

# COCAINE

the  
REAL deal  
about  
tobacco

OUTRAGEOUS  
FACTS  
ABOUT TOBACCO  
ADVERTISING

Smoke-free  
COAST  
to COAST

General's Report  
SMOKING



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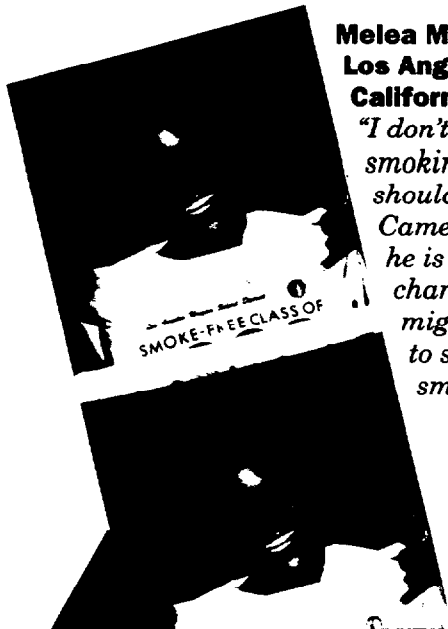
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For additional copies of this magazine, call 1-800-CDC-1311.

**Melea Morris**  
Los Angeles, California

*"I don't think the smoking people should use Joe Camel because he is a cartoon character and might get kids to start smoking."*



**Welcome!**

For the first time in history, the U.S. Surgeon General — Dr. Joycelyn Elders — has written a report about smoking and kids. It's called *Preventing Tobacco Use Among Young People: A Report of the Surgeon General*. Since the report is all about kids, Dr. Elders thought you should have your own version — one that's a little more personal than the report prepared by doctors and scientists.

So welcome to SGR 4 KIDS, your smoke-free magazine. We call it "your" magazine because it's not just written about kids, it's **for** kids!

To write this magazine, we talked to kids across the country — from an Indian reservation in Colorado to a Boys and Girls Club in Miami, from a Los Angeles classroom to a Cleveland Little League park. We asked them: What do you and your friends think about smoking? What do you want to see in this magazine?

We also sent young reporters on some expeditions of their own — including a trip to Washington, D.C., to interview the Surgeon General.

You'll find their words and ideas in SGR 4 KIDS. Turn the page and read on.

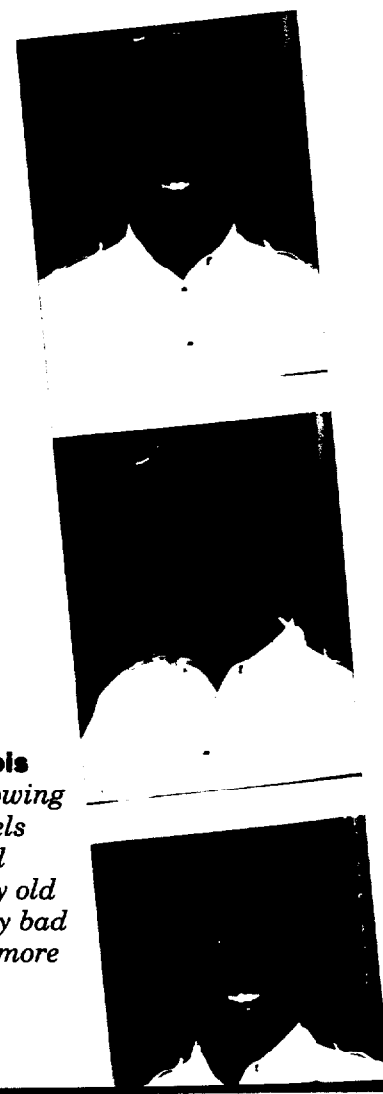
**Aaron Siegel**  
Harrison, New York

*"There should be more no-smoking sections in restaurants, stadiums and places like that."*



**Kelli Ward**  
Chicago, Illinois

*"Instead of showing beautiful models in ads, I would show a wrinkly old person in really bad health. That's more realistic."*



Before we tell you more about *Preventing Tobacco Use Among Young People: A Report of the Surgeon General*, we'll answer your first question — just who, or what, is a Surgeon General?

Well, for starters, she is **not** a surgeon — and **not** a general. She is, however, one of our country's leading spokespersons on health issues. All U.S. presidents get to pick their own Surgeon General. The current Surgeon General, Dr. Joycelyn Elders, was chosen by President Bill Clinton.

