

Tobacco Use and Teens

Guide to Reading

● Building Vocabulary

In your own words, use each new term in a sentence.

- addiction (p. 244)
- withdrawal (p. 244)
- psychological dependence (p. 244)
- physical dependence (p. 244)
- tolerance (p. 245)
- target audience (p. 246)
- media literacy (p. 246)
- product placement (p. 246)

● Focusing on the Main Ideas

In this lesson you will be able to

- **identify** reasons why teens use tobacco.
- **explain** how a person can become addicted to nicotine.
- **describe** how antismoking efforts are helping teens stay tobacco free.
- **apply** accessing-information skills to find health information on quitting tobacco use.

● Reading Strategy

Summarizing For each main heading in this lesson, make a flashcard that captures the main points of the heading.

Quick Write

Do the ads you see on TV and in magazines affect your decisions? Write a few sentences about how advertising can influence a teen's choices.

Why Do Teens Begin Using Tobacco?

Most teens know that making the decision to avoid tobacco use is the way to stay healthy. They also know it's against the law for people under the age of 18 to buy tobacco. Still, teens try tobacco for many reasons. The good news is that the number of teen smokers has fallen over the years. Since 1997, it has dropped by 40 percent.

Reasons for Tobacco Use Among Teens

One of the main reasons teens may try tobacco is peer pressure. Teens may try tobacco even if they don't want to because they think they might lose their friends. Real friends will not pressure you to try an activity that is harmful to your health. It's important to choose friends who influence you to make healthful choices, like staying tobacco free.

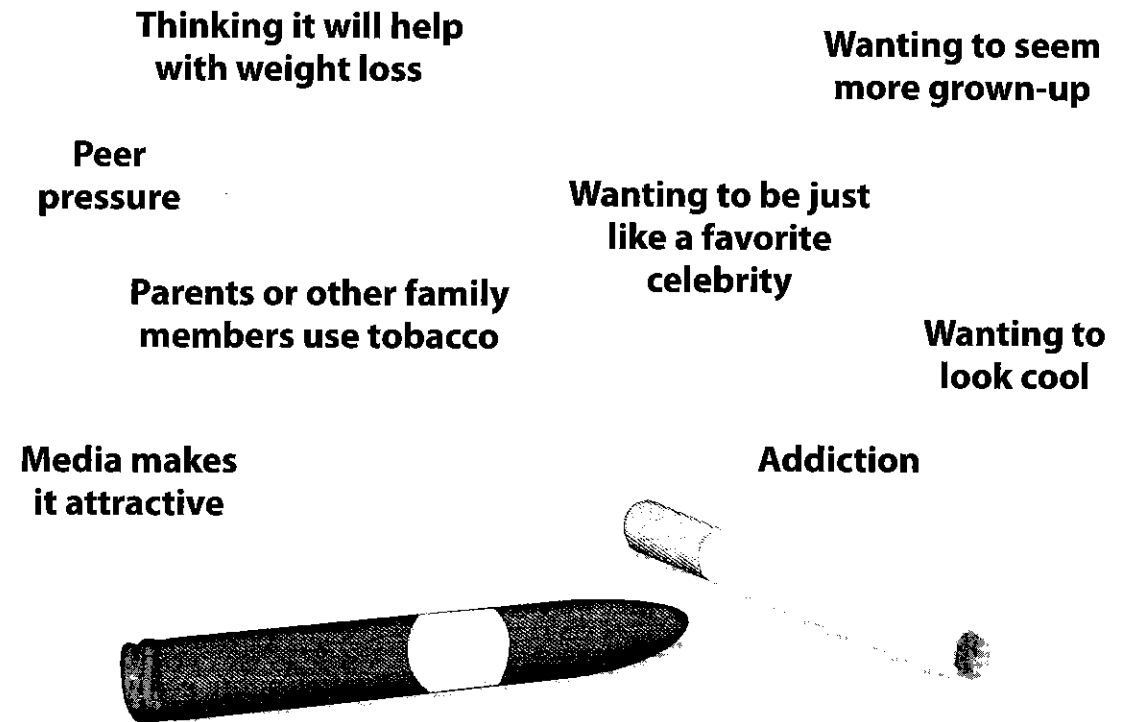


- Each state has its own legal smoking age. **Why do you think these signs are posted in stores that sell tobacco products?**

