IEC Materials

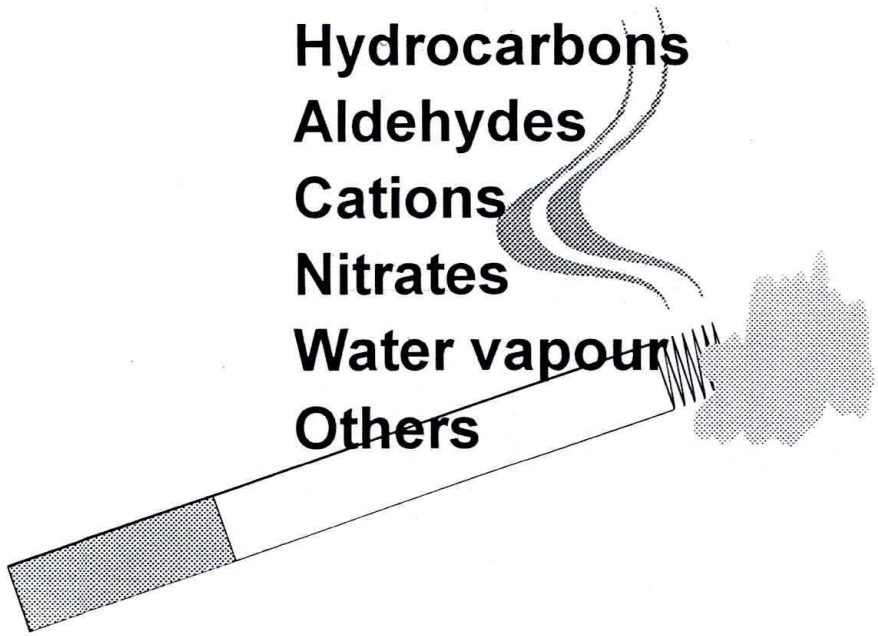
The world spends annually 8800 billion rupees on treating smoking related illnesses.



In other words 8800 rupees per Indian per year

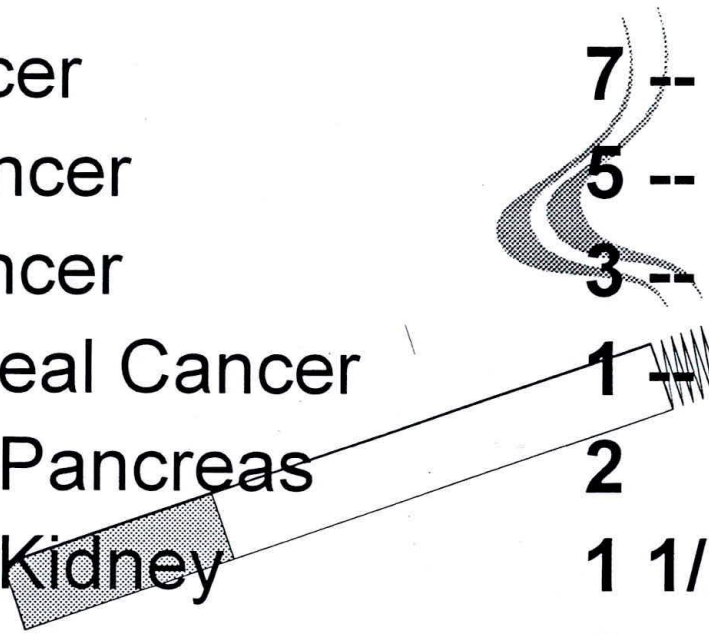
Each puff contains the following chemical substances.

Nitrogen	58.0%
Oxygen	12.0%
Carbon dioxide	13.0%
Carbon monoxide	3.5%
Strong acids	3.0%
Weak acids	1.2%
Alkalis	0.5%
Hydrocarbons	2.0%
Aldehydes	0.7%
Cations	0.5%
Nitrates	0.3%
Water vapour	3.0%
Others	2.0%



Smoking and Risk

	Increase in risk	
Lung Cancer	**7 -- 15**	times
Throat Cancer	**5 -- 13**	times
Mouth Cancer	**3 -- 10**	times
Oesophageal Cancer	**1 -- 3**	times
Cancer of Pancreas	**2**	times
Cancer of Kidney	**1 1/2**	times
Peptic Ulcer	**2**	times
Heart disease	**3 -- 5**	times



Poisonous substances in Tobacco

Carbon Monoxide

- decreases the availability of oxygen to heart.
- hastens blood clotting
- disrupts the rhythm of the heart beat.