One of the most important things Dr. Elders does is warn people about health dangers — like smoking. Surgeon Generals have been putting out reports on tobacco since Dr. Luther Terry released the first one in 1964. Since then there have been reports about nicotine, second-hand smoke and lots of other topics.

But there has never been an entire report about kids and tobacco use — until now!

This year, Dr. Elders is releasing the first SGR (Surgeon General's Report) just about kids. It focuses on preventing

# THE SURGEON GENERAL'S FIRST REPORT FOR KIDS

tobacco use among kids aged 12 to 18. That's the age when most people who smoke get started.

Every day, in fact, another 3,000 young people begin smoking. That, says Dr. Elders, is

simply not okay with her — and it's not okay with any of the kids we talked to, either!

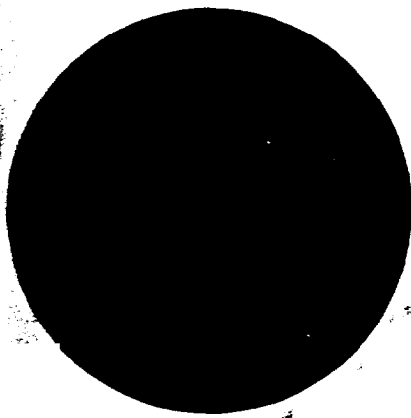
"Smoking causes more death and disease than all other addictions combined," she explains. "And it has health consequences that start when you smoke your very first cigarette." Just because you're young doesn't mean you're a wonderkid — smoking will hurt you sooner than you think.

That's why the Surgeon General, and the government's Office on Smoking and Health, take the issue of kids and smoking so seriously. Nearly 100 scientists worked for almost two years on the SGR about young people. And they went straight to the source. "Even though this report was written by adults, it was kids who really told us what's going on," says Cheryl Perry, senior scientific editor for the SGR. "The researchers talked to thousands of kids for this project."

We've got a lot of ground to cover! But first, let's follow some of our kid reporters to Washington, D.C., to meet the Surgeon General.

## The SGR contains six major conclusions about kids and smoking:

- ▶ Most people start using tobacco before they finish high school. This means that if you stay smoke-free in school, you will probably never smoke.
- ▶ Most teens who smoke are addicted to nicotine. They want to quit smoking, but they can't. When they try to quit, they experience nasty withdrawal symptoms — just like adults.
- ▶ Tobacco is often the first drug used by kids who use alcohol and illegal drugs like marijuana.
- ▶ Kids who start smoking are more likely to get lower grades in school. They tend to hang out with other kids who smoke. They may have a low self-image and they don't know how to say no to tobacco.
- ▶ Cigarette advertisements are designed to make people think that smoking is cool and that everybody does it. These misleading ads appear to increase kids' risk of smoking.
- ▶ Finally, here's some good news! People working in their communities — kids who warn each other about the dangers of smoking, for example, and programs that make it harder for stores to sell cigarettes to kids — are helping to keep kids away from tobacco.



