

Activity

athletic person, you may have noticed how
ance in sports and exercise. This is because
the blood is replaced by carbon monoxide,
body for oxygen. The blood and body will
after quitting.

I DON'T THINK I'LL BE SMOKING
FOR THE REST OF MY LIFE. THAT'S
FOR SURE. - PETER

prefer to
h so many
o smoke,
s attractive is false.

hment

of the hardest things to do; therefore, it
mplishment of your life.

behavior or habit, they tend to move
The Stages of Change. If you are quitting
ng, it may help to identify where you are in

about quitting / don't feel the need to quit
ut it but not ready to start
d to quit
s of becoming tobacco-free
my new life free of tobacco

About Quitting?

ne process for quitting or want to get
ere are some suggestions to help you.

alth center or a local health agency. Most
e helpful, free information on quitting

OO QUIT NOW. The coaches at the Quit Line
e process. Plus, it's free.

ptions for quitting. Talk with a medical
ne replacement therapy (NRT) and other
otes that medication increases the
empt to be successful.

org and learn more about tobacco and what
or how to help a friend with the process.

The BACCHUS Network™

The BACCHUS Network™ is a university and community based network focusing on comprehensive health and safety initiatives. It is the mission of this 501 (c)(3) nonprofit organization to actively promote student and young adult based, campus and community-wide leadership on healthy and safe lifestyle decisions concerning alcohol abuse, tobacco use, illegal drug use, unhealthy sexual practices and other high-risk behaviors.

The BACCHUS philosophy is that students play a uniquely effective role - unmatched by professional educators - in encouraging their peers to consider, talk honestly about and develop responsible habits and attitudes toward high-risk health and safety issues.



Creating Tobacco-Free Generations

www.tobaccofreeU.org

an initiative of



The BACCHUS Network™ is the largest student health organization in the world, providing programming, training, and educational resources to colleges and universities and other health and wellness organizations.

Learn more information and programming ideas and see available resources by visiting the educational websites that are part of The BACCHUS Network™:

- * www.bacchusnetwork.org
- * www.smartersex.org
- * www.friendsdrivesober.org

What's in it for Me?

Quitting

WARNING: THIS BROCHURE IS NOT THE TYPICAL LECTURE ON HOW BAD SMOKING IS FOR YOU. THERE ARE UNDENIABLE FACTS ABOUT THE HAZARDS OF SMOKING, BUT YOU PROBABLY ALREADY KNOW THOSE.

No tobacco is safe for humans to use. In fact, any burning organic matter brings with it the potential for carcinogens (cancer-causing chemicals), carbon dioxide, carbon monoxide, and other pollutants. This includes cigarettes, "natural" tobacco, hookah, cloves, bidis, black and milds, cigars, herbal cigarettes, and marijuana.

Going beyond the science, though, there are plenty of good reasons to think about quitting. Consider the following as wisdom passed down to you from current and former smokers. The good news is, there is time to quit, and there are people and resources to help you.

Most college students choose not to smoke. In fact, only 18% of college students nationwide reported smoking in the past 30 days (ACHA-NCHA, 2006). That means 82% of college students are smoke free.

This is part of a larger trend. Nationwide, smoking rates are declining overall. Smoking is not what it once was and not nearly as prevalent as it was 50 years ago.

Also, more and more employers want to hire smoke-free employees. This lowers their overall costs (health insurance, time lost to sick days and smoke breaks, and fire insurance) and makes the workplace a healthier environment. Therefore, it might be a good idea to quit before you graduate into "the real world."

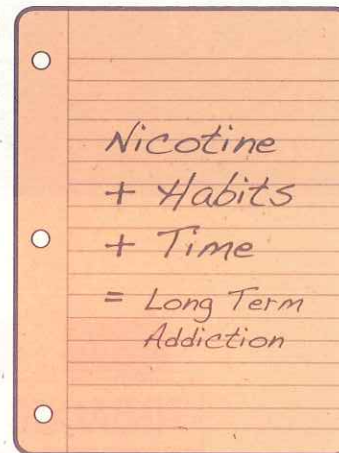
A big reason for the decline in smoking popularity is an overall awareness of the hazards of secondhand smoke. We now know more than ever about just how dangerous it is. Secondhand smoke affects humans, pets, and even leaves traces in physical objects like walls and carpet. A 2006 report by the U.S. Surgeon General said it best: "There is no safe level of exposure".¹ Colleges, communities, states, and even entire countries have recognized this and chosen to become smoke free. This means that fewer places allow smoking, and it is more inconvenient to smoke. Is a cigarette worth all the trouble anymore?

