

Peers Against Tobacco

Peers Against Tobacco (PAT) is a system-level, multi-component, coordinated tobacco/nicotine prevention program for colleges and universities in the state of Texas. The goal of the program is to reduce the use of tobacco and alternative tobacco products (e.g., vapes, electronic cigarettes, hookah) among college and university students, and ultimately, to change the overall tobacco landscape across Texas colleges & universities. The program is funded by the Texas Department of State Health Services, and is overseen by The University of Texas at Austin Tobacco Research and Evaluation Team.

PEER GROUP RESOURCES

This document consists of resources to assist your tobacco prevention efforts with different groups/populations on your campus and in your community. The resources are broken up into different topics and groups (e.g. Environmental Impact, Ethnic Minorities, Tobacco Marketing, Athletes) and each consists of relevant information regarding college student tobacco use, data specific to the group or topic, ideas for activities or actions you can do/take on or around your campus, and potential groups you can connect with to further your efforts.

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Peers Against Tobacco

1

ENVIRONMENTAL IMPACT

COLLEGE STUDENT TOBACCO USE



According to the 2014 Surgeon General's Report, there have been more than 20 million smoking-related deaths in the United States since 1964; 2.5 million of those deaths were among non-smokers who died from exposure to secondhand-smoke.¹ Secondhand smoke exposure can have lasting health consequences on everyone exposed and can lead to an unsafe learning environment. Secondhand smoke exposure is an issue inside and outside of the classroom on a campus. Additionally, exposure to secondhand smoke in vehicles is extremely dangerous, because even when the window is down, it causes people to breathe toxic air “at levels many times higher than what the [Environmental Protection Agency] considers hazardous.”²

Moreover, smoking indoors or in vehicles is also dangerous, because upholstery, furniture, and other surfaces absorb particulates of tobacco smoke, which are re-emitted back into the air over time, and expose individuals to toxins long after anyone has smoked. This is referred to as thirdhand smoke.² Comprehensive campus tobacco policies can significantly reduce the amount of tobacco litter on campus and can help limit exposure to secondhand and thirdhand smoke by restricting tobacco use indoors, outdoors, and in vehicles.



WHY IS THIS IMPORTANT?

By promoting tobacco-free environments we can prevent exposure to deadly secondhand smoke and tobacco litter; making our campuses healthier and protecting the environment. Students who care about the environment have a role to play in the movement to promote cleaner campuses.

ENVIRONMENTAL IMPACT

IMPORTANT FACTS



- Tobacco smoke is a deadly mixture of gases and particles
 - It contains more than 7,000 chemical compounds.³
 - Hundreds of these chemicals are known to be toxic, and at least 70 are known to cause cancer.³
 - Secondhand smoke is the smoke from burning tobacco products as well as the smoke exhaled by a person that is smoking.¹ Every year, 41,000 non-smokers and 400 infants die from secondhand smoke exposure.⁴
- Cigarettes are the number one littered item in the world.⁵
 - This requires an additional toll on sidewalk and street sweeping, greenway and park maintenance, storm drain cleaning, and increased maintenance of storm water filters. Read more: https://kab.org/annual_report/programs-intro/cigarette-litter-prevention/
- Misconceptions around vapes lead many to believe they are not as harmful as cigarettes; however, this is false.
 - Electronic cigarettes and vapes produce aerosol, which contains toxic chemicals and carcinogens linked to central nervous system problems, long-term negative health effects, and cancer.^{6,7}
 - Secondhand aerosol is not harmless and may expose bystanders to volatile organic compounds, heavy metals, nicotine, ultrafine particles, and other toxins.^{8,9,10}
- As of 2021, there are 204 colleges and universities in Texas that have campus policies regarding tobacco use.
 - These policies range in levels of impact based on their level of comprehensive regulation of all tobacco products.
 - To see where your campus policy rates compared to other Texas campuses visit: <http://www.txcollegetobaccopolicy.org>

WHAT CAN YOU DO?

- Actively promote a tobacco-free environment on your campus that prohibits the use of all tobacco products (e.g. traditional cigarettes, smokeless/other tobacco, electronic nicotine delivery systems) indoors, outdoors, and in campus-owned vehicles.
 - For more information on how to improve your school's current tobacco policy, visit <https://www.txcollegetobaccopolicy.org>
- Educate peers on the dangers of tobacco use and provide them with cessation information. Your student Health Center may have free cessation resources/classes available.
- Educate peers of the dangers of secondhand and thirdhand smoke.
 - To learn more, check out <https://www.drugabuse.gov/publications/research-reports/tobacco-nicotine-e-cigarettes/what-are-effects-secondhand-thirdhand-tobacco-smoke>
- Clean-up tobacco litter around your campus and community. Save the tobacco litter that you collect to use as a visual to help you educate peers and to promote policy change.
- Let people know that tobacco products are litter and dangerous for the environment when not disposed of properly.

