

## GOALS

1. We want you to see what we see in hospital patients every day from the use of tobacco so you can make an informed decision whether or not to smoke.
2. We want you to actually witness the suffering and early death from mouth, throat and lung cancer, emphysema and heart attacks and to understand how the **tar** in tobacco causes these diseases.
3. We want you to know that the chances of these diseases happening to you (i.e., ones seen in video) if you choose to smoke are 1 in 3 (1 in 2 for regular smokers).
4. We want you to know how tobacco very seriously harms your body, not just later as an older adult, but right now while you are still a teenager or pre-teenager.
5. We want you to know that **nicotine** in tobacco gradually makes you need more & more of it to produce the same effect. This is called **tolerance** which leads many youths who start smoking only occasionally, into becoming regular smokers.
6. We want you to know that most teenagers who smoke regularly are already addicted and want to quit, but can't. When they try to quit they feel sick and irritable. These are called **withdrawal symptoms**. Nicotine addiction occurs, on average, after three years of first tobacco use but it can occur after smoking only 100 cigarettes (5 packs).

## **GOALS (Continued)**

7. We want you to know that the great majority of today's teenagers are not smokers and never will be.
8. We want you to know not just why but also **how** to resist peer pressure to smoke and that self esteem, individuality and finding easy ways to say "**NO!**" all play very important roles.
9. We want you to know how big tobacco companies try to manipulate you through their ads and promotions to buy their product even though they've known for over forty years that it's highly addictive and lethal. This makes us mad and that's why our program is called "**They're Rich, You're Dead**".
10. Finally, we want to recruit you as teachers to convince others to be tobacco-free and to give you the teaching tools to do it.

Toward this end, our Video, Video Study Plan, CD-ROM's and Overhead Transparencies can all be made available to interested youths for community presentations.

**Most importantly, we want to answer your questions!**