



TOBACCO COMPANIES MUST RUN COURT ORDERED ADS TELLING THE **TRUTH** ABOUT THEIR **LETHAL PRODUCTS**

Brought to you by Pike County Health Department, Home Health & Hospice

Starting November 26, 2017 the major United States tobacco companies must run court-ordered newspaper and television advertisements that tell the American public the truth about the deadly consequences of smoking and secondhand smoke, as well as the companies' intentional design of cigarettes to make them more addictive. The ads are called "corrective statements" and they are timely reminders both that tobacco use remains an enormous public health problem in the United States (it is the number one cause of preventable disease and death), and that tobacco's horrific toll stems directly from the harmful practices of the tobacco industry.

Text of Court-Ordered Corrective Statements - United States v. Philip Morris USA Inc.:

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make these statements about the health effects of smoking, addictiveness, nicotine, low tar and light cigarettes, nicotine delivery, and second-hand smoke:

ADVERSE HEALTH EFFECTS OF SMOKING

- Smoking kills, on average, 1,200 Americans every day.
 - More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined.
 - Smoking causes heart disease, emphysema, acute myeloid leukemia, and cancer of the mouth, esophagus, larynx, lung, stomach, kidney, bladder, and pancreas.
 - Smoking also causes reduced fertility, low birth weight in newborns, and cancer of the cervix.
- Addictiveness of Smoking and Nicotine**
- Smoking is highly addictive. Nicotine is the addictive drug in tobacco.
 - Cigarette companies intentionally design cigarettes with enough nicotine to create and sustain addiction.
 - It's not easy to quit.
 - When you smoke, the nicotine actually changes the brain – that's why quitting is so hard.

LACK OF SIGNIFICANT HEALTH BENEFIT FROM SMOKING LOW TAR LIGHT ULTRA LIGHT MILD AND NATURAL CIGARETTES

- Many smokers switch to low tar and light cigarettes rather than quitting because they think low tar and light cigarettes are less harmful. They are not.
- "Low tar" and "light" cigarette smokers inhale essentially the same amount of tar and nicotine as they would from regular cigarettes.
- All cigarettes cause cancer, lung disease, heart attacks, and premature death. There is no safe cigarette.

MANIPULATION OF CIGARETTE DESIGN AND COMPOSITION TO ENSURE OPTIMUM NICOTINE DELIVERY

- Altria, R.J. Reynolds, Lorillard, and Philip Morris USA intentionally designed cigarettes to make them more addictive.
- Cigarette companies control the impact and delivery of nicotine in many ways, including designing filters and selecting cigarette paper to maximize the ingestion of nicotine, adding ammonia to make the cigarette taste less harsh, and controlling the physical and chemical make-up of the tobacco blend.

ADVERSE HEALTH EFFECTS OF EXPOSURE TO SECONDHAND SMOKE

- Secondhand smoke kills over 38,000 Americans each year.
- Secondhand smoke causes lung cancer and coronary heart disease in adults who do not smoke.
- Children exposed to secondhand smoke are at an increased risk for sudden infant death syndrome (SIDS), acute respiratory infections, ear problems, severe asthma, and reduced lung function.
- There is no safe level of exposure to secondhand smoke.

"This is a health issue I am very passionate about because on December 12, 2012 I had my entire left lung removed due to lung cancer, and I had never smoked. I felt I had received a death sentence, but I am now a five year survivor. I grew up at a time when smoking was socially acceptable and I was constantly subjected to secondhand smoke - family, friends, coworkers, and in all public areas," states Mary Jo Barr, Public Health Administrative Assistant, Pike County Health Department.

Don't let the tobacco companies win – they are creating your addiction and getting very wealthy in the process. Most of all don't risk your health and the health of those you love. For more information on the case and the corrective statement ads visit the Campaign for Tobacco-Free Kids. Start the New Year tobacco free. The Missouri Department of Health and Senior Services (DHSS) offers a free Tobacco Quitline – call 1-800-QUIT-NOW (1-800-784-8669). The Quitline provides coaching, support, pamphlets, quitting techniques, and you may qualify for patches, gum or lozenges. You can also reach the DHSS at www.quitnow.net/Missouri.



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