CONNECT WITH ANOTHER GROUP

- **Peers Against Tobacco**
 - <https://www.peersagainsttobacco.org/>
- **Action on Smoking & Health**
 - <https://ash.org>
- **Campaign for Tobacco-Free Kids**
 - <https://www.tobaccofreekids.org/get-involved>
- **Association of State and Territorial Health Officials**
 - <https://www.astho.org/Programs/Prevention/Tobacco/>

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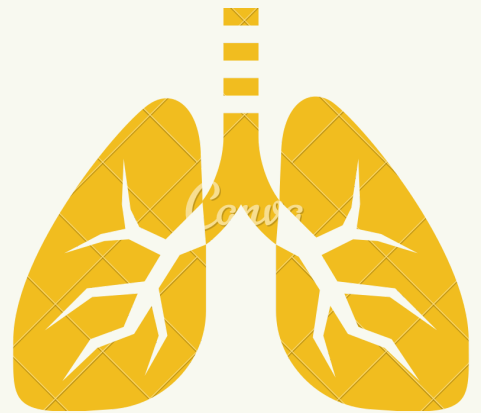
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RELIGIOUS & SPIRITUAL GROUPS

COLLEGE STUDENT TOBACCO USE



According to the 2014 Surgeon General's report, tobacco use is responsible for over 480,000 deaths per year in the United States, making it the leading cause of preventable death.¹ Young adults, ages 18–24, are often targeted by the tobacco industry,² and presently have the highest prevalence rates of current smokers.³ However, participation in a religious or spiritual community may be a protective factor for beginning and continued commercial tobacco use.



WHY IS THIS IMPORTANT?

Individuals who are active in a religious community typically have lower tobacco use rates than individuals who are not involved.⁴ Encouraging a holistic view of health, including abstaining from commercial tobacco use, can be particularly helpful.

IMPORTANT FACTS



- It is important to distinguish the difference between commercial and ceremonial tobacco use; commercial use of tobacco refers to use that is not cultural, as "some American Indians use tobacco for ceremonial, religious, or medicinal purposes".⁵ Use of tobacco for ceremonial, religious, spiritual, or medicinal purposes is common in Native American cultures and may account for American-Indian adolescents having the highest tobacco use prevalence of all U.S. ethnic groups.⁶
- Generally, college students experience better health outcomes when they integrate a spiritual component in their lives and process risky decisions that could negatively affect their health.⁷
- Studies have found that across religious affiliations, religiosity and religious involvement serve as a protective factor against risk behaviors like substance use.⁸

RELIGIOUS & SPIRITUAL GROUPS

WHAT CAN YOU DO?

- Actively participate in your religious or spiritual group or organization.
- If your religious or spiritual group or organization uses ceremonial tobacco, find alternate acceptable methods to participate in ceremonies without inhaling smoke, such as offering tobacco but not inhaling or burning.⁶
- Promote holistic health by encouraging your group or organization to write a resolution opposing commercial tobacco use.
- Consider using a model policy from Americans for Nonsmokers Rights as a guide:
 - <http://www.no-smoke.org/pdf/modelsmokefreecongregationpolicy.pdf>

CONNECT WITH ANOTHER GROUP

- Peers Against Tobacco
 - <https://www.peersagainsttobacco.org/>
- Faith United Against Tobacco
 - https://www.iphnetwork.org/faith_united_against_tobacco
- Faith-based organizations supporting the Tips From Former Smokers Campaign, according to the CDC (<https://www.cdc.gov/tobacco/campaign/tips/partners/faith/faith-faq.html>)
 - American Baptist Convention
 - Islamic Society of North America
 - National Episcopal Health Ministries
 - Religious Action Center of Reform Judaism
 - Seventh Day Adventists
 - Southern Baptist Convention
 - United Church of Christ
 - United Methodists Church

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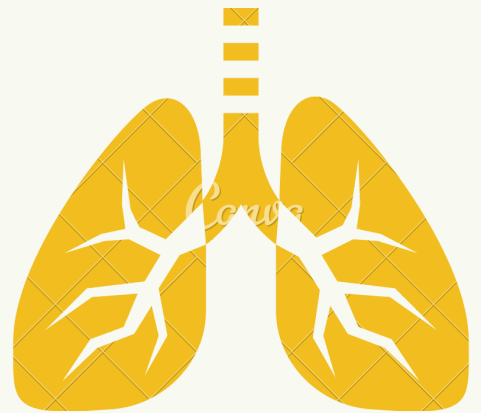
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HEALTH EDUCATION

COLLEGE STUDENT TOBACCO USE



According to the 2014 Surgeon General's report, tobacco use is responsible for over 480,000 deaths per year in the United States, making it the leading cause of preventable death.¹ Young adults, ages 18–24, are often targeted by the tobacco industry and encouraged to smoke regularly.² Almost 2,500 children under the age of 18 try their first cigarette each day;³ however, through prevention and cessation efforts, young adults can receive the help they need to resist using tobacco.



IMPORTANT FACTS

Billions of dollars are spent by the tobacco industry each year to advertise and promote tobacco products. It is important that health educators become involved in tobacco prevention efforts, as less than 3% of all money collected from tobacco taxes and legal settlements were put towards prevention and cessation efforts in fiscal year 2020.⁴

- Compared to knowledge about conventional tobacco products, fewer people are aware of the dangers of e-cigarettes, or they believe ENDS are not as harmful as smoking.⁵ The lack of awareness and knowledge may continue to fuel the growth in ENDS usage.
 - Research suggests that pod-style E-cigarettes (e.g. JUUL) may deliver higher levels of nicotine than traditional cigarettes. Any exposure to nicotine is unsafe for young people.⁶
 - E-cigarette use is strongly associated with the use of other tobacco products among youth and young adults.⁷
 - Prolonged nicotine use can “lead to lower impulse control and mood disorders, disrupt attention and learning among youth and young adults, and prime the developing brain for addiction to alcohol and other drugs, such as cocaine.”⁸
 - Some long-term effects of nicotine use include: cognitive decline, increased risk of Alzheimer's, increased impulsivity, and learning and concentration difficulties.^{9,10}
- On average, smokers die 10 years earlier than non-smokers.⁴
- Each year, about 70% of smokers say they want to quit, and most of them need help to be successful.¹¹
- Many college tobacco policies do not include information on cessation.
 - Visit txcollegetobaccopolicy.org to obtain a copy of your school's policy.

