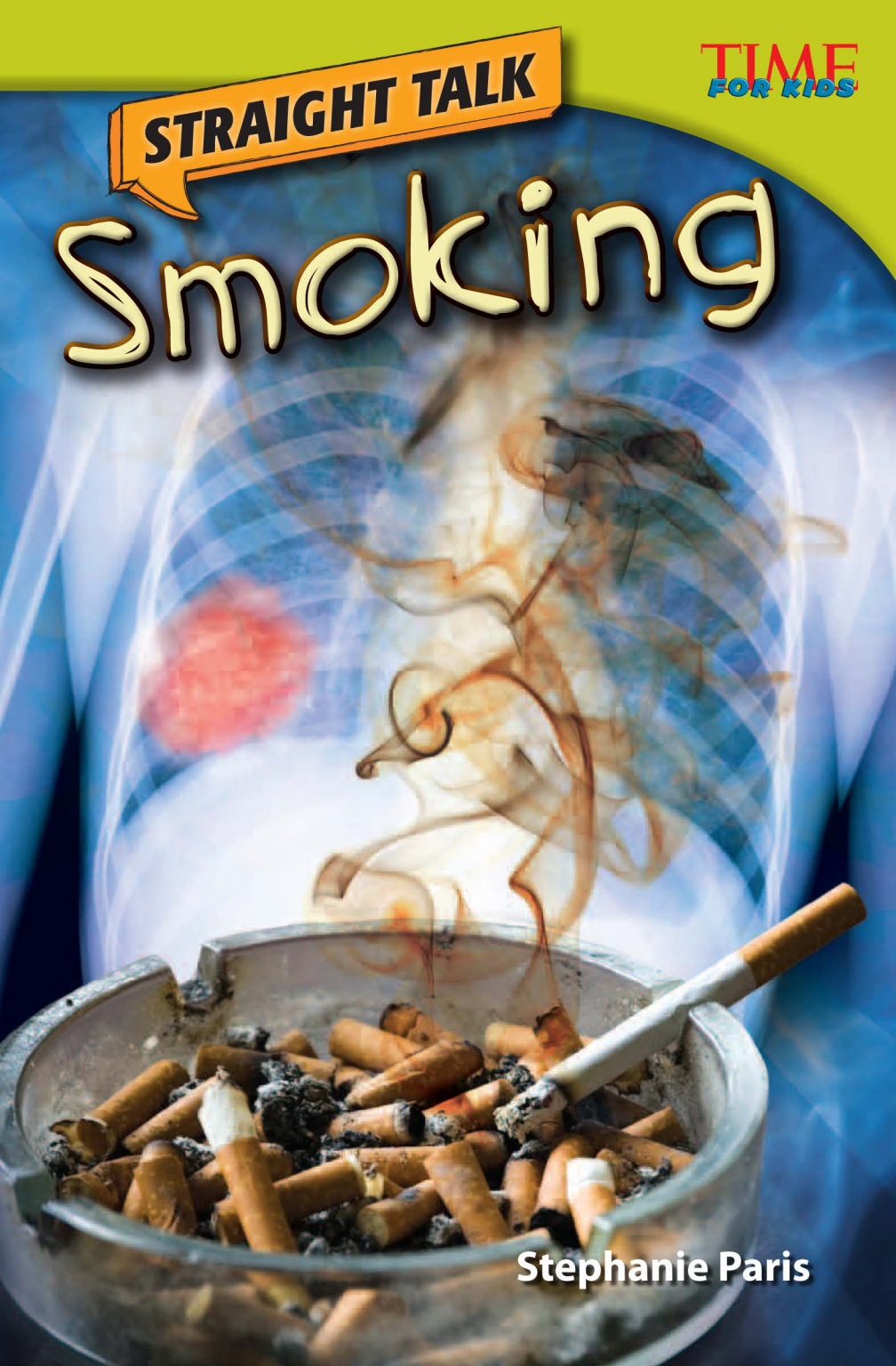
TIME FOR KIDS

STRAIGHT TALK

Smoking



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Lighting Up

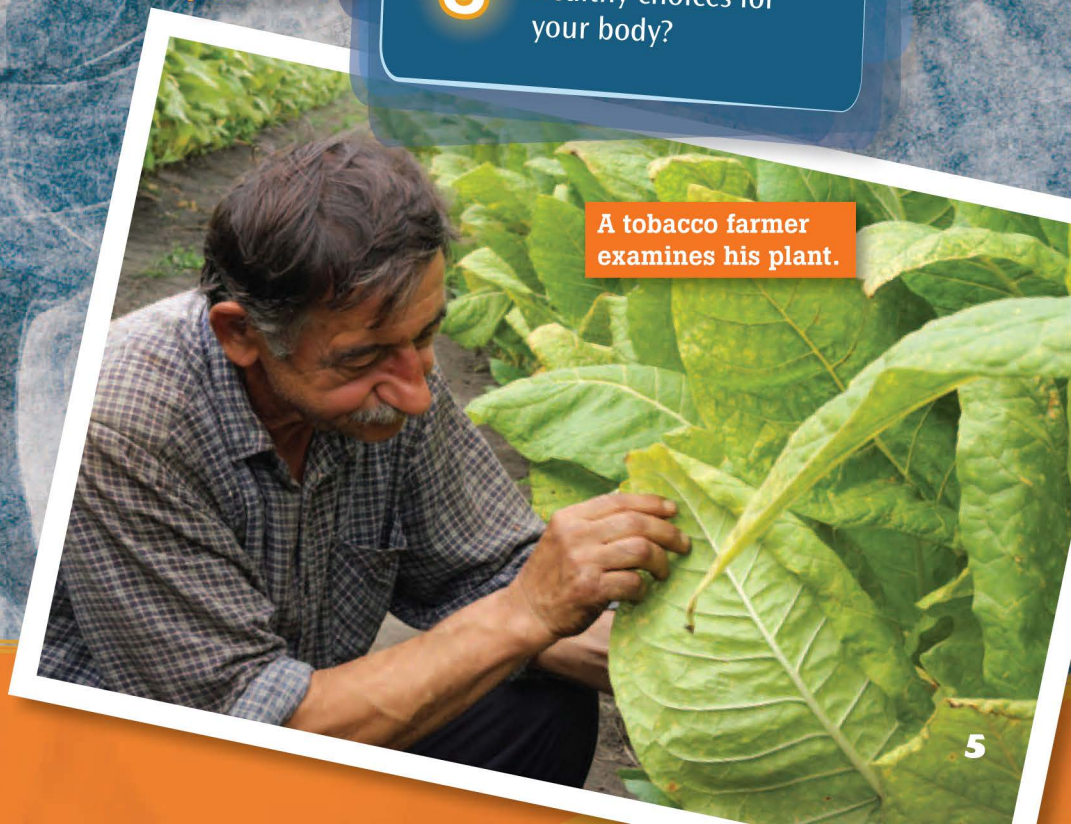
Over one billion people worldwide smoke. Smoking is very dangerous. So why do people do it?

Tobacco in cigarettes has thousands of chemicals in it. One of them is the drug **nicotine** (NIK-uh-teen). It makes people feel as if they have more energy. But the feeling won't last. Over time, smoking causes serious harm to the body. Illness and disease can result in low levels of energy. Smokers can have trouble breathing. And eventually, smoking may even lead to death. Once people start smoking, it's often very difficult for them to stop. Nicotine is very **addictive**.



THINK LINK

1. What are the effects of smoking?
2. Why do people choose to smoke or not smoke?
3. How can you make healthy choices for your body?



A tobacco farmer examines his plant.

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Why Do People Smoke?

Studies show most people start smoking because they believe what they see in advertisements. They can make unhealthy practices seem smart. And they can make people want to try new products. The risks of smoking are clear. But ads can make even smoking seem like a good idea.

Each year, tobacco companies spend $10.5 billion marketing their products in the United States. That works out to over $28 million per day! And that is only how much they spend in one country. They try to make people believe smoking will make them slimmer and more attractive. They want people to believe smoking is the key to being popular. Most of the ads don't show the true cost of smoking.