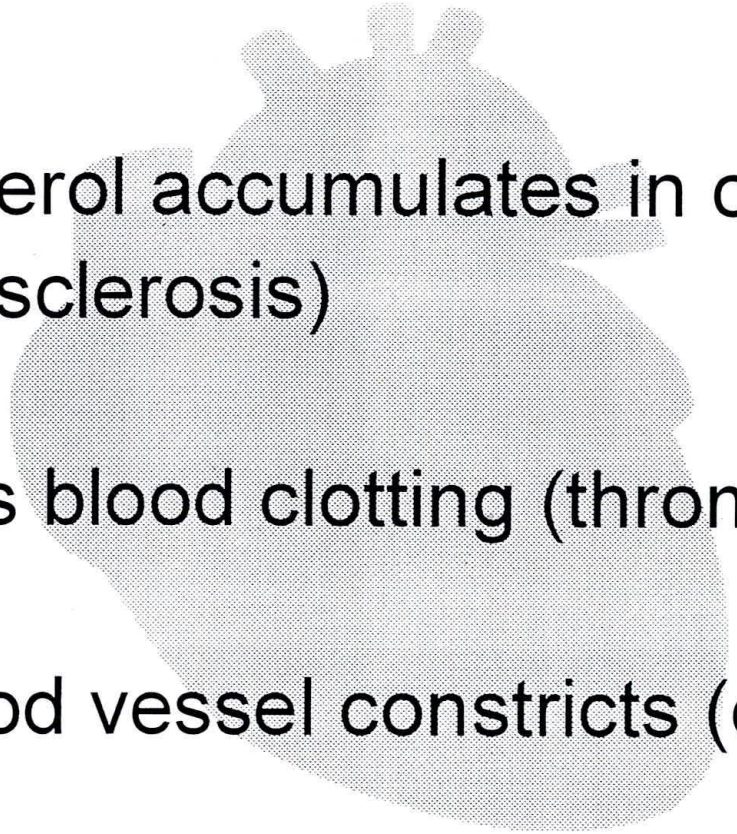
Tar

- a mixture of over 4000 chemical substances.
- a dark, sticky substance that causes cancer.
- main cause of cancer of the lung and the voice box.

Smoking and the Heart

- Smokers have a **2-3** fold risk of heart disease.
- If the smoker has high blood pressure, the risk increases to **2** fold again.
- **85%** of heart disease in people under **45** years are caused by smoking.
- The greater the number of beedis and cigarettes smoked, the higher the chance of disease.

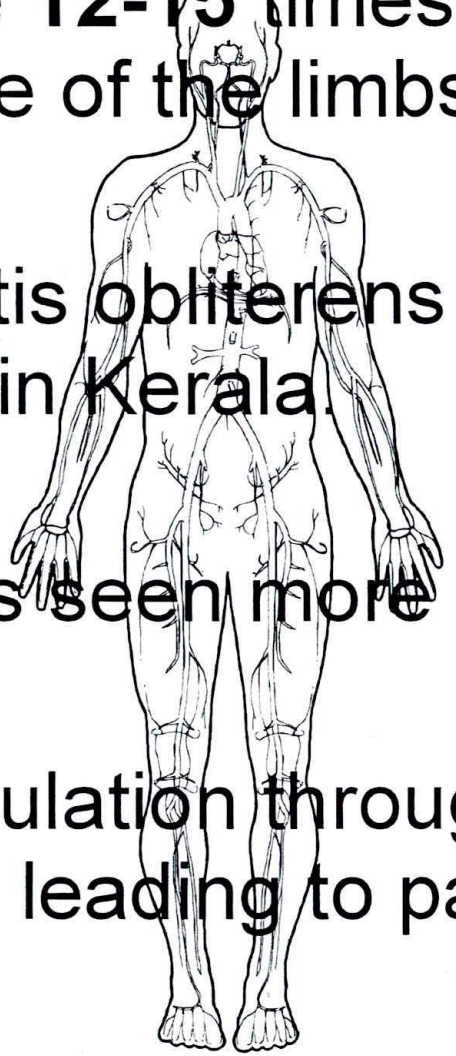
How does smoking cause heart disease?



- cholesterol accumulates in coronary arteries (atherosclerosis)
- hastens blood clotting (thrombosis)
- the blood vessel constricts (coronary spasm)

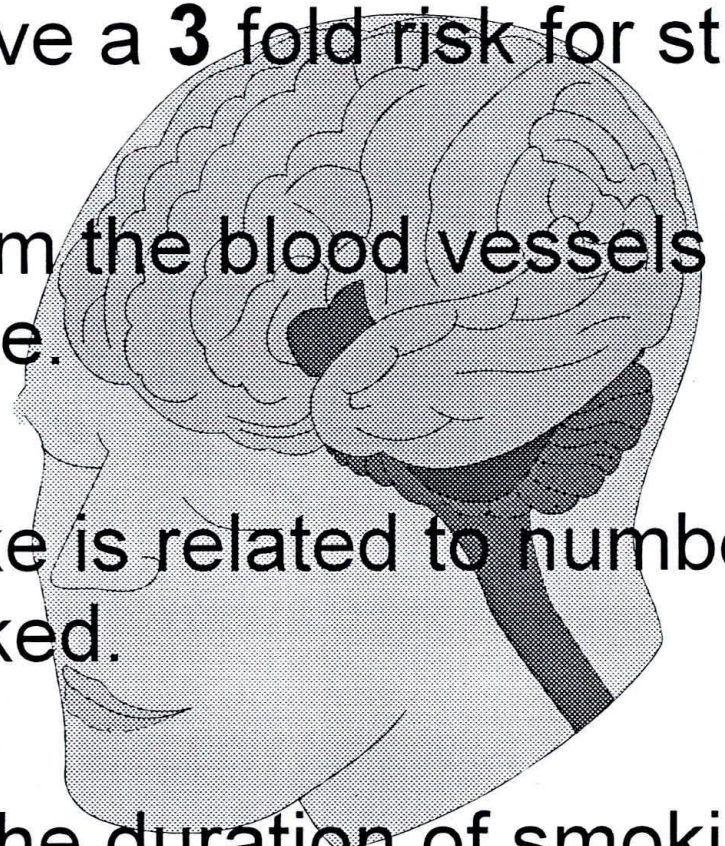
Arterial diseases and Smoking

- Smokers have **12-15** times greater chance of arterial disease of the limbs.
- Thrombo angitis obliterens is an arterial disease in young people in Kerala.
- This disease is seen more among beedi smokers.
- The blood circulation through arteries is compromised, leading to pain in the leg muscles.
- Often the limb has to be amputated.