WHAT CAN YOU DO?

- Talk to your student government and administrators about how to prohibit free-samples of tobacco products from being passed out on your campus.
- Contact student health services to ensure availability of cessation information and materials.
- Combat misperceptions about the safety of ENDS products by promoting the facts listed in this resource and information from other trusted resources (e.g., <https://www.peersagainsttobacco.org/>, <https://www.cdc.gov/>).
- Promote awareness of online apps that assist with tobacco or nicotine cessation (e.g., <https://www.yesquit.org/>, <https://truthinitiative.org/thisisquitting>).
- Work with administrators and other student orgs to increase the number of tobacco-free zones on your campus. Work towards the ultimate goal of a tobacco-free campus (if you don't already have one).
- Create educational opportunities around campus for others to learn about the impact of tobacco use.

CONNECT WITH ANOTHER GROUP

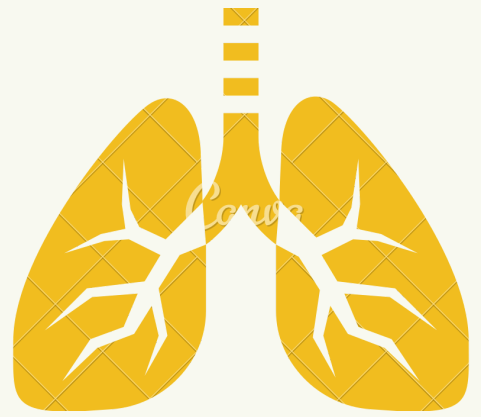
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 - <https://www.peersagainsttobacco.org/>
- Action on Smoking & Health
 - <https://ash.org>
- Campaign for Tobacco-Free Kids
 - <https://www.tobaccofreekids.org/get-involved>

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TOBACCO MARKETING

COLLEGE STUDENT TOBACCO USE



In an effort to maintain current customers and win new ones, tobacco companies spent over \$8.4 billion – or more than \$23 million a day – in 2018 to market their products in the United States.¹ For college students, exposure to free cigarette samples and tobacco marketing on and near campus, bars, concerts, and other campus events is associated with increased smoking and tobacco use,^{2,3} which is particularly true for “late initiators” or students who did not smoke regularly before the age of 19.³



IMPORTANT FACTS

By preventing tobacco advertising and marketing in our communities, we can promote healthy lifestyles and help individuals make better life decisions without the influence of tobacco industry tactics.

- Hookah is heavily marketed to college students as a safe alternative to cigarettes.
 - Hookah is not a safe alternative to cigarettes.
 - Smoke from waterpipes (hookah) contains significant amounts of nicotine, tar and heavy metals. ⁴
- New vaping and electronic nicotine delivery systems (e.g. JUULs, vape mods, advanced personal vaporizers) have entered the U.S. market targeting youth and young adults.⁵ By 2016 and as of 2020, vape use has outpaced conventional tobacco products use for young adults.^{6,7}
- With the emergence of e-cigarettes in 2007, the tobacco industry has shifted its focus to target 18–24-year-olds with more aggressive marketing and promotions, making it even more crucial that statewide and national counter-marketing media campaigns center on young adults.⁸
- ENDS retailers are heavily concentrated near college campuses.⁹ However, visible exterior advertising on retailer shops is lower near colleges with tobacco-free policies.¹⁰
- Communities with smoke-free laws are likely to have more tobacco industry marketing, specifically messages that target college students in nightclubs and bars.¹¹

WHAT CAN YOU DO?

- Adopt a tobacco-free policy on your campus that prohibits the sales, sponsorship, advertising, and promotional activities of tobacco.
 - For more information on how to improve your school's current tobacco policy, visit <https://www.txcollegetobaccopolicy.org>
- Educate your campus community on the harm of tobacco products and discourage the promotion of tobacco advertising.
- Promote vaping prevention campaign materials, such as digital ads, posters, and social media posts.
 - You can access and download PAT campaign materials in the “Outreach Materials” section on our website (<https://www.peersagainsttobacco.org>) or on Basecamp in the “Outreach Initiative” folder in “Docs & Files”
 - You can also find free downloadable tobacco prevention print materials at <https://txsaywhat.com/downloadable-resources.html>
- Raise awareness of the high addiction potential of nicotine in ENDS products.
 - For more information go to “Chapter 1: Addiction & Cessation” on our online tobacco education curriculum at <https://www.tobacco-edu.org> and/or take a look the official PAT Peer Group Resource on addiction
- Host tobacco-free events at night clubs in your community to promote living tobacco-free.
- Create social media posts to educate students on your campus about the amount of money Big Tobacco spends on advertising and marketing
 - Page 19 of the Say What! Tobacco Prevention Activities Guide provides data about the amount of money that is spent on tobacco marketing (<https://locker.txssc.txstate.edu/bac09b0429205ad584c654e01e2336b7/Tobacco-Prevention-Activities-Guide.pdf>)

