

# BE IN THE KNOW: SOCIAL SMOKING CAN BE HARMFUL TOO

## DID YOU KNOW...

Social (intermittent) smokers light up regularly but not daily.<sup>1</sup> They only have a cigarette when they go out with friends. They think, "I will smoke a little in social situations and quit later."

## FACTS:

There is really no safe amount of smoking. Social smoking is smoking.

Social smoking can lead to regular smoking. Many social smokers go on to become daily smokers.

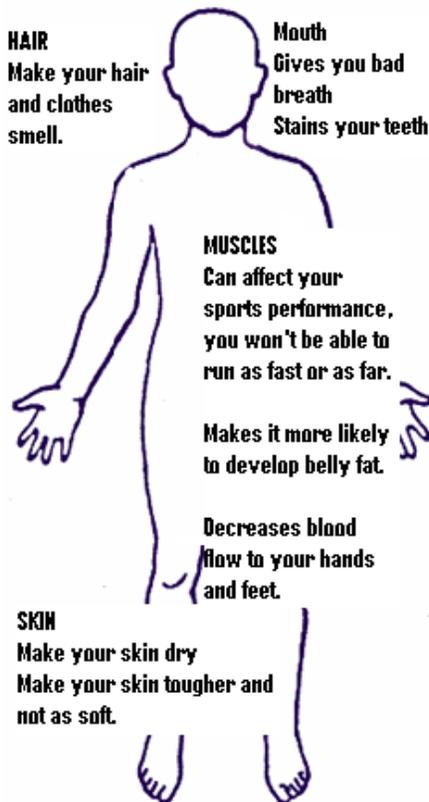
If you smoke at all you are at an increased risk for cancer and heart disease.

Secondhand smoke is dangerous. Each year about 3,000 people die from lung cancer because of exposure to other people's tobacco smoke. Studies also link secondhand smoke with heart disease and heart attacks.<sup>2</sup>

<sup>1</sup> Ackerson LK, Viswanath K. Communication inequalities, social determinants, and intermittent smoking in the 2003 Health Information National Trends Survey. *Prev Chronic Dis* 2009;6(2). [http://www.cdc.gov/pcd/issues/2009/apr/08\\_0076.htm](http://www.cdc.gov/pcd/issues/2009/apr/08_0076.htm). Accessed [03/18/12].

<sup>2</sup> U.S. Environmental Protection Agency. Respiratory Health Effects of Passive Smoking: Lung Cancer and Other Disorders. Washington (DC): U.S. Environmental Protection Agency, Office of Health and Environmental Assessment, Office of Research and Development. EPA/600/6-90/006F. December 1992 [accessed 2006 Sep 23].

There is hardly a part of the human body that's not affected by the chemicals in the tobacco. Smoking can:



**THE BOTTOM LINE: CHOOSE NOT TO SMOKE.**

## About the Tobacco Prevention and Control Branch (TPCB)

*The North Carolina Tobacco Prevention and Control Branch works to improve the health of North Carolina residents by promoting smoke-free environments and tobacco-free lifestyles. Our goal is to build capacity of diverse organizations and communities to carry out effective, culturally appropriate strategies to reduce deaths and health problems due to tobacco use and secondhand smoke.*



## About TRU:

TRU is North Carolina's youth-led grassroots movement that has helped bring our state's teen smoking rates to the lowest on record. TRU stands for Tobacco.Reality.Unfiltered. Our name says a lot about us. We bring home the reality of tobacco use and are on our way to creating the state's first tobacco-free generation. The TRU movement rallies teens to take a stand against tobacco use and get the message out with activities like working with the media, encouraging local businesses to go tobacco-free or holding "cigarette butts pick-up" events.

To find out more about TRU, please visit: [www.realityunfiltered.com](http://www.realityunfiltered.com)

**TRU IS MAKING A DIFFERENCE.** For more information about TRU in your community and how you can get involved, contact me to learn more:



TOBACCO REALITY UNFILTERED  
[REALITYUNFILTERED.COM](http://REALITYUNFILTERED.COM)



**BE IN THE KNOW: SOCIAL SMOKING CAN BE HARMFUL TOO**

**Join the movement**

**WE ARE A FORCE OF TOBACCO-FREE GOODNESS**



**WHAT WILL YOU DO AS A TRU TEEN?**



It's official: teen smoking is now at an all-time low. Across the state, teens are making sweeping changes. And you can help. As a TRU teen you will:

- Encourage others to become tobacco-free,
- Educate your peers,
- Speak to community leaders and decision makers,
- Meet with other teens in your region and across the state, and
- Develop fun, creative activities.

**Meet New People**

**Express Yourself**

**Build Your Resume**

**Show You Care**



**CONTACT INFORMATION:**

INSERT COORDINATOR NAME

INSERT AGENCY NAME and ADDRESS

INSERT PHONE NUMBER

INSERT EMAIL ADDRESS

**BE TRU TAKE THE PLEDGE**

**STAY TRU SPREAD THE MESSAGE**

**LIVE TRU GET INVOLVED**