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Let's Come Together to Stop the Use of Tobacco

A single cigarette contains over 4,800 chemicals, 69 of which cause cancer. That is 4,800 ways to infect your body with disease with just one light. In today's society Tobacco companies market their advertising to younger people by the use of appealing flavors in the hopes to bring in long term customers. In order to target and halt tobacco use one must consult the source, the adolescents.

We all know those commercials on TV by the Truth anti-tobacco campaign where a smoking survivor speaks out about their experiences. Typically all of those survivors either have a form of cancer, excessive coughing or require an oxygen machine in order to breathe. This image mirrors the future current adolescents face after their first vape, cigarette or tobacco based product. A famous commercial established by the FDA however swayed the media, "From its launch in Feb. 2014 to Nov. 2016, "The Real Cost" prevented up to 587,000 youth ages 11 to 19 from initiating smoking, half of whom might have gone on to become established smokers, the campaign will save them, their families, and the country more than \$53 billion by reducing smoking-related costs..." Who would have thought a simple 30 second video would save so many lives? Direct advertising to the youth is the best way to get a clear message across especially with modern technology almost everyone watches TV and uses social media.

In particular, increasing funding in alliance to tobacco prevention applies a plethora of opportunities to provide educational resources to teens. The Truth Initiative illustrates funded educational campaigns. Their impact thus far has been out of this world, "Research published in the international Journal of Environmental Research and Public Health concluded that truth prevented more than 300,000 U.S. youth and young adults from becoming smokers in just one year from 2015-16". Getting our community involved allows for larger corporations to see the big picture and take action to fight against tobacco companies. Even the Biden administration and FDA have started to prohibit the sale of menthol cigarettes and all flavored cigars promoting an overall healthier lifestyle.

Correspondingly, the state of California announced that cigarette butts are the most littered item found on both highways and beaches. Not only is the cost to clean up cigarette waste colossal, the detrimental effects on surrounding wildlife is even more severe. In consonance with The Mercury News it expresses, "Studies have shown that just one cigarette butt soaked in a liter of water for 96 hours leaches out enough toxins to kill half the fresh or salt-water fish exposed to it" (Joan Morris). Cigarette butts contain mostly plastic which is not

biodegradable, in return if not ingested by wildlife simply pile up on shorelines or in bodies of water. In preventing costly cleanup efforts, many states have taken initiative to enact both smoke free beaches and parks.

By and large, over the past few centuries substantial revelations have impacted future generations on the essence of a smoke free livelihood. Case in point, tobacco educational institutions such as Truth and the FDA have impacted and saved thousands of lives within the matter of 30 seconds. The authority of a smoke free sign in accordance with administrative action can rescue millions of species from ingesting harmful toxins in neighboring ecosystems. By increasing both state funding on educational resources and promoting tobacco-free spaces the next generation of growing teens will in return oversee past obstacles of tobacco abuse. Thus cultivating healthier, longer lives over time. Now don't be mistaken even though these efforts may seem small, no issue is too minute if it means a life can be saved.

Resources:

Truth Initiative

<https://truthinitiative.org/research-resources/tobacco-prevention-efforts/youth-adult-smoking-rate-drops-10>

The Mercury News

<https://www.mercurynews.com/2018/06/18/carelessly-tossed-cigarette-butts-causing-troubles-for-wildlife-and-pets/>

FDA

<https://www.fda.gov/tobacco-products/public-health-education/youth-and-tobacco>

Very Well Mind

<https://www.verywellmind.com/disturbing-world-smoking-facts-2825336>