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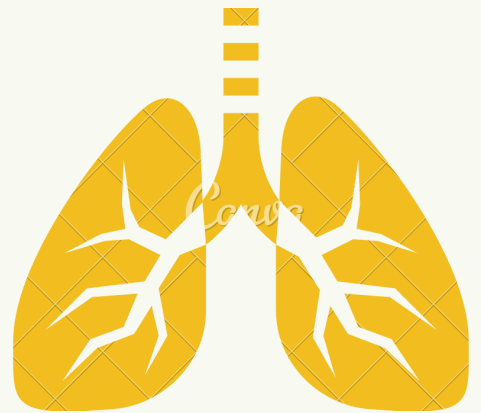
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LGBT

COLLEGE STUDENT TOBACCO USE



LGBT individuals are more likely to use tobacco than straight and cisgender individuals.¹ The tobacco industry aggressively targets this community through sponsored events, ads, bar promotions, and giveaways.² About 19 of every 100 lesbian, gay, or bisexual adults smoke cigarettes compared with roughly 14 of every 100 heterosexual/straight adults.³ LGBT individuals are more likely to have risk factors for smoking, including daily stress related to prejudice and stigma they may face.⁴



IMPORTANT FACTS

By promoting a tobacco prevention message in our communities that challenges the marketing that targets LGBT individuals, we can reduce the number of LGBT individuals using tobacco. The American Cancer Society estimates that over 30,000 LGBT people die each year of tobacco-related diseases. This is alarming, but we can change the impact of tobacco in our communities.

- In 2019, national data indicated that the prevalence of current use of any type of tobacco product among lesbian, gay, and bisexual individuals was 29.9%, compared with 20.5% among heterosexual/straight individuals.³
- LGBT men have similar exposure to tobacco cessation advertising as straight individuals, but are 20% less likely than straight men to be aware of smoking quitlines.⁵
- Bisexual women are up to 3.5x more likely to smoke & have higher nicotine dependence than heterosexual women.⁶
- LGBT adults have a higher prevalence of using other types tobacco products than heterosexual adults,⁷ but are less likely to have health insurance, and 5x more likely to never intend to call a smoking cessation quitline.⁶
- Additional stresses of discrimination, the coming out process, structural stigma, and internalized homophobia may contribute to increased prevalence of tobacco use for sexual minority populations.⁸

WHAT CAN YOU DO?

- Visit the National LGBT Cancer Network
 - For resources, campaigns, and information about tobacco use within the LGBTQ+ community <https://cancer-network.org/resource-library/>
 - For Out Proud (Smoke/Vape) Free campaign materials <https://cancer-network.org/resources/out-proud-smoke-free-6/>
- Create tailored tobacco prevention/cessation messages specifically designed to engage members of the LGBTQ+ population.
- Educate peers on the dangers of tobacco use and provide them with cessation information.
 - Your student Health Center and/or Gender and Sexuality Center may have free cessation resources/classes available.
 - You can also partner with LGBTQ+ organizations on your campus to educate its members about the disproportionate rates of tobacco use in the LGBTQ+ community and provide them with any cessation resources your campus offers to students.
- Promote local LGBT venues going tobacco-free and restricting indoor smoking and vaping.
 - Also, encourage LGBT venue owners to remove all tobacco advertisements and
- promotional items.
- Develop relationships with LGBT-related festival or parade planning committees to gain support and commitment for 100% tobacco-free events
- Encourage your local LGBT-affiliated organization to not accept funding or sponsorship from the tobacco industry.
- Host tobacco prevention events at local LGBT venues to encourage individuals to be tobacco-free and seek cessation help to quit tobacco and vaping.
- Promote LGBT tobacco and vaping prevention messages through social media, flyers and handouts in your community.

CONNECT WITH ANOTHER GROUP

- **Peers Against Tobacco**
 - <https://www.peersagainttobacco.org/>
- **The National LGBT Cancer Network**
 - <https://cancer-network.org>
- **LGBT Health Link**
 - <https://www.lgbthealthlink.org>

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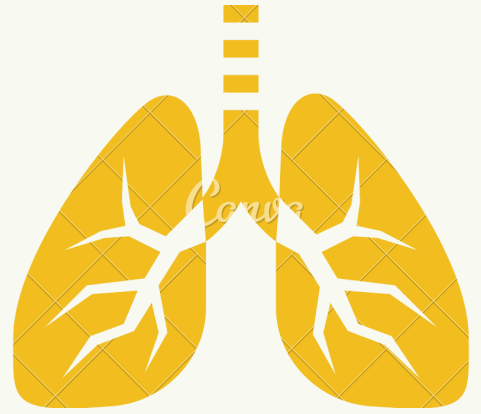
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Peers Against Tobacco

16

ETHNIC & RACIAL MINORITIES

TOBACCO USE



Tobacco continues to be the leading cause of preventable and premature death, and is responsible for over 480,000 deaths per year (1,300 per day) in the United States.^{1,2} Although there has been a decline in overall cigarette use in the past half century, disparities in tobacco use continue to be prevalent,¹ and cigarette smoking rates are often higher among minority ethnic groups.³ Cigarette smoking among minority ethnic groups is associated with depression and psychological stress, and is an important risk factor in frequently occurring diseases such as lung cancer and heart diseases.^{4,5}



WHY IS THIS IMPORTANT?