about  
kids and  
smoking



# AN INTERVIEW

## WITH THE SURGEON GENERAL

**Dannie:** *What does the Surgeon General do?*

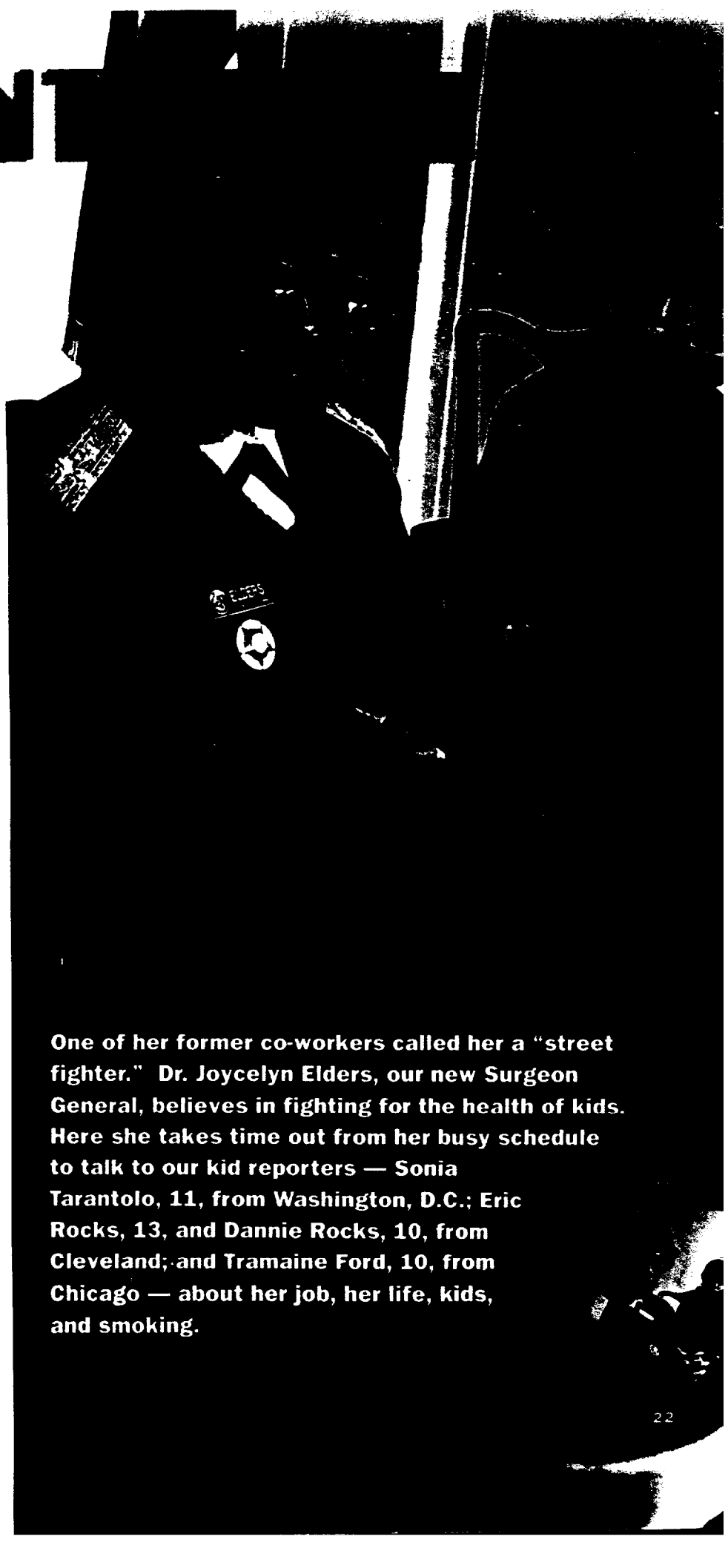
I'm responsible for making sure that everybody in the nation has the best possible health. My job is to be an advocate for you – to speak out about things that are in your best interest. That includes making sure you don't get involved in any behavior that can be damaging to your health, like using drugs or drinking or smoking.

**Eric:** *What kind of doctor are you?*

I'm a pediatric endocrinologist. That means I specialize in taking care of children who have special problems related to their glands.

**Tramaine:** *Why did you decide to do this report for kids?*

I just felt that kids are the most important thing we've got in this country. Nothing is more important than you. And I don't want you to get lung cancer or start using other kinds of drugs – you know, kids who smoke are much more likely to drink or use drugs. So if we can keep bright young people like you from ever smoking, we hope we can keep you from getting into trouble in other ways. Since you are going to take good care of me when I get to be an old lady, it's important to me to make sure that you stay healthy.



One of her former co-workers called her a "street fighter." Dr. Joycelyn Elders, our new Surgeon General, believes in fighting for the health of kids. Here she takes time out from her busy schedule to talk to our kid reporters — Sonia Tarantolo, 11, from Washington, D.C.; Eric Rocks, 13, and Dannie Rocks, 10, from Cleveland; and Tramaine Ford, 10, from Chicago — about her job, her life, kids, and smoking.

**Sonia: If cigarettes are so bad for you, why are they still legal?**

When I see all the terrible problems smoking causes, I ask myself that same question. When cigarettes were first being used, we didn't know they could cause cancer. Before long, smoking became a part of our culture. Now millions of people are addicted to cigarettes. I'm sure that if cigarettes were introduced today, with all that we know about them, we would never allow them to be sold.

**Dannie: Why are your warnings on cigarette packs so small?**

We're trying to change that, to make sure that our health warnings are glaring and standing out in front. At first the cigarette companies wanted to make those labels as small as they could. They wanted you to have to use a magnifying glass to see them! But now Congress is considering some new laws that say the labels have to be large and clear enough that you can readily see them.

