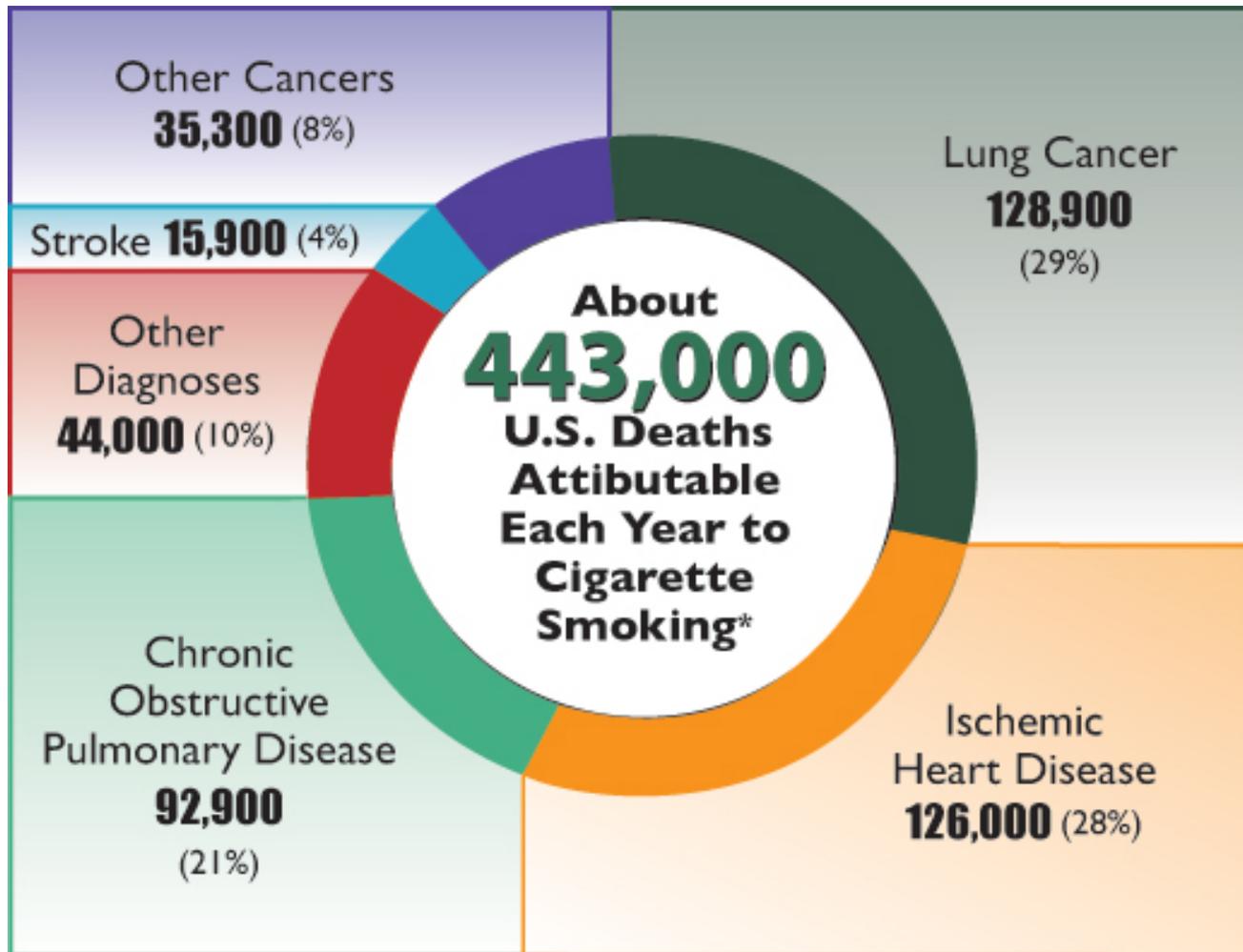
**Smoking
increases risk
of head &
neck cancer 5-
25 fold.**



Head & Neck Cancer



Smoking, U.S. Deaths /Year



Data from the American Lung Association (www.lung.org)