- There are some barriers to limiting tobacco use in minority populations, which include:⁴
 - The association of tobacco with cultural rituals
 - The predatory targeting of minority groups by Big Tobacco
 - The limited cultural competence among healthcare providers

IMPORTANT FACTS



- High tobacco use prevalence:⁶
 - American Indians and Alaska Natives
 - African Americans (similar prevalence to White Americans, but have the highest prevalence rates of tobacco-related cancer than all other racial and ethnic groups)
 - Multiracial, non-Hispanic individuals
- Low tobacco use prevalence:
 - Asian American⁶ and Hispanic Women⁷
- African Americans have the highest prevalence rates of tobacco-related cancer than all other racial and ethnic groups.⁸
- Lung cancer and cardiovascular disease are among the leading causes of death for many minority groups, including African Americans and Hispanics; cigarette smoking is a major contributor in the development of these diseases.^{9,10}

WHAT CAN YOU DO?

- Encourage cessation by providing cessation resources to students on your campus.
 - [Yes Quit \(Texas Quitline\)](#)
 - [CDC \(Centers for Disease Control and Prevention\)](#)
 - [Smokefree.Gov](#)
 - [Truth](#)
- Ensure that tobacco control/cessation programs offered on your campus address tobacco-related disparities and promote health equity.
 - To learn more about health equity in tobacco prevention and control, go to <https://www.cdc.gov/tobacco/stateandcommunity/best-practices-health-equity/pdfs/bp-health-equity.pdf>
- Advocate for changes when you notice a particular group is being targeted by specific marketing strategies. Read more: <https://www.tobaccofreekids.org/campaign-for-the-culture>

CONNECT WITH ANOTHER GROUP

- Peers Against Tobacco
 - <https://www.peersagainsttobacco.org/>
- Campaign for Tobacco-Free Kids
 - <https://www.tobaccofreekids.org/get-involved>
- AMPLIFY
 - <https://www.amplify.love/tobacco-control-resources>
- Association of State and Territorial Health Officials
 - <https://www.astho.org/Prevention/Tobacco/Tobacco-Related-Disparities-Infographic/>
- Geographic Health Equity Alliance
 - <https://www.geohealthequity.org/>
- National Native Network
 - <http://keepitsacred.itcmi.org/>
- Nuestras Voces Network
 - <https://www.nuestrasvoces.org/>
- Asian Pacific Partners for Empowerment, Advocacy and Leadership
 - <https://appealforhealth.org/about/>

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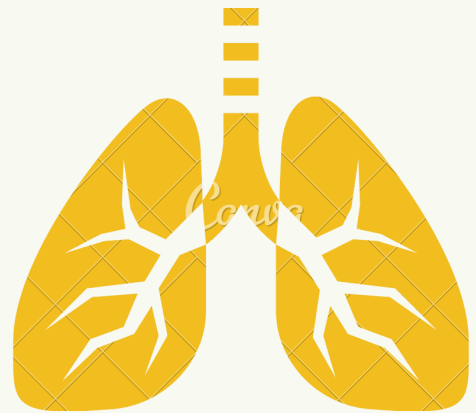
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Peers Against Tobacco

19

HBCU

COLLEGE STUDENT TOBACCO USE



African American students attending HBCUs are at high risk and are impacted in numerous ways by the health and social problems associated with the abuse of tobacco products. Several HBCUs are located in low-income communities where tobacco industries are actively present and tobacco products are readily accessible and available.



WHY IS THIS IMPORTANT?

A study published in the American Journal of Public Health found that little cigars and cigarillos are more available, significantly cheaper and more likely to be advertised on the exteriors of retail outlets and on billboards in African American neighborhoods.¹ Additionally, menthol cigarettes, which are easier to smoke and harder to quit, are heavily marketed to black communities and sold for cheaper prices.² Unfortunately, racial and ethnic minorities typically have less access to cessation services as well.^{3,4,5}

IMPORTANT FACTS



- Even though African Americans smoke at rates similar to/lower than their white counterparts, they disproportionately develop tobacco-related cancer – relative to all other racial/ethnic groups⁶ – die from secondhand smoke exposure,^{2,3} and die from tobacco-related diseases/causes.^{7,8}
- African Americans are disproportionately exposed to secondhand smoke relative to all other racial/ethnic groups.^{7,8}
- Menthol cigarettes have long been marketed as a cultural and generational norm to African American/Black communities. Many African Americans smoke menthol cigarettes (almost 90% of African American smokers)⁹, which can increase the risk of both lung and bronchial cancer more than regular cigarettes by promoting lung permeability and diffusibility of smoke particles.^{10,11}
- African Americans have the highest prevalence rates of tobacco-related cancer than all other racial and ethnic groups. In both African American men and women, lung cancer is the second most common cancer. More than 72,000 African Americans are diagnosed with cancer caused by/related to tobacco every year, and more than 39,000 of these people die every year.^{12,13}

WHAT CAN YOU DO?