**Sonia: Why are cigarette ads allowed in magazines and on billboards if they're not allowed on TV?**

I think cigarette ads should not be allowed in magazines and on billboards. You should not

be able to advertise something that we know is dangerous — especially to our children. And yet we have 3,000 young people like yourselves who start smoking every day.



**Eric: What do you think about Joe Camel ads?**

I think that when as many of our 6-year-olds know Joe Camel as know Mickey Mouse, that says we've got a problem! The tobacco industry spends millions and millions of dollars on advertising that is seen by young people. I'm opposed to that. We have to use the mass media — TV, radio, magazines — to start advertising positive messages to kids.

**Sonia: What else do you plan to do as Surgeon General to keep kids from smoking?**

I want to start teaching kids about the dangers of smoking

very early in school — as early as kindergarten. If we do that, and have you well informed, I know that you will make good decisions. You know, if you haven't started smoking by the time you're 19 years old, you will probably never smoke. So if I can keep you from smoking until then, I've got a chance to keep you from ever smoking.

**Tramaine: What's your advice to kids whose friends are pressuring them to smoke?**

My advice is to tell them, "Listen, I don't want that cancer stick. I don't plan to die of lung cancer. I don't have to smoke to feel good about myself. And I don't think that you should either. Because I don't want to take care of you when you get old and sick."

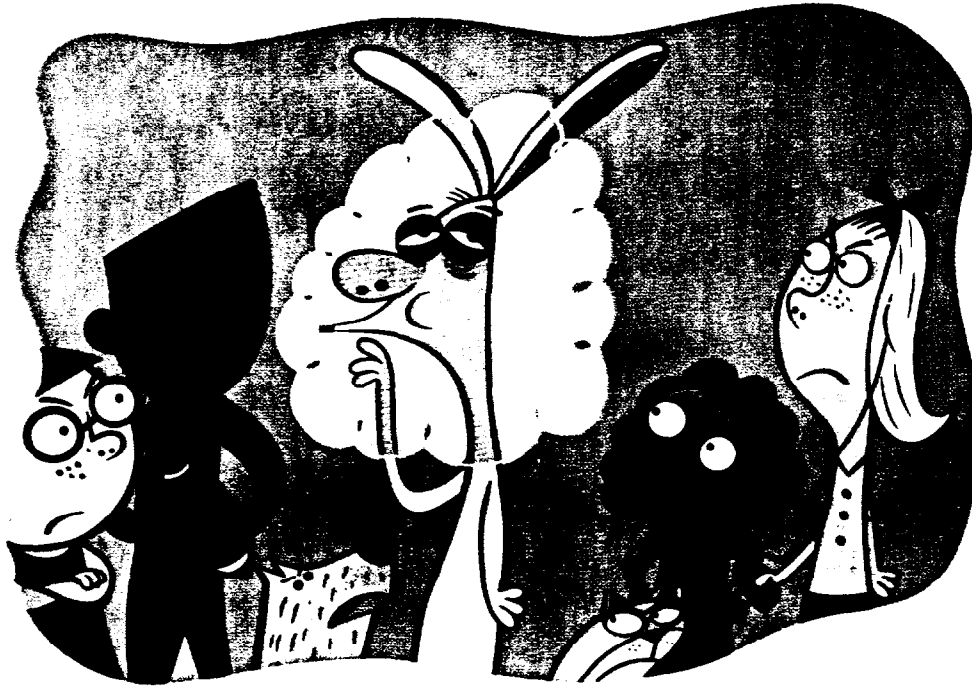
**Tramaine: Do you like your job?**

Yes, I like my job very much. I like to feel that I'm doing something that's going to make a difference for young people. And if I can do something that will make a difference, and I live to be an old lady sitting on my porch rocking, I can look out there and say, "I did that," or "I influenced that person." I can really feel good.



# THE REAL DEAL ABOUT

The Surgeon General says that 3,000 kids start smoking every day. They must not know the facts about tobacco — if they did, they'd stay miles away from the stuff! So let's cut through the smoke and get to the real deal about tobacco.



**Most kids my age smoke... don't they?**

**The Real Deal** It might look that way, because tobacco companies pay lots of money to fill magazines and billboards with pictures of people smoking. But according to the Surgeon General, only 13 percent of (or 13 out of 100) adolescents have smoked in the last 30 days. And only 8 percent are "frequent" smokers. That means most kids — 87 percent, to be exact — are smart enough not to smoke.