▼ FIGURE 8.5

WHY TEENS USE TOBACCO

Every day in America, 2,000 more young people start using tobacco. One third of people who start using tobacco in their teens will die at a young age. **Reasons for using tobacco are listed below. Counter each by thinking of reasons not to use tobacco.**



There are other reasons teens may try using tobacco. **Figure 8.5** names some of them. Some teens think using tobacco makes them seem cooler, older, or more mature. They also think smoking will help them feel more confident around others who smoke. Some teens may try tobacco simply because they've been told not to use it. They just want to rebel. Other teens are curious and want to try it for themselves. Teens often believe that they will not be harmed by tobacco use or that the health risks do not apply to them.

The media also play a part in teen tobacco use. Magazines, music videos, and movies show images of people using tobacco. Tobacco companies spend billions of dollars advertising their products. Ads are developed that appeal to teens. They show attractive-looking people using tobacco products.

Reading Check

Identify Name two reasons teens may consider trying tobacco.

Tobacco Addiction

As you learned in Lesson 1, tobacco contains nicotine. Nicotine is a drug that causes addiction. An **addiction** is a mental or physical need for a drug or other substance. Nicotine is as addictive as cocaine and heroin. Anyone who stops using nicotine goes through withdrawal. **Withdrawal** is the unpleasant symptoms that someone experiences when he or she stops using an addictive substance. During withdrawal from smoking, a person may sleep badly and crave nicotine. He or she may feel moody or nervous, or be extra hungry.

Psychological Dependence

First a tobacco user becomes psychologically dependent on tobacco. **Psychological dependence** is a person's belief that he or she needs a drug to feel good or function normally. Most people know that tobacco is dangerous. Their need for it outweighs the fear of danger as they connect tobacco use with feeling relaxed. For example, a person might smoke during work breaks. Breaking this connection means changing habits. For example, a person could chew sugarless gum instead of reaching for a cigarette.

Physical Dependence

A person who uses tobacco quickly develops a physical dependence to nicotine. **Physical dependence** is an addiction in which the body develops a chemical need for a drug. Teens can develop a physical dependence on nicotine much more easily than adults can. Their bodies and brains are not fully developed.

- Getting involved can help break a psychological dependence on tobacco. **Name two activities you could suggest to someone who wants to quit.**



Health Skills Activity

Accessing Information

Quitting Tobacco Use

A person's physical dependence on nicotine makes it very hard to quit using tobacco. Some people cannot quit on their own. Sometimes they need help to overcome the physical addiction to nicotine. Two common methods for quitting are nicotine replacement and certain medications.

- Nicotine replacement may involve nicotine gum or nicotine patches prescribed by a doctor. The patch delivers nicotine through the skin. A doctor can also prescribe a non-nicotine pill to cut the craving for nicotine.
- People who want to quit smoking may join support groups. They can find suggestions about how to stop from organizations such as the American Heart Association and the American Lung Association.

On Your Own

Use home, school, and community resources to find valid information about a method of quitting tobacco use. Use what you learn to create an informative brochure. Your brochure should cover how the method works. It should also include how the method helps people deal with their cravings for nicotine. Present your brochure to your class.

The body's tolerance for nicotine also increases over time. **Tolerance** is the body's need for larger and larger amounts of a drug to produce the same effect. The body's need for the drug causes a person to crave the tobacco product. Tobacco users must smoke or chew tobacco more often. They may constantly need to do something with their hands. They may have to keep something in their mouths all the time.

Reading Check

Describe Name some symptoms of nicotine withdrawal.

