FOR MORE ANSWERS, CONTACT:

Columbia College
Counseling Services - 573.875.7423
www.ccis.edu/counselingservices

Drury University
Counseling Services - 417.873.7419
www.drury.edu/counseling

Evangel University
Counseling Services/Wellness Center - 417.865.2815, ext. 7222
www.evangel.edu/offices/student-development/counseling-center

Harris-Stowe State University
Office of Counseling Services and Prevention - 314.340.5112

Lincoln University
Student Health Services - 573.681.5476

Maryville University of Saint Louis
Health & Wellness Services - 314.529.9520
www.maryville.edu/studentlife-health.htm

Missouri Southern State University
MSSU Wellness 417.625.9533
www.mssu.edu/wellness

Missouri State University
Taylor Health and Wellness Center - 417.836.4045

Missouri University of Science & Technology
Counseling, Disability Support, and Student Wellness - 573.341.4211
www.mst.edu/mstbrc

Missouri Western State University
Counseling Center - 816.271.4327

Northwest Missouri State University
University Wellness Services - 660.562.1348
www.nwmissouri.edu/wellness

Rockhurst University
Counseling Center - 816.501.4275

Saint Louis University
Student Health and Counseling Services - 314.977.2323

Southeast Missouri State University
Counseling and Disability - 573.986.6191
www.semo.edu/SAPE

State Technical College of Missouri
Student Services - 573.897.5110

Truman State University
University Counseling Services - 660.785.4014
www.truman.edu

University of Central Missouri
Office of Violence and Substance Abuse Prevention - 660.543.8338
www.ucmo.edu/VSAP

University of Missouri
Wellness Resource Center - 573.882.4634
wellness.missouri.edu

University of Missouri-Kansas City
Counseling, Health and Testing - 816.235.1635
www.umkc.edu/chtc

University of Missouri-St. Louis
Alcohol and Other Drug Prevention Coordinator - 314.516.6369
www.umsl.edu/swbs

Westminster College
Counseling & Health Services - 573.592.5361
www.westminster-mo.edu/studentlife/chs

http://pip.missouri.edu
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TOBACCO & CANCER

By 1987, lung cancer had surpassed breast cancer to become the leading cause of cancer death among women in the United States. Smokers have a 10-15% higher risk of developing lung cancer compared to non-smokers. There are several other types of cancer caused by tobacco use, including cancer of the:

• MOUTH
• PHARYNX
• ESOPHAGUS
• BLADDER

ABOUT 14% OF FEMALE CANCER DEATHS ARE ATTRIBUTABLE TO SMOKING.

EFFECTS OF SMOKING ON REPRODUCTION & CHILD HEALTH

• INCREASED RISK OF INFERTILITY
• HIGHER CHANCE OF DELIVERING PRETERM
• LOWER BIRTH WEIGHTS
• INCREASED RISK OF STILLBIRTHS/ SUDDEN INFANT DEATH SYNDROME

EFFECTS OF SMOKING ON THE HEART & LUNGS

• INCREASED RISK OF CARDIOVASCULAR DISEASE, WHICH IS THE NUMBER ONE CAUSE OF DEATH AMONG WOMEN
• HIGHER RISK OF STROKE AND HEART ATTACK, ESPECIALLY IF TAKING ORAL CONTRACEPTIVES
• INCREASED RISK OF DEVELOPING CHRONIC BRONCHITIS AND EMPHYSEMA

TARGETING WOMEN: THE TOBACCO INDUSTRY PROMOTES TOBACCO USE AS A WAY FOR WOMEN TO BE FASHIONABLE AND “COOL” AND MAKE UNIQUE IDENTITIES FOR THEMSELVES. THE INDUSTRY PACKAGES TOBACCO PRODUCTS IN APPEALING WAYS, USING DIFFERENT COLORS AND DESIGNS TO TARGET DIFFERENT TYPES OF WOMEN, WHETHER YOU’RE CALM AND COOL OR ENERGETIC AND WARM. IN THE END, HOWEVER, CIGARETTES ALL HAVE THE SAME NEGATIVE EFFECTS ON HEALTH.

The tobacco industry uses several tactics to market tobacco products specifically to women. The industry appeals to women in a variety of ways, such as:

• WEIGHT LOSS
• BEING FASHIONABLE
• ACCEPTANCE
• INDEPENDENCE

By targeting women in these ways, the tobacco industry makes itself appear personable, as if it truly understands women’s personal desires. In reality, however, tobacco is highly addictive and has negative short- and long-term effects on your health and appearance.

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READY TO QUIT?

Quit Help Line: 1-800-QUIT-NOW

BE INFORMED
It is important to stay up-to-date on the effects your lifestyle has on your health, including tobacco use. Staying informed will help you to be better prepared when making healthy choices about your life.

SEEK CESSATION
Your campus may offer services to help you quit, including counseling or medical assistance. You can also ask your medical provider or local health department for help.

ENCOURAGE OTHERS
It is also important to share your knowledge on health with other women. Keeping others informed will help them make healthy choices, encouraging women everywhere to be the strong, beautiful and healthy individuals they really are.