

# Focus Group Study of Youth Reactions to Strategic and Creative Advertising Concepts Designed to Prevent Youth Tobacco Use among Multicultural Youth

## *Tobacco Facts for Discussion*

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A select group of approximately 5 facts or less from the list below will be chosen for Creative Development focus group Fact Discussion.

#	Tobacco Facts
1	Experimenting with cigarettes is a slippery slope, and first-timers often underestimate how addictive it can be.
2	Tobacco is as addictive as heroin and cocaine.
3	48.0% of current high school cigarette smokers tried to quit smoking in the past year.
4	If you're under 20, your lungs are still growing, and smoking can stunt that growth. Your lungs may never grow to their potential or perform at full capacity.
5	Hydrogen cyanide has been used in prison executions and rat poison. It's also found in cigarette smoke.
6	Some chemicals are added to cigarettes to enhance flavor and make it easier to inhale the smoke.
7	Formaldehyde is a carcinogen found in tobacco smoke.
8	Cigarette smoke contains more than 7,000 chemicals—many of which are toxic, and more than 70 that can cause cancer.
9	Cigarette smoke contains arsenic, which is also used in pesticides.
10	When you quit smoking, you will no longer smell like an ashtray and your smile will be brighter.
11	Most high school seniors say they prefer to date nonsmokers.
12	Every day, more than 1,300 people in this country die due to smoking.
13	On average, smokers die at least 10 years younger than non-smokers.
14	Tobacco may discolor your teeth.
15	Damage caused to your lungs as a teen smoker is permanent and increases the risk of chronic bronchitis and emphysema.
16	Smoking causes periodontitis, a gum infection that can lead to tooth loss.
17	Smoking causes oral cancer.
18	Smokers are more than twice as likely to die prematurely compared to people who have never smoked.
19	Even smoking at parties or the occasional smoke with friends is still smoking.
20	Research shows that one of the reasons teens start smoking is that they are surrounded with images of smoking — from being around friends and family who smoke, to images of smoking in the movies, to advertisements in convenience stores.