



**Tobacco Free
Partnership**
HILLSBOROUGH

TFPH NEWS

**Tobacco Free
Florida**

Hillsborough County

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How Tobacco Smoke Causes Disease

How Tobacco Smoke Causes Disease:

The Biology and Behavioral Basis for Smoking-Attributable Disease

New Report released from The U.S. Surgeon General

The Centers for Disease Control and Prevention (CDC) and the U.S. Surgeon General's Office are working together to inform states, public health partners, and the general public about a new report released, December 9, 2010. The Surgeon General's report contains important new information on how tobacco smoke causes disease and explains why it is crucial to stop smoking and avoid secondhand smoke. This is the 30th tobacco-related Surgeon General's report issued since 1964. It describes in detail the specific pathways by which tobacco smoke damages the human body.

The scientific evidence supports the following conclusions:

~There is no safe level of exposure to tobacco smoke.

~Any exposure to tobacco smoke, even an occasional cigarette or exposure to second-hand smoke, is harmful.

You don't have to be a heavy smoker or a long-time smoker to get a smoking-related disease or have a heart attack or asthma attack that is triggered by tobacco smoke. Low levels of smoke exposure, including exposures to secondhand tobacco smoke, lead to a rapid and sharp increase in dysfunction and inflammation of the lining of the blood vessels, which are implicated in heart attacks and stroke.

~Cigarette smoke contains more than 7,000 chemicals and compounds. Hundreds are toxic and more than 70 cause cancer.

Smoking can cause cancer and weaken your body's ability to fight cancer. With any cancer – even those not related to tobacco use – smoking can decrease the benefits of chemotherapy and other cancer treatments.

~Cigarettes are designed for addiction.

~The design and contents of tobacco products make them more attractive and addictive than ever before.

Adolescents' bodies are more sensitive to nicotine, and adolescents are more easily addicted than adults. This helps explain why about 1,000 teenagers become daily smokers every day. **~There is no safe cigarette.**

~The only proven strategy for reducing the risk of tobacco-related disease and death is to never smoke, and if you do smoke to quit.

Quitting at any age and at any time is beneficial.

View the full report at:

<http://www.surgeongeneral.gov/library/tobaccosmoke/index.html>

The benefit of strengthening tobacco policies is clearer now than ever before!

Tobacco Cessation Resources

If you, or someone you know smokes or uses smokeless tobacco and would like to quit, please refer them to the cessation resources listed on the back cover of this publication.

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TRUTH IS
KNOWLEDGE,
IS POWER!

*"It's important to know
as much about teenage
smoking patterns and
attitudes as possible.
Today's teenager is
tomorrow's regular
customer."*

~ Internal Memo
Phillip Morris, Inc.
Makers of Marlboro
Cigarettes



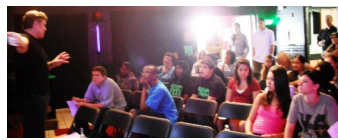
Students Working Against Tobacco

SWAT Activities

MEMORIAL Middle School SWAT Team wins 1st Place for secondary schools in the Banner Contest at the Mendez Foundation's KIDFEST held at MOSI on October 2, 2010! The Memorial SWAT students were recognized by the School Board of Hillsborough County and their winning banner was displayed at the Glazer's Children's Museum during the month of October.



SWAT County Wide Meeting The SWAT Hillsborough County Wide Meeting, **TOBACCO SMACKDOWN**, was held on Saturday, October 23rd, 2010. Wrestling Great, "Leaping **Lanny Poffo**", also known as "The



Genius" inspired the SWAT students to continue their important tobacco educational messages. **Becky Fisher** and **Kayla Opperman** of the County Wide SWAT Board educated participants on the serious issues of flavored tobacco products.



John Helman of Pfizer encouraged the students to continue their efforts and gave them important tips to effectively relay their messages. The next County Wide meeting is in February...don't want to miss it!



