

BE IN THE KNOW: "LITTLE CIGARS"

DID YOU KNOW ?

Little cigars are the same size as cigarettes, but brown in color. Some come in flavored varieties.¹

After smoking cigarettes, cigar smoking is the second most common form of tobacco use among youth.²

The American Cancer Society says: "Many people perceive cigar smoking as being more civilized and less



dangerous than cigarette smoking. Yet, a single large cigar can contain as much tobacco as an entire pack of cigarettes."

LITTLE CIGARS ARE ADDICTIVE



Some people think that little cigars are less addictive than cigarettes, but large cigars, little cigars and cigarillos contain many of the same chemicals as cigarettes and can be just as harmful and addictive.

LITTLE CIGARS ARE HARMFUL

- Cigar smoke is very harmful to non-smokers around you.
- Little cigars are not safer than cigarettes. Smoking little cigars increases the risk of mouth, throat, voice box and lung cancers.
- African Americans suffer more from the harmful effects of tobacco than other groups and are more likely to die at younger ages from smoking related diseases.³
- Many people think that little cigars are safer because they look more natural, when in fact they contain many of the same harmful chemicals as in cigarettes.⁴



Sources:

¹ Cigars, Cigarillos & Little Cigars Fact Sheet, American Legacy Foundation., June 2009

² U.S. Centers for Disease Control & Prevention (CDC), "Youth Risk Behavior Surveillance, United States, 2007," Morbidity and Mortality Weekly Report (MMWR) 55(SS-4), June 6, 2008, http://www.cdc.gov/healthyyouth/yrbss/pdf/yrbss07_mmrwr.pdf.

³ U.S. Department of Health and Human Services. Tobacco Use Among U.S. Racial/Ethnic Minority Groups — African Americans, American Indians and Alaska Natives, Asian Americans and Pacific Islanders, and Hispanics: A Report of the Surgeon General. 1998.

⁴ National Cancer Institute. *Cigars: health effects and trends*. 1998, Bethesda, Md.: U.S. Dept. of Health and Human Services, Public Health Service, National Institutes of Health. Available from: <http://cancercontrol.cancer.gov/tcrb/monographs/9/>

⁵ Jolly DH. Exploring the use of little cigars by students at a historically black university. *Preventing Chronic Disease*.2008;5(3):1-9.

About the Tobacco Prevention and Control Branch (TPC)

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 implement and 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. And 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 and get the message out there in any way possible, whether it's by working with the media, encouraging local businesses to go tobacco-free or holding a "cigarette butts pick-up" event.

To find out more about TRU, please visit:

TRU IS MAKING A DIFFERENCE. For more information about **TRU** in your community:

IF YOU OR SOMEONE YOU KNOW WANTS TO QUIT SMOKING OR DIPPING, PLEASE CALL:



1-800-QUIT-NOW





State of North Carolina | Department of Health and Human Services
 Division of Public Health | Tobacco Prevention and Control Branch
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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

Build Your Resume

Express Yourself

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