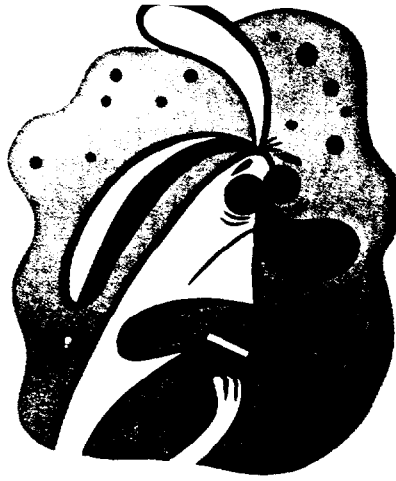
**We don't need to worry — smoking won't affect our health until we're a lot older... right?**

**The Real Deal** You already know that smoking can cause things like cancer and heart disease, but the report also lists symptoms that start to develop as soon as you smoke your first cigarette — no matter how young you are. These include shortness of breath, coughing, nausea, dizziness, and "phlegm production." Pretty gross, huh?

Up in  
Smoke!

- ▶ Buy 1.000...
- ▶ It's boring, we have...
- ▶ account earning...
- ▶ 20 years. With 1.000...

# TOBACCO!



**But if you only smoke a little bit, that can't hurt... can it?**

**The Real Deal** According to Dr. Elders, symptoms like wheezing and coughing have been found in kids who smoke just one cigarette a week.

**Well, at least tobacco use doesn't lead to other drug use... does it?**

**The Real Deal** It doesn't always, but it certainly can. Many times tobacco is the first drug used by kids who use alcohol and illegal drugs. The SGR says that, compared with non-smokers, kids who smoke are 3 times more likely to use alcohol. They're 8 times more likely to smoke marijuana, and 22 times more likely to use cocaine. Scary, huh?

**Kids who smoke think they're cool... are they?**

**The Real Deal** Only if by "cool" you mean kids who probably aren't doing very well in school. The SGR found that students with the highest grades are less likely to smoke than those with the lowest grades. The same is true for smokeless tobacco — daily tobacco use is **highest** among drop-outs, **lowest** among college students.

Kids who smoke have lower self-images. They look to smoking because they think it will give them a better image — cooler, maybe, or more attractive, or more popular. And because their self-image is low, they don't have the confidence to say no when someone wants them to use tobacco.

**Well, if smoking is so bad, all you have to do is quit. How hard can that be?**

**The Real Deal** Most teens who smoke want to stop. Nearly half of the high school seniors in the survey said they'd like to quit smoking.

But they can't because, according to the SGR, "most young people who smoke daily are addicted to nicotine."

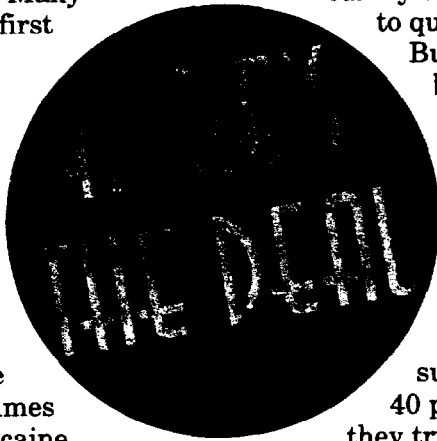
In the same survey, about 40 percent said

they tried to quit and couldn't.

**So maybe we're better off if we never start smoking.**

**Now There's the Ultimate**

**Real Deal** Quitting is not a pretty sight, because nicotine is as addictive as alcohol, heroin, or cocaine. According to the SGR, when people quit they might experience "frustration, anger, anxiety, difficulty concentrating, restlessness, and decreased heart rate." The Surgeon General found that most smokers start before they finish high school. So if you make it to graduation day without starting to smoke, chances are you never will!



is smokeless tobacco...  
is smokeless tobacco...  
is smokeless tobacco...

It's true that many people think smokeless tobacco (also known as chewing or spit tobacco, or snuff) isn't as bad as cigarettes. One study quoted in the SGR said that 77 percent of kids thought cigarette smoking was very harmful, but only 40 percent thought smokeless tobacco was very harmful. Very wrong! The truth is that smokeless tobacco use is connected with all sorts of problems.