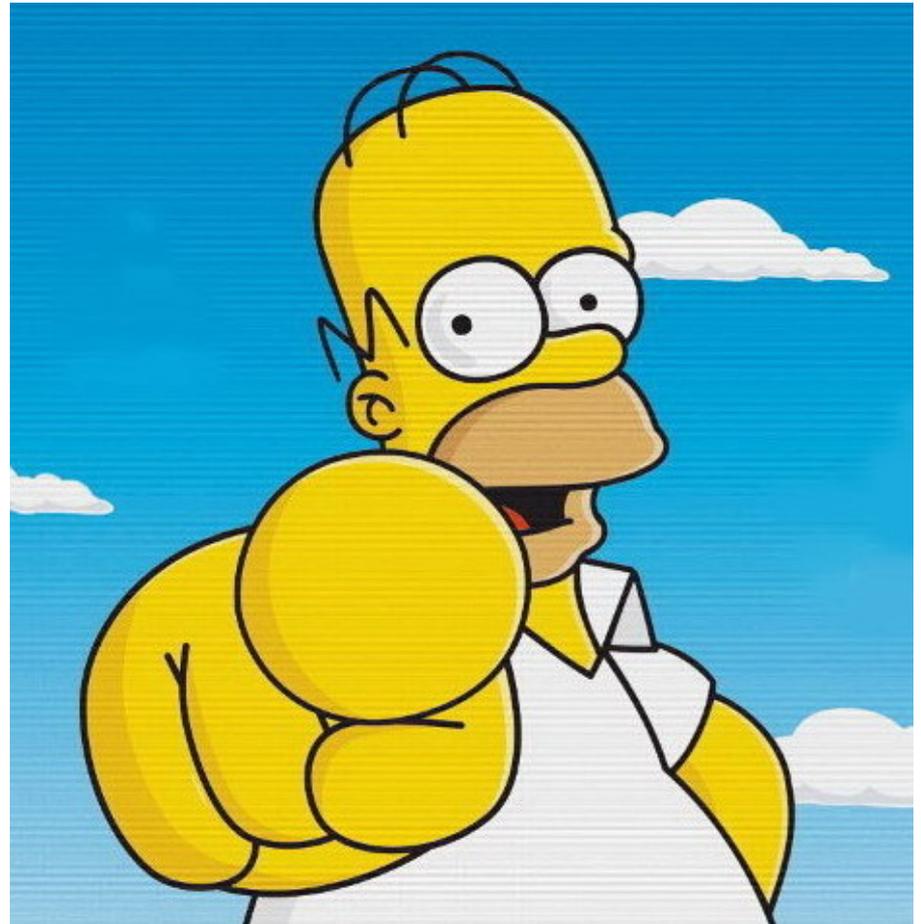
Second Hand Smoke

- Adults:
 - heart attacks
 - lung cancer
- Infants/children:
 - asthma
 - ear infections
- Fetus:
 - prematurity & perinatal mortality
 - growth restriction

Smoking Cessation

It's hard to quit!

Only 5% of smokers who try to quit are still smoke free at 1 year.



Why is it so hard?

- Nicotine creates addiction:
 - biological need
- Clever marketing:
 - psychological need

Icons



Models

To celebrate her latest creation, assistant milliner Lisa Nichols lit up a cigarette right in the shop.

Unfortunately, she soon found herself looking for a mail matter.

VIRGINIA SLIMS
You've come a long way, baby.

8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

© Philip Morris Inc. 1998
Printed in the U.S.A.