Tobacco Advertising

Tobacco companies spend millions of dollars a year to advertise their products. Colorful ads featuring happy, attractive people can make teens feel that it's fun or cool to use tobacco. Tobacco advertisements can strongly affect teens.

MediaWatch

Product Placement in Films

Some movies have characters who smoke. This can make tobacco use seem exciting. These images may lead teens to smoke as a result.

Do you think tobacco use in movies glamorizes smoking? Why or why not? Write your ideas in a brief paragraph.

Targeting Teens

Teens are an especially good target audience for tobacco companies. A **target audience** is a group of people for which a product is intended. Tobacco advertisements work because they are designed to appeal specifically to young people. Tobacco companies want young people to become lifelong tobacco users. They hope that if they are successful, customers will buy the company's products for the rest of their lives. **Media literacy** is the ability to understand the goals of advertising and the media. Being media literate can help teens analyze whether health information, products, and services are valid.

Tobacco companies try to inspire brand loyalty. Brand loyalty is the attachment a person has to a certain brand of product. For example, you may like a certain brand of toothpaste better than others; you have brand loyalty to your favorite toothpaste. Tobacco companies want people to prefer their particular tobacco product over other companies' products.

Tobacco companies know that teens admire their favorite stars and celebrities when they see them in movies, music videos, and television. And so advertisers make use of product placement. **Product placement** is when a company pays to show its products in media being used by celebrities. They hope teens who see these images will be more likely to try their brands.

Companies that target teens also use packaging to attract new customers. They design product packages to appeal to young people. Again, their goal is that teens will be more likely to buy "attractive" products.

Another way tobacco companies try to target teens is through sporting events. Sporting events such as baseball and football games have corporate sponsors. Tobacco companies who are corporate sponsors help pay for the sporting event. As a sponsor, a tobacco company can show advertisements for their products. Tobacco companies know that teens will see these advertisements, so they use this method as a way to attract teens to their products.

Reading Check Describe Explain how product placement can influence a teen to use tobacco.

Antismoking Efforts

Today, more than ever, both teens and adults are more informed about the dangers of tobacco. In fact, most teens want to stay healthy by avoiding tobacco use. As a result, most teens and adults are in favor of a tobacco-free society.

Legal Bans on Tobacco Ads

Tobacco advertising has more limits than ever before. In the United States, laws protect young people from tobacco advertising. For example, companies cannot place outdoor advertisements within 1,000 feet of schools and playgrounds. Tobacco companies cannot make or sell hats, T-shirts, and other items. Cigarette advertisements cannot appear on radio and television. This is why product placement in the media is such an important issue. This practice allows tobacco companies to side step the law. Finally, it is illegal to sell tobacco to anyone under age 18. In some states, the age is even higher.

Antismoking Ad Campaigns

Today, groups of teens are taking action against tobacco use. These groups use ads that urge teens to be tobacco free. They want to send the message to people of every age that choosing to use tobacco is a risk behavior that has many negative short-term and long-term consequences. These ads encourage teens to avoid tobacco use. Smokers who see these ads recognize the dangers of tobacco and often try to quit or seek treatment as a result.

Reading Check Describe List some of the legal bans on tobacco ads.

Health Online

Visit health.glencoe.com and complete the Interactive Study Guide for Lesson 3.

Lesson 3 Review

After You Read

Review this lesson for new terms, major headings, and Reading Checks.

What I Learned

1. **Vocabulary** Define *product placement*.
2. **Identify** Name three reasons why teens use tobacco products.
3. **Explain** Describe how the media may encourage teens to use tobacco.
4. **Give Examples** List two ways in which tobacco companies target teens.
5. **Describe** Explain how antismoking ads help teens stay away from tobacco.

Thinking Critically

6. **Describe** How does physical tolerance affect how much a person smokes?
7. **Analyze** Explain what happens because of physical dependency on tobacco.

Applying Health Skills

8. **Refusal Skills** With a classmate, write a short play that shows a teen using the S.T.O.P. formula to say no to someone who offers a cigarette.

Health Online For more review questions for Lesson 3, go to health.glencoe.com.