**Smokeless tobacco can cause bleeding gums, and sores of the mouth that never heal. Eventually you might end up with cancer.**

**Tobacco is tobacco; it all contains nicotine, and nicotine is addictive!**

It stains your teeth a yellowish-brown color. It gives you bad breath. It can make you dizzy, give you the hiccups, even make you throw up. (Definitely NOT cool!)

Finally, one more fact to chew on — according to the SGR, kids who use smokeless tobacco are more likely to start using cigarettes, too. That's a double whammy that no healthy body can survive! So spit it out; say no to smokeless tobacco.

# BE AN ADD BUSTER



*Johnny: They make it seem like you'll be tough and strong, like a cowboy, if you smoke their brand."*

*Alison: They show this clean, refreshing outdoor scene. They don't show the air filled with gross-smelling cigarette smoke."*

**Reality Check:** One of the models who played the Marlboro Man died of lung cancer. The model who played the Winston Man is paralyzed on one side because of smoking — he can no longer climb mountains like he did in those tough-guy ads. Cigarette ads are often set in clean, wholesome settings, and they never show smoke. They don't give you a clue about how gross a burning cigarette smells!

What is advertising? It's a way for companies to promote their products (and make more money). But they don't tell the whole truth. They're often trying to cover up one simple fact — smoking is very, very harmful.

Even those "clean" cigarette ads. How do you get ads with bright colors and beautiful models? They get those ads by paying money that comes from the Marlboro, Winston, Stone, and Macmillan companies.

The cigarette companies are always trying to make it look like you'll be independent if you smoke. The best way to be independent is to think for yourself. Let a big company do your thinking for you. To get in the truth, we asked Lisa in Ignacio, a small town in the mountains of Colorado, to read between the lines of some popular ads.

**Allison:** "Look at how white her teeth are. They wouldn't really look that white if she smoked."

**Daniel:** "People who buy the cigarettes think if they can smoke and be pretty and thin and have fun, maybe I can too."

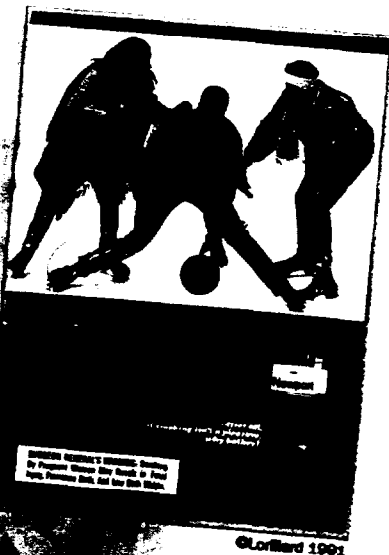
**Reality Check:** According to the SGR, "cigarette ads for women have always promoted slimmness." But cigarettes are not healthy. Eating and eating right are two of the smartest things you can do to stay fit and healthy.



Here are our Ignacio ad models: Allison Young, Nick Lorenz, and Daniel. (Yes, they're all from Ignacio.) The ads were designed by M&M. "If you smoke, our choices." Now that's some truthful advertising!







**Daniel:** "Camel cigarettes uses Joe Camel, a cartoon character, to catch kids. Kids like cartoons more than adults do."

**Tana:** "If the cigarette companies can get kids hooked on a brand, then they just might buy that brand their whole life."

**Reality Check:** The youth market is very important to the big tobacco companies, because young smokers are needed to replace older smokers who quit or die. Kids like humor, and kids like cartoons — and Camel ads use both. According to the SGR, most kids pick Camel ads as their favorite ads for cigarettes.

▶ **Old Joe Camel, the cartoon symbol for Camel cigarettes, has been around since 1988. Many people think that Camel uses a cartoon to get kids to smoke. They want the ads banned. But R.J. Reynolds, the maker of Camel cigarettes, says it doesn't believe "for a minute" that Old Joe encourages kids to smoke. You be the judge:**

▶ **In the first 4 years that Camel ads featured Joe, smokers under 18 who preferred Camels rose from less than 1 percent to as much as 30 percent of the market.**

▶ **Sales of Camel cigarettes to kids 12 to 19 years old have risen from \$6 million in 1988 to \$476 million in 1991 — that's equal to 262 million packs of cigarettes.**

▶ **Joe Camel is as familiar to 6-year-old kids as Mickey Mouse!**



©1992 R.J. REYNOLDS TOBACCO CO.

