

Chapter 7: How does tobacco advertising affect us? (Consumer's Handouts Section 5: Chapter 7)

Objectives for this Chapter:

- To learn that tobacco advertising is effective in getting people to smoke.
- To learn that everyone can be a target for advertising.

After reading this section, individuals will be able to:

- Understand that light cigarettes and other alternative forms of tobacco do not have fewer health risks.
- Identify that the tobacco companies use advertising to try to trick consumers into believing that smoking makes them have friends, look sexy, and attract dates.

Suggested Approach:

- Ask group why cigarette ads do not show real smokers with diseases, in the hospital, with oxygen tanks, etc.
- Distribute magazines to group members and have them look for tobacco ads (fashion, sports and celebrity magazines have tobacco advertising).

Chapter 8: Second-Hand Smoke? (Consumer's Handouts Section 5: Chapter 8)

Objectives for this Chapter:

- Educate the group about second-hand smoke.
- Inform the group how smoke is dangerous even to non-smokers.

After reading this section, individuals will be able to:

- Understand why exposure to second-hand smoke is dangerous for even non-smokers.

Suggested Approach:

- Ask participants to talk about people they were around when they were younger (i.e. parents, grandparents, siblings) that smoked. Did they have ear infections or colds on a regular basis as a child?

- Encourage participants to talk about people who are around them now that can be affected by their smoking.

Other discussion information:

- Recent research studies have shown that even a half-hour of second-hand smoke exposure causes heart damage and can cause heart attacks in people with known heart disease.

Chapter 9:**How are my medications affected by smoking?
(Consumer's Handouts Section 5: Chapter 9)****Objectives for this Chapter:**

- To learn about how the blood levels of some medications are lowered in smokers.
- To identify medications which are affected by smoking.

After reading this section, individuals will be able to:

- Understand that many medications used to treat mental illness are taken out of the body (metabolized) faster in smokers.
- Understand that smokers end up on higher medication doses because of this interaction.

Suggested Approach:

- Help group members identify if their medications are impacted by this system.
- Encourage group to talk about medications and doses with their doctor if they have other questions.
- Alert group to inform their doctor if they are thinking about quitting smoking. The same effect, which lowers medication levels in smokers, can also lead to higher than normal medication levels if smoking is abruptly stopped. Since any sudden changes in smoking could impact on medications, the group should be alerted for changes in side effects that could occur.
- Reinforce to the consumers that having their medications at the correct dose keeps them stable.
- Discuss how it might be possible for individuals to have their medication dose reduced if they quit smoking successfully.
- Remind group that stopping or changing your medication suddenly could be dangerous and strongly advise against this.