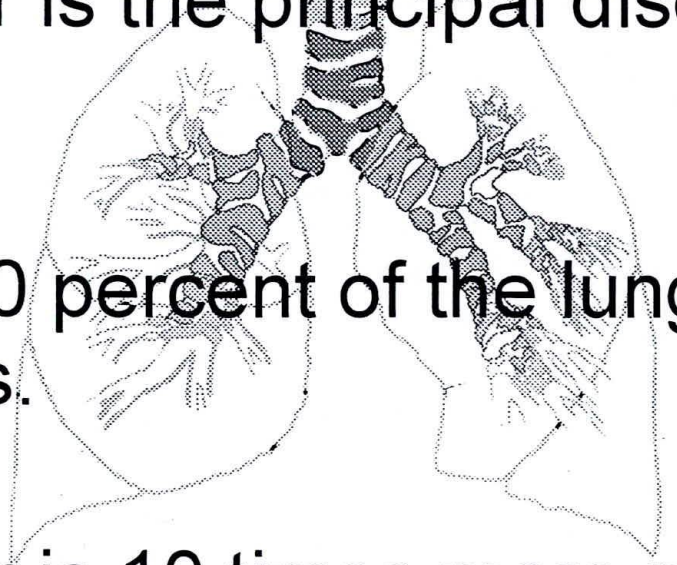
Smoking and Stroke

- Smokers have a **3** fold risk for stroke.
- Bleeding from the blood vessels and thrombosis lead to stroke.
- Risk of stroke is related to number of cigarettes or beedis smoked.
- The longer the duration of smoking, the greater the risk.



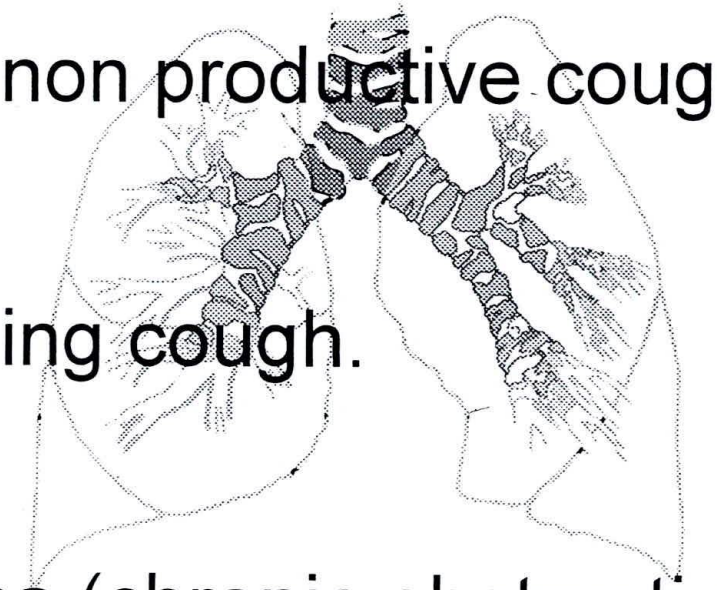
Smoking and Lung cancer

- Lung cancer is the principal disease among smokers.
- In Kerala, 80 percent of the lung cancer victims are smokers.
- Lung cancer is 10 times more prevalent in men than women.



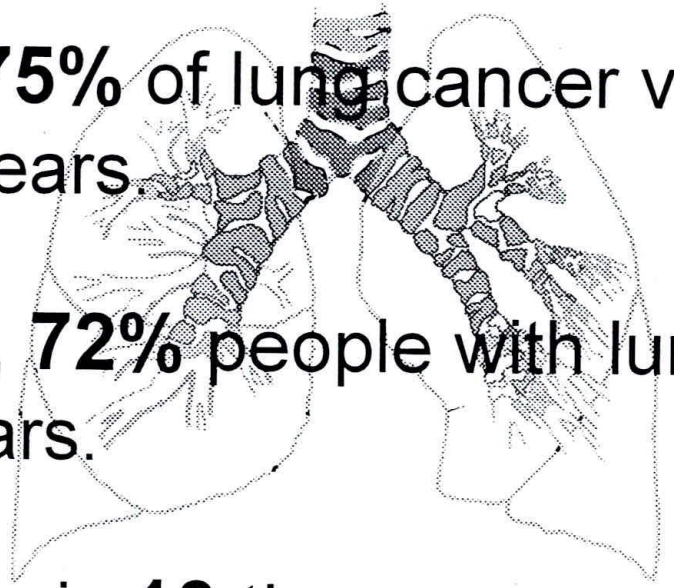
Smoking and Lung cancer

- Continuos non productive cough.
- Early morning cough.
- Emphysema (chronic obstructive pulmonary disease). Even small exertion causes shortness of breath.



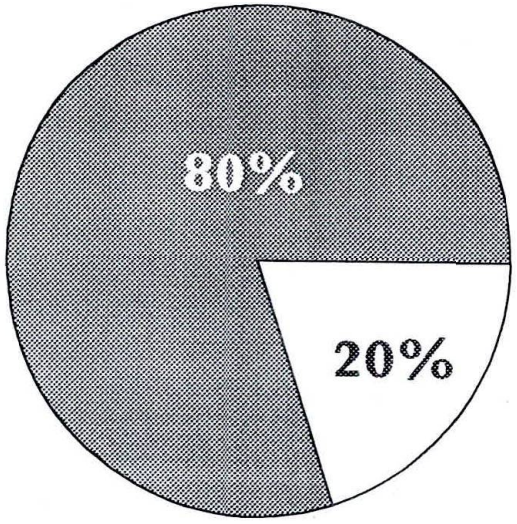
Lung cancer.....