- **Actively promote a comprehensive tobacco-free environment on your campus that prohibits the use of all tobacco products (e.g. traditional cigarettes, smokeless/other tobacco, electronic nicotine delivery systems) indoors, outdoors, and in campus-owned vehicles and the sale, sponsorship, advertising, and promotional activities of tobacco on campus property. Comprehensive tobacco-free campus policies greatly reduce the risk of exposure to secondhand smoke and improve the campus working and learning environment.**
 - **For more information about your school's current tobacco policy and how to improve it, visit <https://www.txcollegetobaccopolicy.org>**
- **Educate peers on the dangers of tobacco use and provide them with cessation information. Your student Health Center may have free cessation resources/classes available.**
 - **You can also check out AMPLIFY, an organization dedicated to eliminate commercial tobacco use within the Black community, for tobacco control resources. <https://www.amplify.love/tobacco-control-resources>**
- **Host tobacco prevention events that dispel myths and encourage healthy lifestyle choices.**
 - **The Say What! Tobacco Prevention Activities Guide provides great ideas and step-by-step instructions regarding tobacco prevention activities you can host on your campus. <https://locker.txssc.txstate.edu/bac09b0429205ad584c654e01e2336b7/Tobacco-Prevention-Activities-Guide.pdf>**
- **Provide information to the community about health effects and policies surrounding tobacco by creating in-store designs (or using PAT campaign materials) to be displayed in local businesses.**
 - **For step-by-step instructions, look at page 18 of the Say What! Tobacco Prevention Activities Guide <https://locker.txssc.txstate.edu/bac09b0429205ad584c654e01e2336b7/Tobacco-Prevention-Activities-Guide.pdf>**
 - **For more information about tobacco-related health disparities go to “Chapter 4: Marginalized Communities” on our online tobacco education curriculum at <https://www.tobacco-edu.org>**

CONNECT WITH ANOTHER GROUP

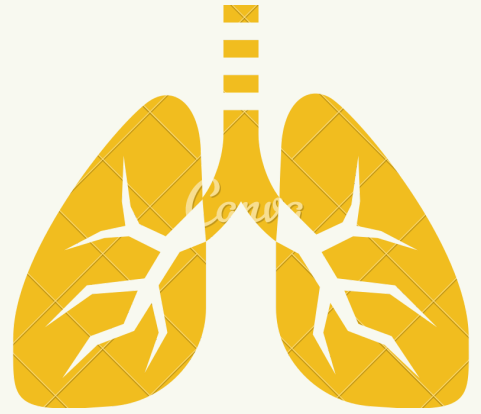
- **Peers Against Tobacco**
 - <https://www.peersagainsttobacco.org/>
- **AMPLIFY**
 - <https://www.amplify.love/tobacco-control-resources>
- **National African American Tobacco Prevention Network**
 - <https://centerforblackhealth.org/>

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ATHLETES

COLLEGE STUDENT TOBACCO USE



Tobacco use is particularly relevant to athletes, as it is likely to negatively affect their athletic performance.^{1,2} Using tobacco and nicotine products can affect an athlete's body in the following ways: reduce endurance level, increase strain on the heart, prevent fat burning, prevent muscle gain, restrict airways – leading to shortness of breath, and disrupt bone growth.^{1,2} However, many of these health effects can be reversed when an individual stops using tobacco products.¹



IMPORTANT FACTS^{3,4}

- Cigarette use among athletes has declined since 2005.
- Smokeless tobacco use has increased among high school student-athletes.
- Self-reported tobacco use is highest among Division III student-athletes.
- Student-athletes self-report use of cigarettes at lower rates than non-athlete students.
- The most frequent self-reported tobacco product used among student athletes are cigars (17% of student-athletes reported smoking at least once in past year).
- Use of smokeless tobacco (spit tobacco) has remained high among men in baseball.

WHAT CAN YOU DO?



- Adopt and enforce a tobacco-free policy for players, coaches, and referees⁵ and also at sporting events.
 - For more information about your school's current tobacco policy and how to improve it, visit <https://www.txcollegetobaccopolicy.org>
- Participate in the Great American Smokeout⁶
- Use the Tobacco-Free Sports Playbook⁷
- Teach others/learn about spit tobacco.⁸
- Promote awareness of how tobacco use can hurt athletic performance^{1,2}

CONNECT WITH ANOTHER GROUP

- **Peers Against Tobacco**
 - <https://www.peersagainsttobacco.org/>
- **Athlete Ally**
 - http://www.athleteally.org/on_campus/
- **Fellowship of Christian Athletes**
 - <https://www.fca.org/>

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EVENTS

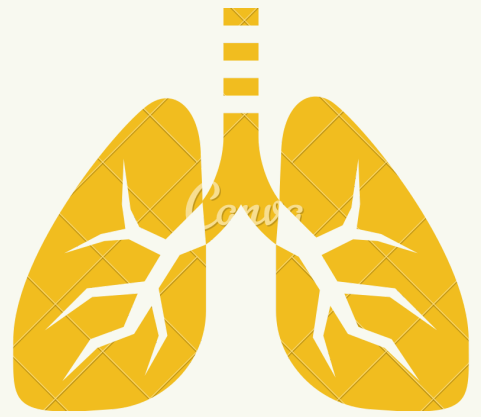
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2. <http://www.cancer.org/healthy/stayawayfromtobacco/greatamericansmokeout/toolsandresources/resources>
3. <https://dph.georgia.gov/document/document/tobacco-free-sports-playbook-creating-programs-healthier-youth-teams-and/download>
4. <https://www.albertahealthservices.ca/assets/healthinfo/rl/hi-rl-tobac-spit-module-2.pdf>