What is SWAT? ~Defending a Generation~



Students Working Against Tobacco (SWAT) is Florida's statewide youth organization working to mobilize, educate and equip Florida youth to revolt against and de-glamorize Big Tobacco. SWAT is a united movement of empowered youth working towards a tobacco free future. SWAT empowers Florida youth to educate their peers about the manipulative tactics of Big Tobacco so that together we can take a stand and make a change for the next generation.

Want To Join?
Contact:
Dotti Groover-Skipper
(813) 417-1648



Students Working Against Tobacco

SWAT Legislative Task Force

Andre Martins and Kayla Opperman, from Alonzo High School, along with Jonathan Walcheski, from Newsome High School, presented to the Hillsborough County Legislative Delegation on December 14, 2010. The students educated the Delegation members on the importance of SWAT and on the serious issues of flavored tobacco products.



While Kayla and Jonathan spoke, Andre carried a basket of flavored tobacco products around to each of the Senators and House Representatives in



attendance, so they could experience the powerful aroma of flavored tobacco products that entice and allure youth.

The SWAT Legislative Task Force was very well received by the Delegation members which thanked the students for updating and educating them.



Candy or Tobacco?

This board was displayed to the Delegation members.

SWAT Clubs at Work!



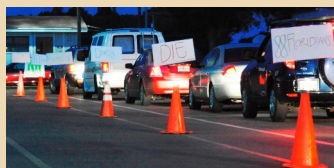
SWAT students from Benito Middle School educating their peers.



Hillsborough High School SWAT students alerting others to the tobacco facts.



Robinson High School's morning 'student drop off' line educates with tobacco messages.



Alonzo High School's Halloween message.



Keep up your great work Hillsborough SWAT!!

- 88 people die from tobacco in Florida every day.
- 1 out of 3 smokers begin smoking before the age of 14.
- 90% of smokers start smoking before the age of 18.
- 49% of middle school students who smoke say they want to quit.
- The tobacco industry spends \$13.4 Billion each year on marketing
- 'Big Tobacco' spends \$930 million in Florida annually on marketing, more than in any other state.





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Tobacco Free Partnership, Hillsborough

is a productive tobacco task force. TFPH provides leadership on community issues related to tobacco including prevention, cessation, second hand smoke, advocacy, and Students Working Against Tobacco (SWAT). We invite you to join TFPH and assist in improving the health of Hillsborough County residents and all Floridians.

TFPH meetings are held the second Monday of the month, at 4PM.

Family Justice Center

9309 N. Florida Ave., Suite 109

Tampa, FL. 33612

For more information, visit our website: www.hcada.com

Community Tobacco Cessation Resources

- USF AHEC - 813-974-3507 <http://health.usf.edu/ahec/tobacco/index.htm>
- Gulfcoast North AHEC - 813-929-1000 <http://www.gnahec.org/html/tobacco.htm>
- University Community Hospital - Class registration: 1 (877) 482-4362 Program information: (813) 903-3741
- St. Joseph's / South Florida Baptist Hospital Baycare System - (813) 870-4747
- Tobacco Research Intervention Program - (813) 745-1751
- American Lung Association - 1 (800) LUNG USA
- Hillsborough County BOCC Program - (813) 301-7050
- James A. Haley Veteran's Hospital - (813) 972-6216 (for Veteran's only)
- H. Lee Moffitt Cancer Center and Research Institute - (813) 745-4630 (for Moffitt patients only)
- Florida Quit-for-Life Line 1 (877) 822-6669 www.floridaquitline.com



Upcoming Events

SWAT County Wide Meeting - February 5, 2011

Kick Butts Day - March 23, 2011

American Lung Association of Florida

~Fighting for Air Climb, March 26, 2011 www.FightForAirClimb.org

~St. Petersburg Wine & Food Festival, April 15, 2011 www.StPetersburgWineandFood.org

~Inspire Life, Breathe Free Women's Lung Health Luncheon, June 10, 2011
www.BreatheFreeTampaBay.org



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FLORIDA DEPARTMENT OF
HEALTH

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