# Week 1

## Subject: Health risks of cigarette smoking

It may feel like smoking brings pleasure, but cigarettes are actually hurting you with every inhalation. The more you smoke, the more you poison your body.

Poison? Perhaps you’re thinking that’s a bit dramatic. So let’s take a quiz.

We’ve listed 16 ingredients found in different types of products and industrial processes. Check all of the ones that you think are also found in cigarettes.[[1]](#footnote-1)

|  |  |  |
| --- | --- | --- |
| **Ingredient** | **Used or found in** | **Also used in cigarettes?** |
| Acetone | Nail polish remover | \_\_Yes \_\_\_No |
| Acetic Acid | Hair dye | \_\_Yes \_\_\_No |
| Ammonia | Householder cleaner | \_\_Yes \_\_\_No |
| Arsenic | Rat poison and pesticides | \_\_Yes \_\_\_No |
| Benzene | Rubber cement | \_\_Yes \_\_\_No |
| Butane | Lighter fluid | \_\_Yes \_\_\_No |
| Cadmium | Battery acid | \_\_Yes \_\_\_No |
| Carbon monoxide | Released in car exhaust fumes | \_\_Yes \_\_\_No |
| Formaldehyde | Embalming fluid | \_\_Yes \_\_\_No |
| Hexamine | Barbecue lighter fluid | \_\_Yes \_\_\_No |
| Lead | Batteries | \_\_Yes \_\_\_No |
| Naphthalene | Mothballs | \_\_Yes \_\_\_No |
| Methanol | Rocket fuel | \_\_Yes \_\_\_No |
| Nicotine | Insecticides | \_\_Yes \_\_\_No |
| Tar | Road paving | \_\_Yes \_\_\_No |
| Toluene | Paint thinner | \_\_Yes \_\_\_No |

If you answered “yes” to all of the above, you are correct. It’s a pretty extensive list, right? They don’t put radioactive material in cigarettes, do they? Or a cancer-causing chemical used in rat poison and pesticides? Yes, they do.

The more you know, the more motivated we hope you’ll be to protect yourself and the people around you from smoking. Over the next few weeks, we’ll share more information through our campaign *Break the habit: Commit to quit*.

If you’re a smoker or know a smoker who wants to quit, we encourage you to get your free copy of “Quit smoking for good: Where to start in order to stop successfully*” by <insert instructions here>*.

# Week 2

## Subject: Quitting smoking for good

In movies and television shows, smoking often is depicted as glamorous. Cigarettes are marketed to young people as cool. But smoking is not glamorous or cool. It’s deadly. That’s not an exaggeration—it’s the conclusion of experts around the world. There are many reasons that cigarette smoke is the cause of so many health problems: [[2]](#footnote-2)

* Tobacco smoke contains more than 7,000 chemicals: hundreds are toxic and about 70 can cause cancer
* These poisonous chemicals reach every organ in your body
* They cause inflammation and damage to cells throughout the body
* They can disrupt your body’s ability to heal
* Once tobacco has damaged cells, they can grow uncontrollably as cancer

Cigarettes are also designed to be strongly addictive. But it’s not impossible to quit. And the benefits have also been documented: 1

* Your risk for a heart attack drops sharply after just one year.
* Your risk for stroke could fall to about the same as a non-smoker’s within two to five years.
* Your risks for cancers of the mouth, throat, oesophagus, and bladder drop by half within 5 years.
* Your risk of dying from lung cancer drops by half after ten years.

Please get your free copy of “Quit smoking for good: Where to start in order to stop successfully” by <insert instructions here>. It provides practical tips and tools you can use—and share with others who are trying to quit.

# Week 3

## Subject: E-Cigarettes – What’s there to know

Electronic cigarettes (e-cigarettes) are the subject of controversy. Proponents claim they’re safe—or at least safer than cigarette smoking. After all, they produce a vapour, not nasty, noxious smoke. Right?

Unfortunately, it’s not as simple as that.

Most e-cigarettes contain nicotine, which is why they are often classified as electronic nicotine delivery systems (ENDS). You may also see e-cigarettes classified as “vaping” devices (short for vapours), which may be a broader category of inhalation devices.

The aerosol created by ENDS products is not harmless water vapour. [[3]](#footnote-3) In addition to nicotine, ENDS aerosols can contain heavy metals, ultrafine particulate, and cancer-causing agents like acrolein.1 They also contain chemicals like propylene glycol or glycerin that may be approved for use in food, but have not been approved for inhalation. 1 The effects of inhalation are currently unknown.

Unfortunately, no one has yet developed a pill, patch or device (like a harmless electronic cigarette) that guarantees you’ll quit smoking. But having a plan is a good place to start any journey with determination and confidence. The free copy of “Quit smoking for good: Where to start in order to stop successfully” can help you create that plan. Here’s how to get yours: <insert instructions here>.

1. American Heart Association, “Answers by Heart: Lifestyle + Risk Reduction Smoking,” 2015 [↑](#footnote-ref-1)
2. U.S. Department of Health and Human Services. “A Report of the Surgeon General. How Tobacco Smoke Causes Disease: What It Means to You,” 2010 [↑](#footnote-ref-2)
3. CDC Office on Smoking and Health, “Electronic Nicotine Delivery Systems: Key Facts,” October 2016 [↑](#footnote-ref-3)