Peers Against Tobacco

24

GREEK ORGANIZATIONS

COLLEGE STUDENT TOBACCO USE



Tobacco continues to be the leading cause of preventable and premature death, and is responsible for over 480,000 deaths per year in the United States.^{1,2} The youngest legal target population for the tobacco industry is young adults, ages 18–24.³ There is a high prevalence of current smokers among young adults, and they are away from home for the first time, seeking independence and autonomy.⁴ Young adults can be targeted through sponsorship of popular organizations, such as sororities and fraternities.⁵



IMPORTANT FACTS

Membership in a Greek organization has been associated with higher prevalence rates of current smoking.⁶ Greek houses are typically located off campus, so students living in Greek housing are not protected by a campus tobacco policy.⁷

- Tobacco companies attempt to lure would-be smokers by providing free “samples” of tobacco products at functions sponsored by college social groups like fraternities and sororities.⁵
- Big Tobacco corporations frequently try to sponsor Greek events. This allows them to place their logo next to Greek organization logos, and also to distribute coupons and products.⁷
- Greek members are more likely to smoke cigarettes and to smoke on a daily basis.⁷
- Linking with Greek organizations allows tobacco companies to buy credibility and increase their exposure.⁷

WHAT CAN YOU DO?



- Encourage your local Greek chapter to adopt a policy against tobacco industry sponsorship.⁵
- Do not allow Big Tobacco to pass out favors, such as coupons and/or products, at Greek events.
- Partner with other organizations on campus to strengthen your campus tobacco policy.^{8,9}

CONNECT WITH ANOTHER GROUP

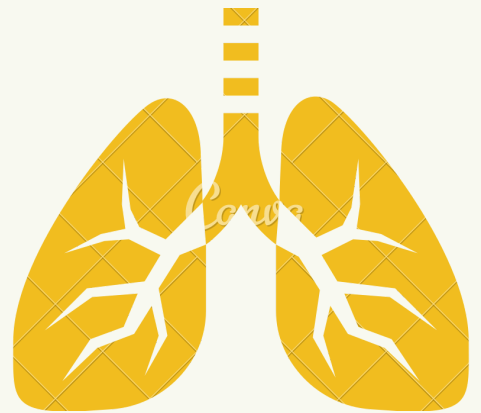
- **Peers Against Tobacco**
 - <https://www.peersagainsttobacco.org/>
- **ChangeLab Solutions**
 - <https://www.changelabsolutions.org/product/prohibiting-tobacco-sponsorship-college-based-organizations>
- **Campaign for Tobacco-Free Kids**
 - <https://www.tobaccofreekids.org/get-involved>

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ADDICTION

COLLEGE STUDENT TOBACCO USE



The Center of Disease Control and Prevention (CDC) states that about 8 out of 100 people between the ages of 18 and 24 currently smoke.¹ Although smoking rates are currently low among college students, studies have shown that college typically appears to be a time when many students try different tobacco products and are at risk of developing a lifelong nicotine dependence.² Nicotine has been found to be as addictive as cocaine and heroin, and more people in the U.S are addicted to nicotine than any other drug.^{3,4,5,6} It is imperative that college students become educated on the harmful effects of tobacco use, as prolonged nicotine exposure can impact attention, learning, and lead to cognitive decline.^{4,7,8}



IMPORTANT FACTS

- The brain continues developing until the age of 25. Tobacco use harms developing brains, because it changes the way the brain synapses are formed, thus affecting how new memories and new skills are shaped.^{7,9}
 - Prolonged nicotine use can “lead to lower impulse control, mood disorders, [and] disrupt attention and learning among youth and young adults.”⁹
 - Some long-term effects of nicotine use include: cognitive decline, increased risk of Alzheimer’s, increased impulsivity, and learning and concentration difficulties.^{4,8}
- Data show that tobacco use may serve as a gateway to illegal drug use and even cause relapse in those recovering from substance use disorder.^{10,11} Prolonged nicotine use can “prime the developing brain for addiction to alcohol and other drugs, such as cocaine.”⁹
 - Of the 17,809 individuals aged 12 or older surveyed in a study looking at the association between cigarette smoking and drug use, 65.8% who had ever smoked were 7 times more likely to have tried marijuana and cocaine and 16 times more likely to have tried heroin.¹⁰
- According to the CDC, 99% of e-cigarettes contain nicotine, and no e-cigarette/vape products are safe for young people to use.¹²
 - Research suggests that pod-style E-cigarettes (e.g. JUUL) may deliver higher levels of nicotine than traditional cigarettes.¹³
 - E-cigarettes are not approved by the FDA to help people quit tobacco.^{14,15,16}
 - Even though adults may use nicotine products, such as E-cigarettes, to quit smoking, any exposure to nicotine is unsafe for young people, especially those with developing brains.¹²
- Most people who are addicted to smoking want to quit, but few are able to.
 - Only 1 in 10 people successfully quit smoking each year.¹⁷

ADDICTION

WHAT CAN YOU DO?