WHEN I FIRST STARTED SMOKING, I WAS MORE WANTING TO DO IT JUST TO LOOK COOL. BUT, NOW IT IS A NEED THAT I HAVE TO HAVE. WITHOUT THAT, MY DAY WOULD JUST BE SLOW AND VERY HARD.
-- RACHEL

¹ToxFAQs™ for Polycyclic Aromatic Hydrocarbons (PAHs). Agency for Toxic Substances and Disease Registry, Department of Health and Human Services. www.atsdr.cdc.gov/tfacts69.html Retrieved September 21, 2007

Unfortunately, tobacco has an unfair advantage over humans. The nicotine in tobacco is one of the most powerfully addictive substances we know. It doesn't take long to take effect, either. A study in the British Journal of Addiction demonstrated young adults developing dependence after four cigarettesⁱⁱⁱ, and a 2006 Canadian study showed signs of addiction forming after just one cigarette^{iv}!

No one intends to become addicted to tobacco, and most people do not continue to smoke because they want to ... they *have to*. Not only does the nicotine have a chemical effect on the brain, but the routine and associated activities of smoking become part of the addiction. With this multi-pronged addiction fed by repetition, it's easy to see why it is imperative to start quitting early.



WHEN I FIRST STARTED, I WASN'T A SMOKER. I DIDN'T THINK I WAS, ANYWAY. I FIDDLED AROUND WITH TOBACCO. I WAS A SOCIAL SMOKER, AND I SMOKED OCCASIONALLY. NOW, I REALIZE THAT I AM A FULL-BLOWN SMOKER. I SMOKE ALL THE TIME. ~ JOEL

"I Like What Smoking Does FOR Me..."

Do any of these sound like you?

- * It's easier to start conversations with fellow smokers.
- * Smoking gives me a buzz and a light-headed sensation that I like.
- * It helps me during stressful times, like finals or when I have an argument.
- * I only do it when I'm out with friends or if I'm drinking.
- * It's part of my daily routine.
- * I'll just smoke during college, then quit when I graduate.

The initial draw of smoking is usually based on the desire to look cool or sexy, to be considered a risk-taker, or to relax and hang out with friends. None of these are bad things. We all want to be considered attractive in some way, and the desire to be part of the group is a fundamental human need. Tobacco marketing has always reflected these emotions. It's an effective way for getting people started smoking. However...

ⁱⁱⁱ British Journal of Addiction. 1990 Feb;85(2):293-300 www.ncbi.nlm.nih.gov/sites/entrez?cmd=Retrieve&db=PubMed&list_uids=2180512&dopt=Abstract

...But I Hate What It Does TO Me."

Do these sound familiar?

- * Fewer people I know smoke, so I often feel left out.
- * My car and clothes always smell like smoke.
- * Smoking takes up a lot of my time. I have to go outside to an appropriate place. I also have to make the time to go purchase cigarettes.
- * I think about smoking a lot.
- * There are so many smoke-free places now; it's just inconvenient to smoke
- * I used to be more active and athletic, but I can't run as fast or as long now.
- * I feel like I'm always broke. A lot of my money goes into smoking.
- * It's getting closer to graduation, and I'm smoking more than ever. I'd like to quit, but I just don't know how.

This is the darker side of the trade-off. Though a person may like the buzz and rush that smoking gives them early on, the power of nicotine soon takes hold. And the negative effects start. There's the morning cough, the shortness of breath, and the pervasive smoke smell. If those things have been on your mind, perhaps it's time to think about quitting.

Quitting: What's in It for Me?

Health, for starters. The longer a person stays quit, the more the negative effects of smoking are reduced in the body. Circulation improves, the chances of heart and lung diseases decrease, and the body begins to repair itself.

But there are other things...

More Time and More Money

Smoking eats away at both. By quitting, you may gain an extra hour each day or 15 full days each year to do something else. People who quit suddenly have more time to do things. Plus, think of all the money that would no longer go to cigarettes.

Fewer Distractions

Over time, the power of nicotine addiction becomes so strong that smoking is often the only thing on a person's mind. The anticipation of the next cigarette or smoke break can be overbearing. Without that distraction, your focus can improve which may lead to even better grades.

I THINK AS A NONSMOKER MY LIFE WOULD BE DIFFERENT BECAUSE I'D HAVE MORE MONEY AND MORE TIME. I WOULDN'T HAVE TO WORRY ABOUT