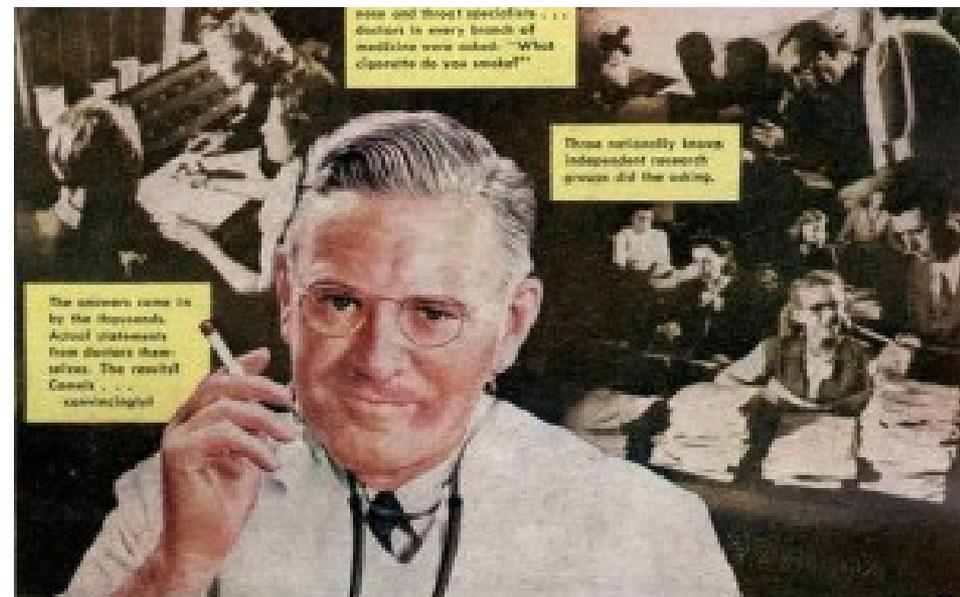
Movies



Access



Sheez...even us.



According to this recent Nationwide survey:

© J. Reorganized Tobacco Co., Winston-Salem, N. C.

***MORE DOCTORS SMOKE CAMELS
THAN ANY OTHER CIGARETTE!***

How to Quit.

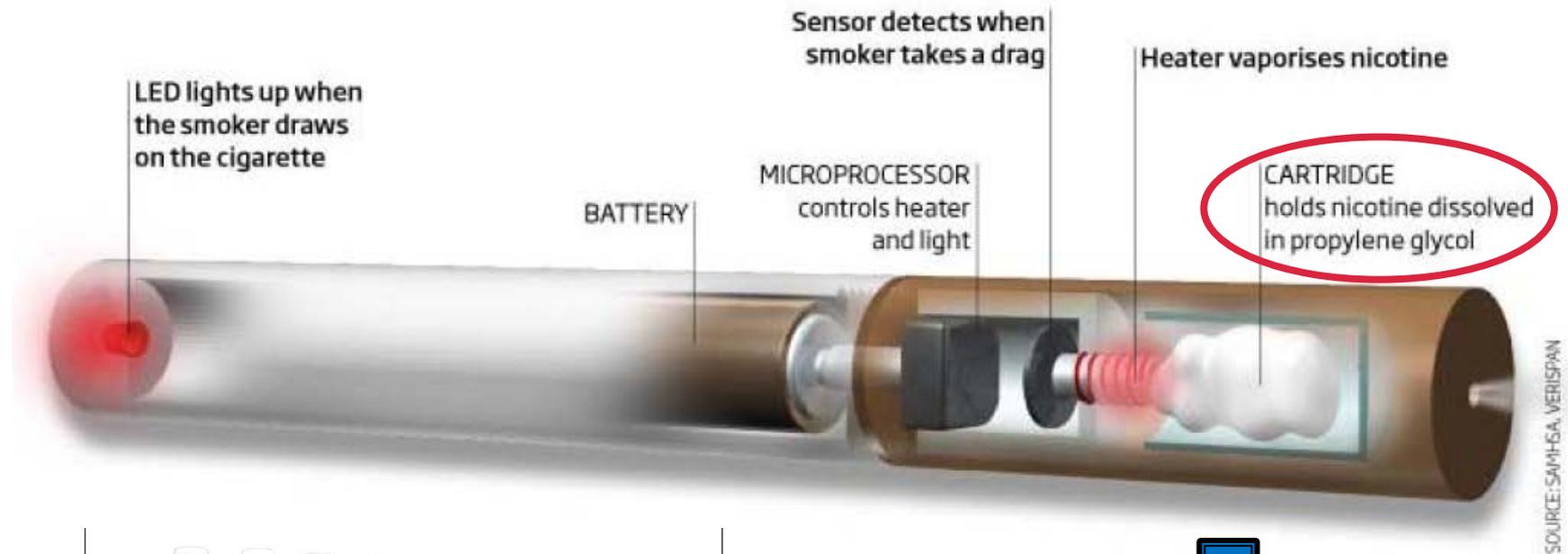
- Counseling
- Nicotine replacement
- Medications

Often takes multiple attempts...

Quit Lines

- Alaska:
 - www.alaskaquitline.com
 - 1-800-QUIT-NOW
- California:
 - www.nobutts.org
 - 1-800-NO-BUTTS
- Hawaii:
 - www.clearthesmoke.org
 - 1-800-QUIT-NOW

E-cigarette?



E-cigarette?



Volcano Vapor Cafe (Kapahulu Ave.)



OK...last slide...

Take Home Point

- Smoking is about managing risk.