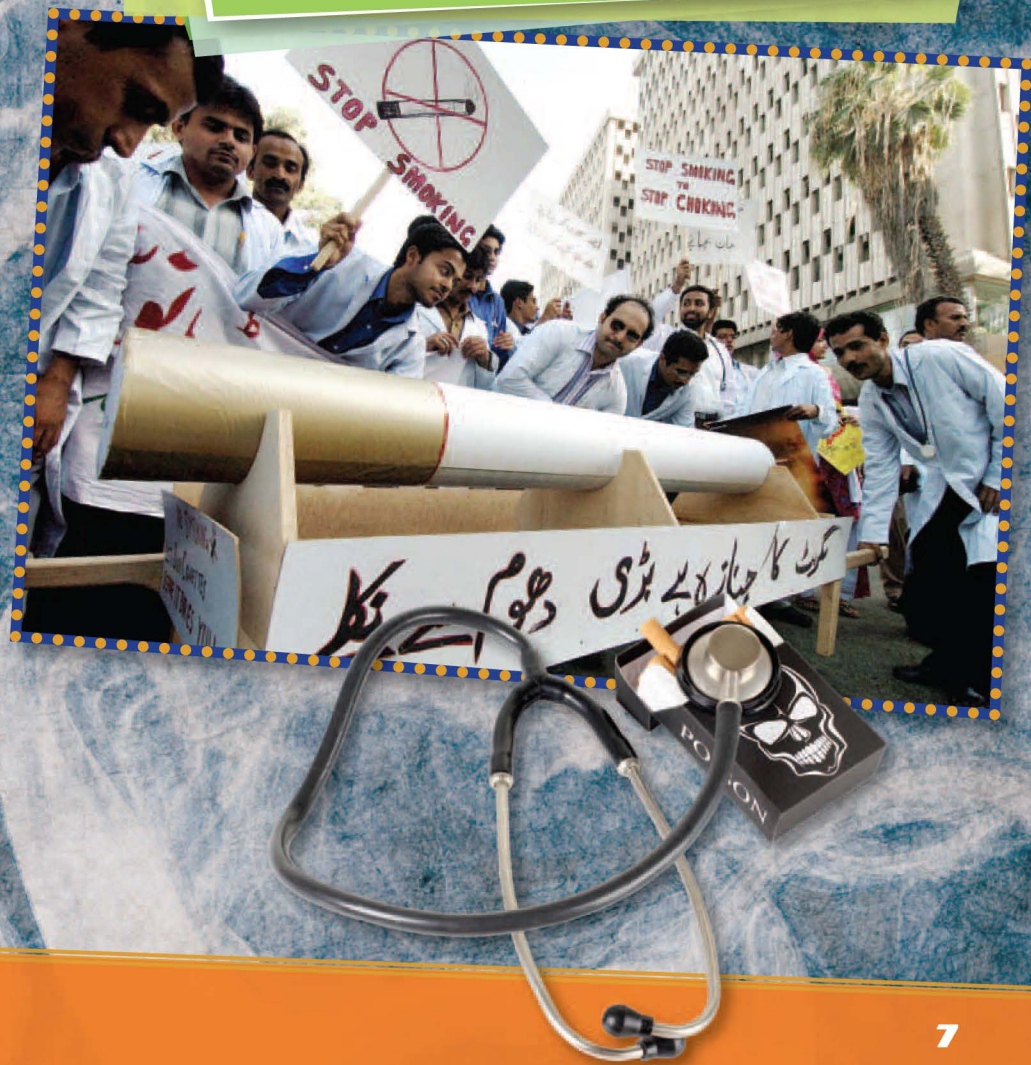


Activists draw attention to the deaths caused by smoking.

DOCTOR'S ORDERS

Before people understood the dangers of tobacco, doctors used to recommend smoking. For many years, companies claimed their cigarettes made people healthier. Today, doctors issue strong warnings against smoking and help their patients quit.

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BE FREE to MAKE YOUR OWN CHOICE!

Tobacco companies often sell smoking as a choice—not an addiction. Neither the financial costs or health costs are shown in ads. Look carefully to see what marketing techniques are being used in this ad.



STOP! THINK...

- Why do you think cigarette ads often show people looking happy and healthy?
- Does this ad show any of the costs involved with smoking?
- Does the warning label make you want to avoid smoking?