Beware!



- In Kerala, **75%** of lung cancer victims are below **65** years.
- In the west, **72%** people with lung cancer are over **65** years.
- Lung cancer is **10** times more prevalent in men than women.

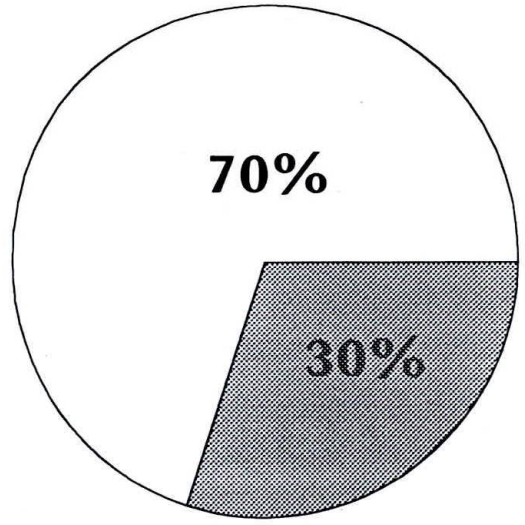
Smoking and Lung cancer



Lung cancer patients

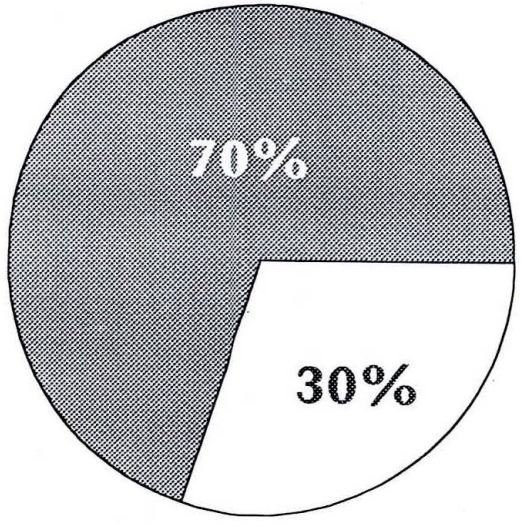
Non smokers

Smokers



General public

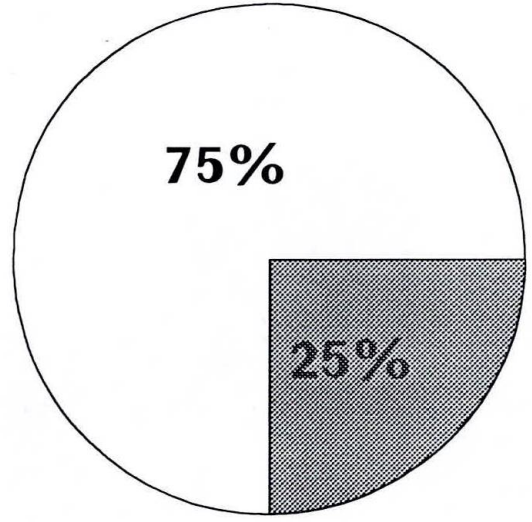
Lung cancer and Age



Western countries

above 65 years

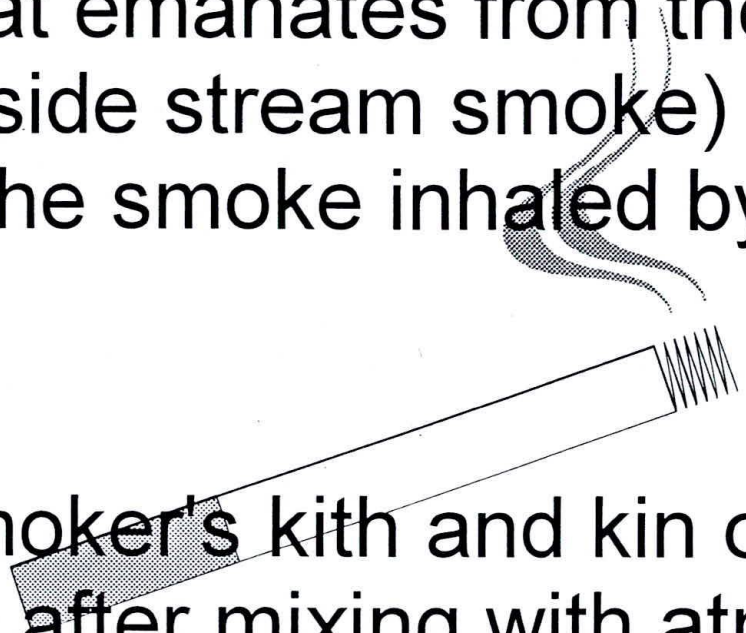
below 65 years



Kerala

Breathing other people's smoke

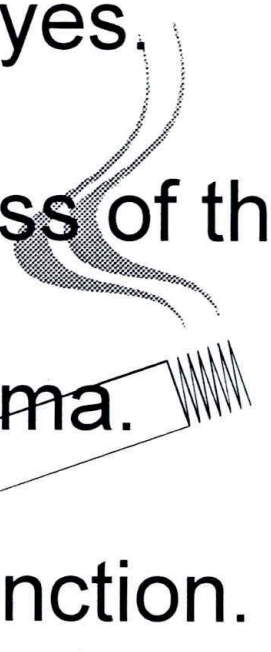
The smoke that emanates from the burning end of the cigarette (side stream smoke) is 4 times noxious than the smoke inhaled by the smoker.