- For more information about nicotine addiction, go to “Chapter 1: Addiction & Cessation” on our online tobacco education curriculum at <https://www.tobacco-edu.org>
- Connect with addiction/mental health services on your campus to connect students struggling with nicotine addiction to these services and/or assist students with their tobacco use as they work on other addiction issues
- Promote awareness of programs that assist with tobacco or nicotine cessation
 - [Yes Quit \(Texas Quitline\)](#)
 - [Truth](#)
 - [CDC \(Centers for Disease Control and Prevention\)](#)
 - [Smokefree.Gov](#)
 - [Action on Smoking and Health \(ASH\)](#)
 - [Tobacco Free Earth](#)
 - [Cancer.Net](#)

CONNECT WITH ANOTHER GROUP

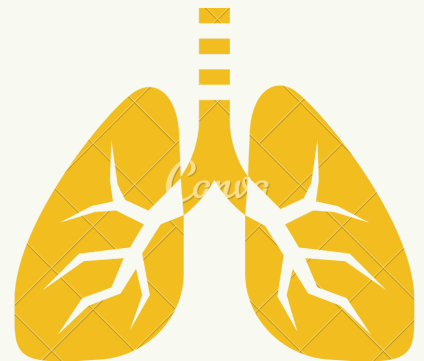
- Peers Against Tobacco
 - <https://www.peersagainttobacco.org/>
- National Behavioral Health Network for Tobacco & Cancer Control
 - <https://www.bhthechange.org/resources/>
- Nicotine Anonymous
 - <https://www.nicotine-anonymous.org>
- Smokers Anonymous
 - <https://www.recovery.org/support-groups/smokers-anonymous/>
- SMART Recovery Life Beyond Addiction
 - <https://www.smartrecovery.org/addiction-recovery/stop-smoking/>

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MENTAL HEALTH

COLLEGE STUDENT TOBACCO USE



Many college students experience the first onset of mental health and substance use problems when they go off to college, likely due to the stress of coping with academic pressure, the separation from their families/support systems, and juggling numerous responsibilities.¹ A study conducted by the National Institutes of Health found that 7–9% of college students experience depression, 11% suffer from anxiety disorder, and 40% of college students with diagnosable mental health illnesses do not seek help.² Unfortunately, in the U.S., people who have a diagnosable psychiatric disorder smoke at 2 to 4 times the rate of those without mental health conditions, and of the people who call a smoking quitline, approximately half self-report a mental health condition.³ Examples of mental health conditions include, but are not limited to: anxiety, depression, ADD/ADHD, and substance use disorders.⁴



IMPORTANT FACTS

Individuals with mental illnesses, behavioral health conditions, and trauma histories have disproportionate tobacco use rates and are more likely to lack access to health insurance, cessation resources, and health care.^{5,6} Studies have also “linked some mental health disorders with biological tendencies to use nicotine and difficulty quitting.”^{7,8}

- A study designed to examine the long-term associations between depressive symptoms and E-cigarette use found that:⁹
 - Higher depressive symptoms were associated with higher e-cigarette use
 - Higher amounts of nicotine concentration were associated with higher depressive symptoms
- People with a history of severe trauma are twice as likely to develop a smoking dependence than those without a history of severe trauma.¹⁰
- Individuals who have a substance use disorder are typically more heavily nicotine-dependent.^{7,11}
 - For example, “individuals who use cocaine and opioids have higher rates of cigarette smoke.”^{7,12}
 - Each year, approximately 200,000 adults with both a mental health disorder and substance use disorder die from tobacco-related diseases.^{7,13}

Peers Against Tobacco

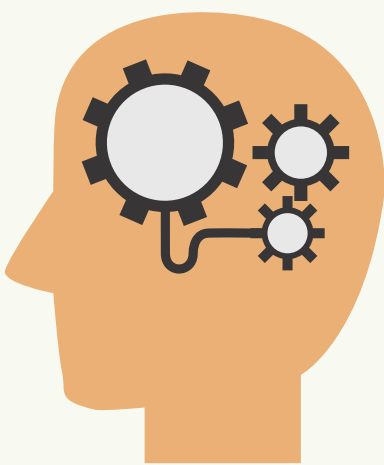
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MENTAL HEALTH

IMPORTANT FACTS CONT.



- Lifetime smoking rates of patients diagnosed with:^{7,14}
 - Schizophrenia and other psychotic disorders (90%)
 - Bipolar disorder (82.5%)
 - Major depression disorder (59%)
- Fewer than half of U.S. mental health and substance abuse treatment facilities offer evidence-based tobacco cessation treatments.¹⁵



WHAT CAN YOU DO?

- Get involved with your campus counseling and mental health center.
 - Advocate for your campus counseling and mental health center to provide information to students about the negative impact tobacco products can have on mental and behavioral health conditions.
- Talk with your classmates and peers about the effect tobacco use can have on mental and behavioral health outcomes, so they know how to help themselves and those around them.
- Get involved with local or national mental health programs (e.g., NAMI) to advocate that tobacco and alternative tobacco use information be integrated into messaging.
- The National Behavioral Health Network has an expansive list of resources, research, and data about the intersection of tobacco use and mental health. You can utilize this network to find relevant research articles and webinars.

<https://www.bhthechange.org/resources/>

MENTAL HEALTH

CONNECT WITH ANOTHER GROUP

- **Peers Against Tobacco**
 - <https://www.peersagainsttobacco.org/>
- **National Behavioral Health Network for Tobacco & Cancer Control**
 - <https://www.bhthechange.org/resources/>
- **American Academy of Family Physicians**
 - <https://www.aafp.org/family-physician/patient-care/care-resources/tobacco-and-nicotine/office-champions/behavioral-health-tobacco-cessation.html>
- **National Alliance on Mental Illness (NAMI)**
 - <https://www.nami.org/About-Mental-Illness/Common-with-Mental-Illness/Smoking>
- **BecomeAnEx**
 - <https://www.becomeanex.org/mental-health-and-smoking/>

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