▶ **R.J. Reynolds spends an estimated \$22 million a year on Camel ads.**

**Galaxy:** "They're trying to show that if you smoke, you'll have a good time."

**The models are always good-looking, and**

**Cigarette ads**

**...and you make friends who make you desirable. If you know anybody who has someone with bad breath, ugly clothes, and yellow teeth? In one survey, 72 percent of high school seniors considered smoking a "dirty habit" — and the same number said they'd rather date someone who doesn't smoke.**

## A Tricky Way to Advertise

Cigarette ads have been banned from TV and radio since 1971. So, to get around the ban, tobacco companies sponsor TV sporting events. Then they plaster their names all over everything. During one 90-minute car race, the word "Marlboro" appeared on TV 5,933 times! How can they say that's not advertising?

**Alison:** "An athlete would never smoke, because it would affect her tennis playing."



**It's a way for them to advertise without advertising — and they can't even to put the S's on General's boy and on the signs."**

**Six years ago, Virginia Slims cigarettes for women were introduced, more than twice as many teenage girls were smoking. But tobacco companies say they don't target kids!**

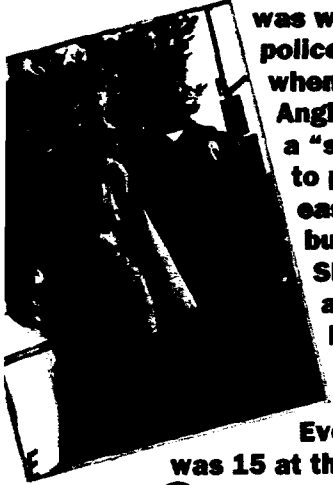


# HUNTINGTON PARK

## CALIFORNIA

Angle Yocupiclo broke the law — lucky for her she was working with the police department when she did it! Angle was part of a “sting operation” to prove how easily kids can buy cigarettes. She walked into a store and boldly asked for a pack — or a carton!

Even though she was 15 at the time, “I was **really** turned down,” she says. “They sold it to me gladly.” The health agency that sponsored the sting hopes stores will get the message and obey the law. Today, all 50 states and Washington, D.C., prohibit stores from selling tobacco to kids under 18.



# SANTA FE

## NEW MEXICO

It's amazing what kid power — and a little peanut butter and jelly — can accomplish! Last year, 350 students packed the New Mexico state capitol to talk to their lawmakers about passing a law that would make it illegal to sell tobacco to kids under 18. They even brought the lawmakers p.b.&j. sandwiches to lunch on! A month later, the law passed.



# MARMATH

## NORTH DAKOTA

What can just two kids do? Plenty, it turns out, when the two were Justin Fischer and



Eric Sonsalla! The only students in their grade (the whole school has only 32 students), they wanted to make their school smoke-free. Eric, age 11, admits he was “pretty nervous” when they shared this idea with the school board. But the board agreed that smoking stinks — and now nobody can smoke at Marmath Public School. “It was a really fun experience,” Eric says.



Kids everywhere are banding together to stamp out tobacco. Let's travel coast-to-coast and see what kids are doing.

# SMOKE-FREE COAST

## BELVIDERE ILLINOIS

Students at the Perry Elementary School think magazines read by kids should not print tobacco ads. So they picked some magazines — including *Sports Illustrated* and *Hot Rod* — from the school library and wrote letters to the editors, asking them to stop running these ads. When the editors didn't write back, the library canceled the subscriptions.



## PERTH AMBOY NEW JERSEY



"Sometimes adults think kids don't know what they're talking about," says George Vega, 17. But George can tell grown-ups a thing or two about tobacco advertising — and he did! His group, HORA (Hispanics On the Rise Again), took a survey of cigarette billboards in his hometown. They found there were more signs in Hispanic neighborhoods than anywhere else. "They put billboards by churches and schools and in parks where kids play," he complains. HORA is talking to the city council about dumping the signs. "We want to remove tobacco billboards," says George, "and replace them with ones for milk or vegetables — something healthy and positive for kids."

"Read my lips — don't smoke!" With TV and newspaper reporters looking on, Sean Donahue heard his voice ring out across the lawn of the Massachusetts statehouse. More than 100 kids — waving banners and signs that read "FRESH AIR" and "SMOKING STINKS" — let out a giant roar. "It was exciting," says Sean, remembering his first anti-smoking rally.