Luckily, the smoker's kith and kin often inhale side stream smoke after mixing with atmospheric air.

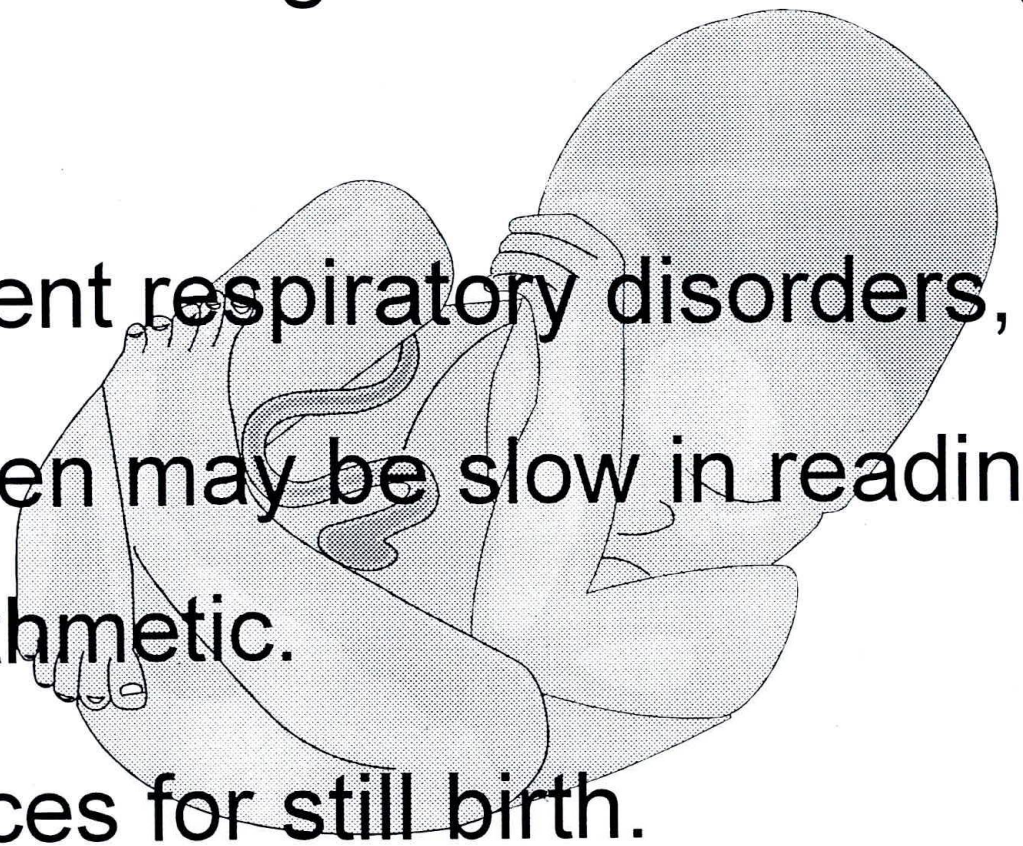
Effects of Passive Smoking

- Irritation of the eyes.
- Sneezing, dryness of throat.
- Aggravates asthma.
- Reduced lung function.
- Increased risk of lung cancer (after prolonged exposure)



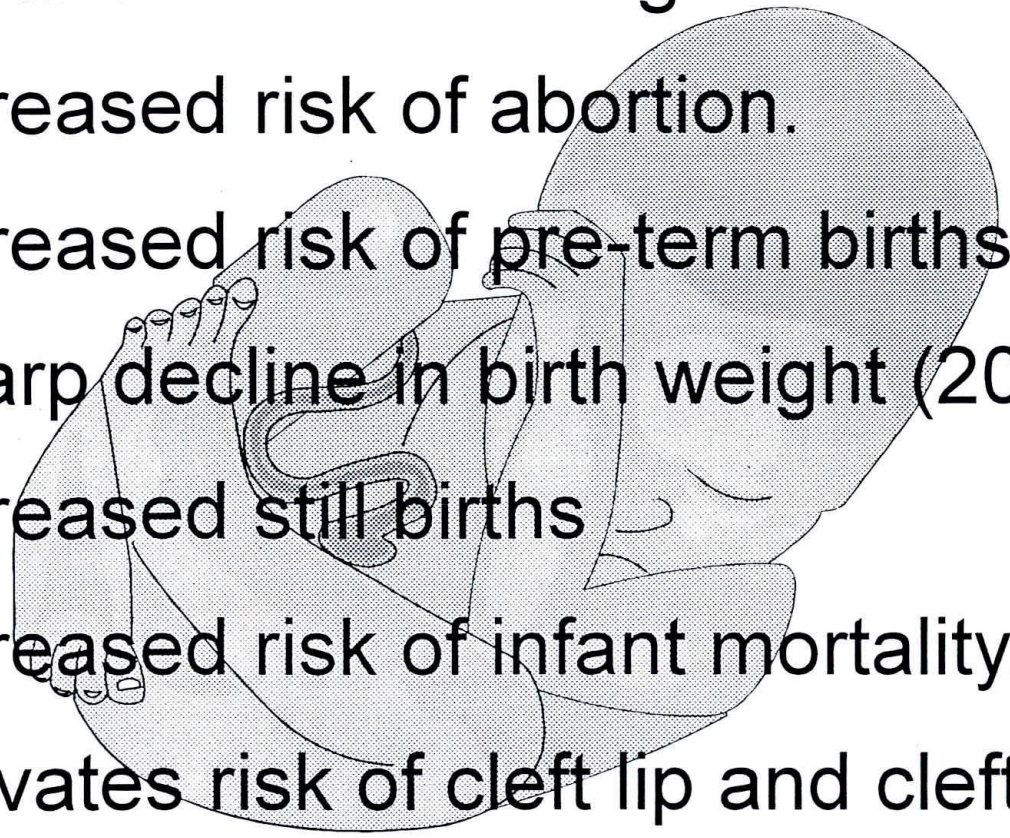
If father smokes.....

