



## Tracking smoking trends in young adults...

### Are you an easy tobacco target?

When high school's over, young adults who enter the workforce or go to college face new independence, responsibilities and pressures. The tobacco industry exploits this new taste of freedom with advertising that results in thousands of new, young addicts to a lethal drug. Each year as many as 1, 300 Delawareans die as a result of tobacco use. Nationwide, that number exceeds 420,000 deaths. **Will YOU give up YOUR precious adult independence to manipulative tobacco companies?**

### Who is most likely to start using tobacco products after high school?



#### 1. Newly Graduated High School Students

You're young, you're healthy. You have choices, challenges and dreams. Tobacco companies just love you! They know you're experiencing adult freedom for the first time, less parental control and perhaps more peer pressure. You can be turned into an addict just like that - if you allow it. Make your adult freedom count where it matters most.

#### 2. Fraternity and Sorority Members

You're part of a highly social, independent and party-loving group, who likes to think critically and independently. But around 60% of sorority women smoke, and smokeless tobacco companies target fraternities with promotions. Being a party-lover is fine. Being acutely aware of insidious tobacco advertising and pressure is real smart.

#### 3. Men's Athletic Teams

You're part of a highly charged team. You experience the pleasure of winning and the demands of training. The pressure to be like other members is great. Athletes may use chew tobacco more frequently than others or smoke while not in training. Don't be persuaded by false logic. Tobacco addiction is a loser's game

More/.



#### **4. Young Adults living on their own**

It's exciting out there on your own for the first time. You're independent and carry new responsibilities. Make sure this extends to responsible choices. Don't allow your taste of freedom to turn into tobacco addiction. The advertising is targeted to get right under your new front door. Don't let it move in with you too.

#### **5. Young Adults of legal drinking age**

Your social life just moved on to bars and clubs with "social smokers". Why not join in when you have a drink? Don't be fooled – social smokers are addicts too. Alcohol lowers your resistance to smoking pressure and tobacco companies love it. You have the power to split the relationship. Don't become addicted by default.

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#### **6. Young Adults involved in art and theatre**

You're passionate about your craft and you're working long hours to perfect your techniques. Smoking is a dramatic and artistic expression.... or do the ads make us believe it? Performing and manual artists require the strength and resilience that comes from good health. Forego smoking and take the stage with your own freedom at heart.

#### **7. Gay, Lesbian, Bisexual, Transgender (GLBT) Community**

Freedom and acceptance is important to you, so you may feel considerable pressure to smoke as a young adult in a community that uses tobacco at greater rates than the general population. Studies also indicate that lesbians and gay men smoke twice as much as heterosexuals. You owe it to yourself to make firm non-smoking choices.

#### **8. Women**

You want to keep weight off so you light up. One of the tobacco industry's greatest "lies" is the false association between smoking and slim, attractive women. Words like 'gaunt', 'wrinkled' and 'aged' describe smokers more accurately. You can never substitute a healthy, balanced diet with a killer product.

Your body knows it and shows it. *(Source: Bacchus and Gamma)*

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