But Sean did more than just talk. After his rousing speech, he led a parade of wagons to the state capitol. The wagons were filled with petitions asking the Secretary of State to raise the state tobacco tax by 25 cents. (According to the Surgeon General, cigarette taxes save lives because high prices make many people stop smoking.)

The hard work gathered some political pull, too. In a recent vote, voters approved the plan to raise the tax.

Sean was asked to speak at the rally because he's a celebrity in Boston — even though he's only 14! He appears weekly on a WBZ radio show called "Kid Company" and even landed a guest spot on "The Tonight Show."

All the attention isn't going to his head, though. He's still a down-to-earth guy who cares about kids. "I'm not just saying this for publicity — I'm concerned about what's going on," he says. "Kids have to lay off smoking. It can really ruin their bodies and their lives."

# TO COAST



## Speaking OUT to STAND OUT SMOKING

Sean Donahue  
Boston, Massachusetts

# Ready to do something?

VIRGINIA STATE LIBRARY & ARCHIVES  
 1000321704

Now it's your turn to become part of the movement against tobacco! Here are 10 ways you can help to make your world smoke-free:

**Create a cool school!** Like Justin and Eric in North Dakota, you can make your school smoke-free. Take a petition door-to-door for people to sign.

Then take the petition to a school board meeting and present it to school officials. Here's what a petition should look like.

**Strike three, smoking's out!** As we've seen, cigarette companies try to link tobacco with athletics. You can

show that smoking and sports don't mix by writing a letter to the owners of your local sports teams, asking them to make the stadium free of tobacco ads. Many pro teams are already taking action — like the Baltimore Orioles, Colorado Rockies, Seattle Seahawks, Houston Rockets, and Minnesota Vikings. These teams don't allow any tobacco advertising in their stadiums.

**Butt out!** Write a letter to your favorite restaurant, asking them to go completely smoke-free. (Having a separate non-smoking section does not eliminate your exposure to secondhand smoke. Just like you can't put chlorine in half of a swimming pool, you can't keep smoke in half of a room.) Tell them that when the air in their restaurant is clean, their food will taste better — and that you'll come back and bring your friends!

**Shop around!** Try this project: In Lincolnwood, Illinois, students took a survey of local businesses. Then they used the school newspaper to encourage kids to shop at stores that didn't sell cigarettes. **Make a pledge!** Promise you'll never, ever smoke. In Minnesota, kids called Body Guards (and members of their families and other people in the community) to sign a pledge saying they'll be tobacco-free. Of course the kids sign the pledge too!

**Sticker up!** Paint posters to encourage younger kids not to smoke. With your teacher's permission, plaster them all over your classroom, library, or cafeteria.

**Block that slot!** Kids who are too young to buy cigarettes from a store often turn to vending machines. It's illegal, but usually they get away with it. So talk to your town board or city council about banning vending machines in your area. Many towns are already doing it — and in places like Perth Amboy, New Jersey, it's kids who are leading the way.

**Stop the presses!** Send a letter to your local newspaper — the more that people know about the dangers of smoking, the better. After his mom died of lung cancer, Wiley Seigler of New Mexico

wrote to the *Albuquerque Journal*. Surely everyone who read Wiley's sad letter thought twice before lighting up a cigarette.

**Join up!** If you're in the 6th grade this year, you can ask your teacher if your class can join the Smokefree Class of 2000. It's a group of kids who will graduate from high school in the year 2000 — and they've promised to stay smoke-free forever! For more information, write: SFC 2000, 20 North Wacker Drive, Suite 1240, Chicago, IL, 60606-2969. Or call 1-800-562-4447.

**Be in the know about saying no!** If you already smoke, quit! Here are some people who can help you — a friend — kick the habit. Call for more information — or ask how you can volunteer.

10 THINGS YOU CAN DO

American Lung Association  
 1-800-586-4872  
 (1-800-LUNG-USA)

American Heart Association  
 1-800-242-8721  
 (1-800-AHA-USA1)

American Cancer Society  
 1-800-227-2345  
 (1-800-ACS-2345)

For more copies of this magazine, call the Office on Smoking and Health  
 1-800-232-1311  
 (1-800-CDC-1311)

TO MAKE YOUR WORLD SMOKE-FREE!

To: The School Board of [your town]  
 We, the undersigned, support making [school name] a completely smoke-free school. We recognize that students and teachers should be able to work and learn in an environment that is free of health risks.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Phone \_\_\_\_\_