- low birth weight of new-borns (150 gm less).
- frequent respiratory disorders, cough.
- children may be slow in reading and poor in arithmetic.
- chances for still birth.

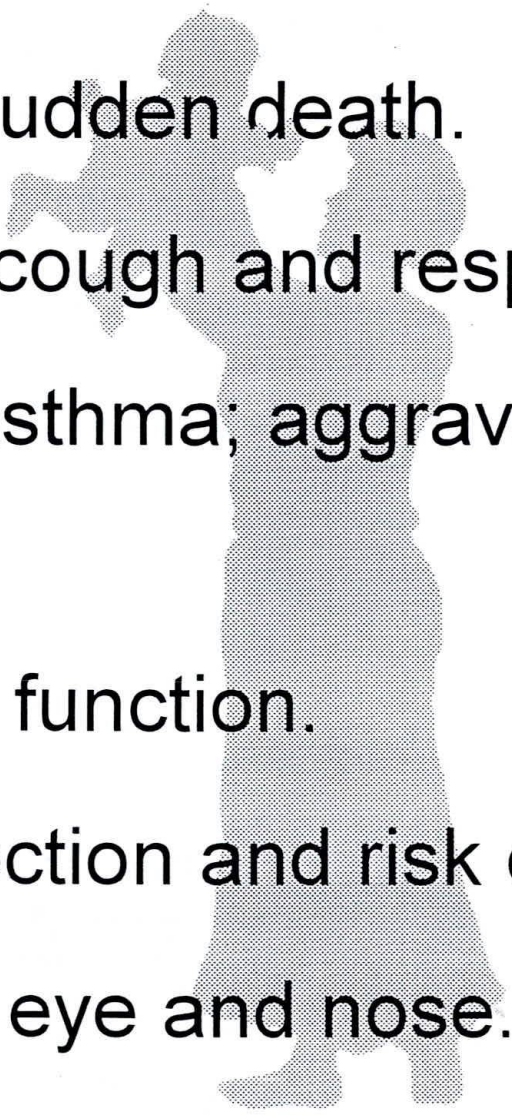


If Pregnant Women Smoke!

- Impaired intrauterine growth.
- Increased risk of abortion.
- Increased risk of pre-term births.
- Sharp decline in birth weight (200 - 300 g)
- Increased still births
- Increased risk of infant mortality.
- Elevates risk of cleft lip and cleft palate.



When children smoke environmental tobacco smoke



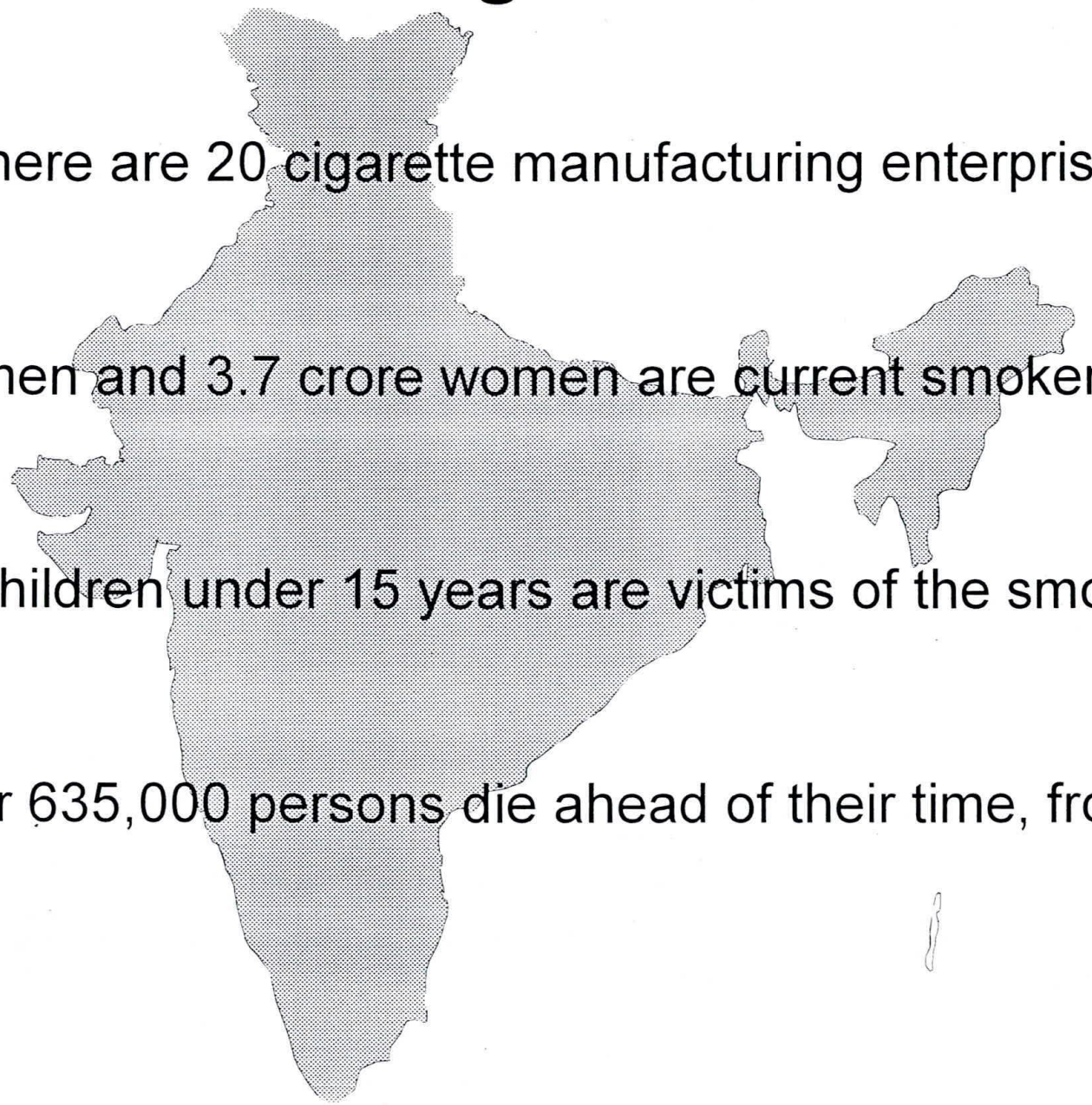
- raised risk of sudden death.
- frequent cold, cough and respiratory infections.
- raised risk of asthma; aggravation of pre-existing asthma.
- decline in lung function.
- middle ear infection and risk of future deafness.
- irritation of the eye and nose.

Once you STOP smoking

- in one year, the risk of heart attack decreases by 50 percent.
- in 15 years, the risk approaches that of 'never smoked' group.
- food becomes more enjoyable.
- better appetite.
- you do not reek of tobacco smoke.
- monetary benefits.

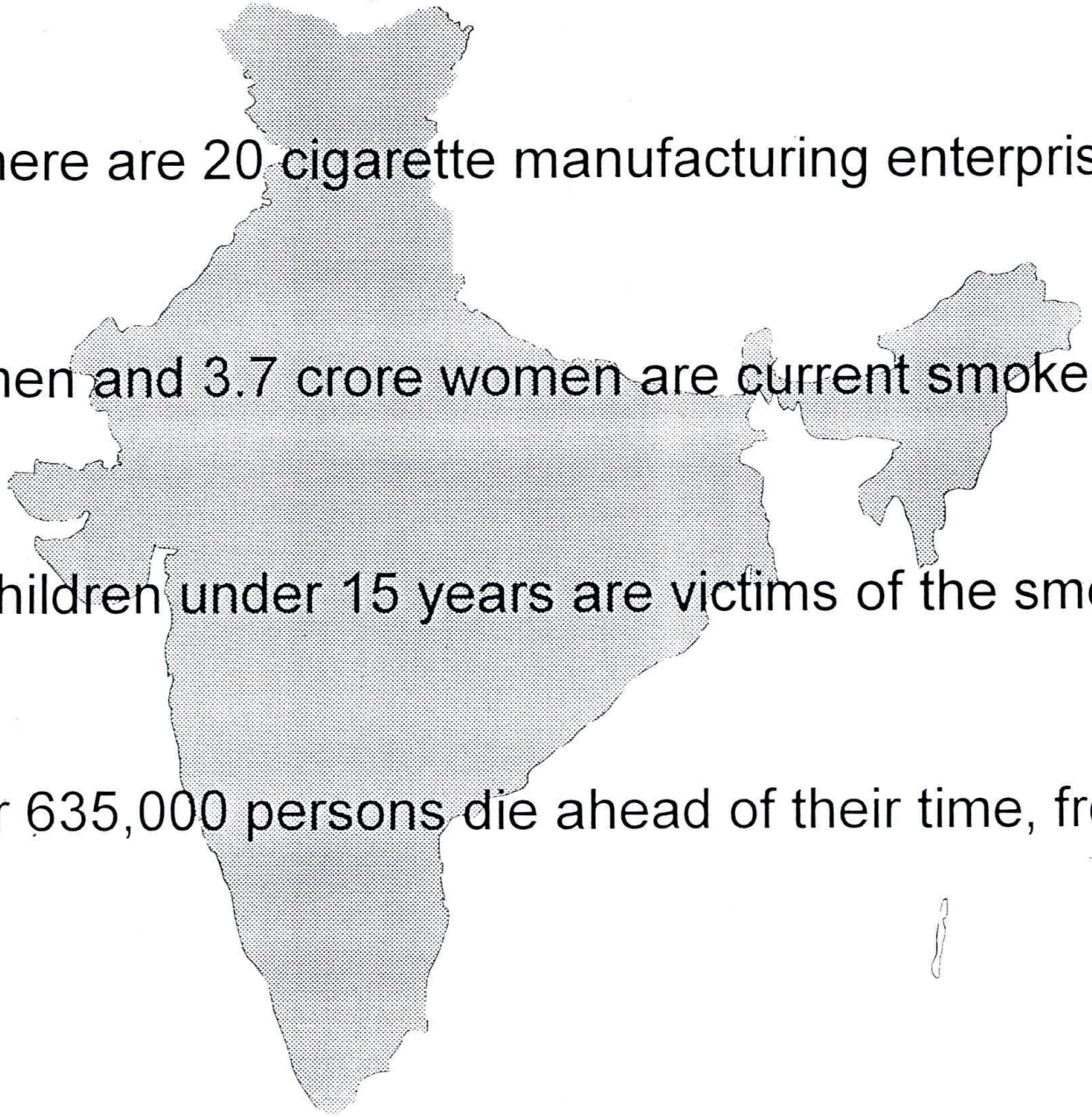


Smoking in India



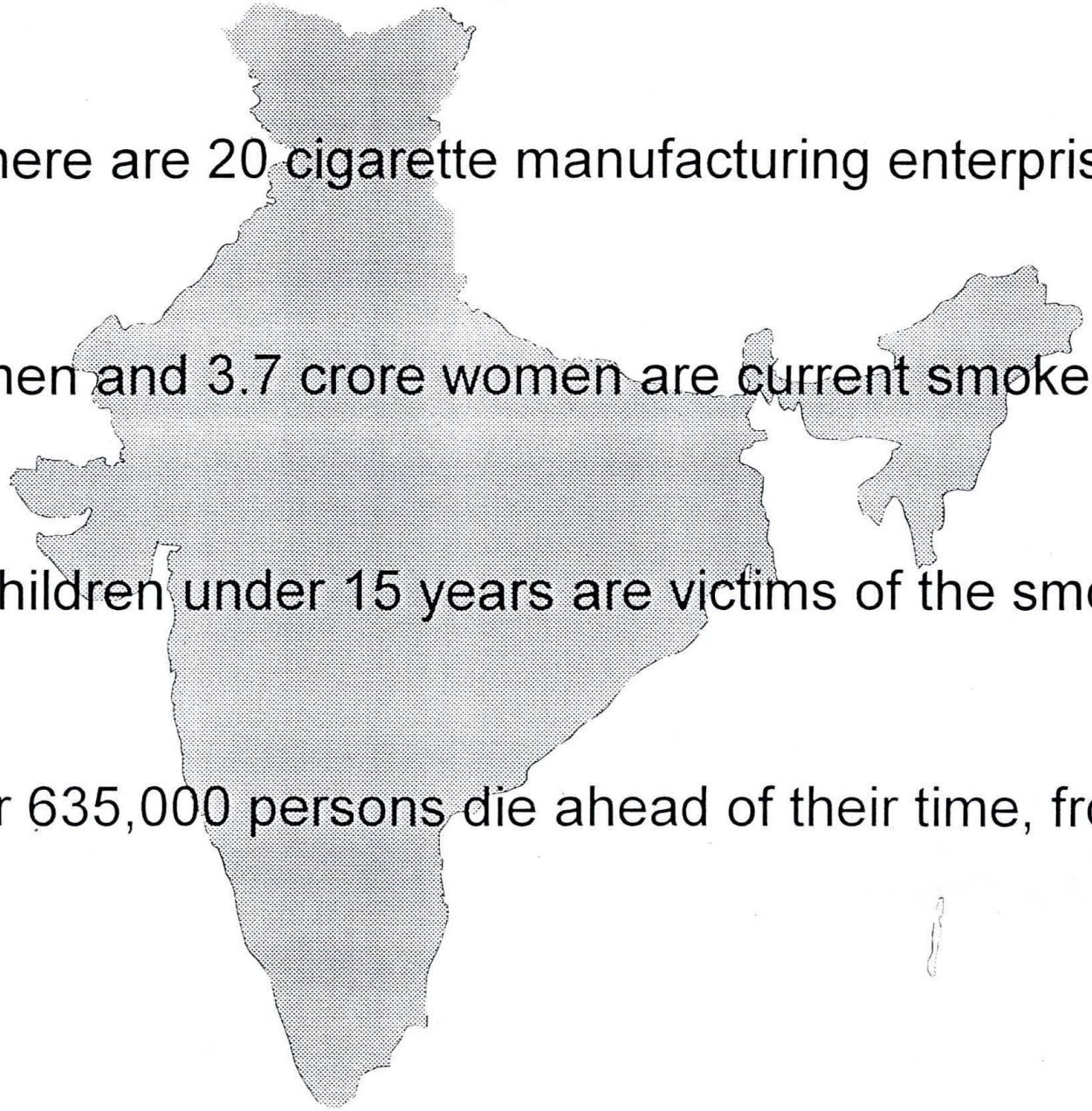
- In India, there are 20 cigarette manufacturing enterprises.
- 15 crore men and 3.7 crore women are current smokers.
- 4 million children under 15 years are victims of the smoking habit.
- Every year 635,000 persons die ahead of their time, from tobacco use.

Smoking in India



- In India, there are 20 cigarette manufacturing enterprises.
- 15 crore men and 3.7 crore women are current smokers.
- 4 million children under 15 years are victims of the smoking habit.
- Every year 635,000 persons die ahead of their time, from tobacco use.

Smoking in India



- In India, there are 20 cigarette manufacturing enterprises.
- 15 crore men and 3.7 crore women are current smokers.
- 4 million children under 15 years are victims of the smoking habit.
- Every year 635,000 persons die ahead of their time, from tobacco use.