

# Smoke-Free Colusa County Monthly

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## North State Youth Advocacy Summit Recap

On February 24<sup>th</sup>, youth from all across Northern California participated in the 2018 North State Youth Advocacy Summit. This summit was hosted in Yuba City by Sutter County Tobacco Control Program and planned by Sutter, Colusa, Tehama, Glenn, and Modoc County Tobacco Control Programs, Sutter County Tobacco Use Prevention and Education Program, and Yuba-Sutter Friday Night Live. Guest

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California Youth Advocacy Network, and The Center for Tobacco Policy &

## Smoke-Free Colusa County Subcommittee

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The Smoke-Free Colusa County Subcommittee, part of Colusa County Partners for Health, aims to improve the health of Colusa County residents through education and promotion of a tobacco-free lifestyle.

## Smoke-Free Air Everywhere



speakers from the California Tobacco Control Program,

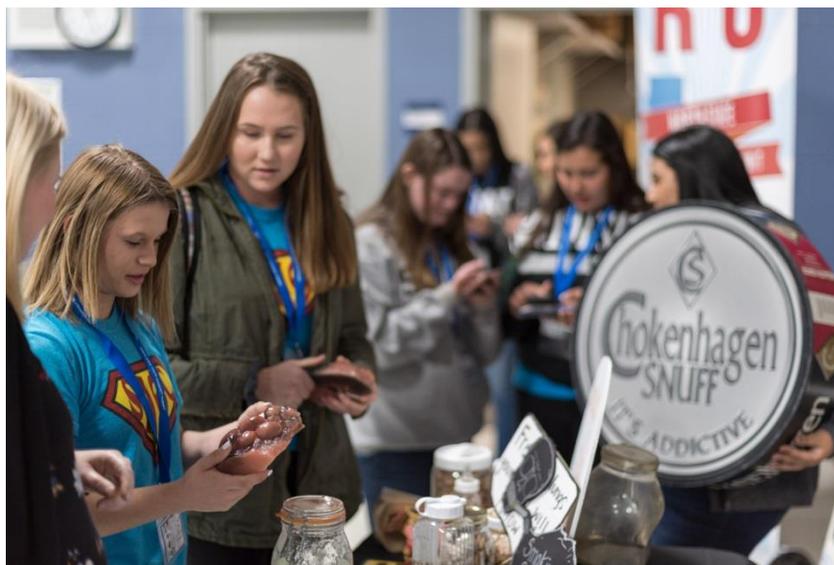
Organizing educated youth on the power of advocacy,

building coalitions, becoming spokespeople, and engaging decision makers to create a positive change in their community. Yuba-Sutter Friday Night Live facilitators coordinated fun activities throughout the day of presentations. A social media challenge was one of the most popular features of this summit, which included prizes, a selfie backdrop, and

the hashtag #OhYAS2018.

At the end of the day, the youth put what they learned into action by participating in a Board of Supervisors Meeting roleplay. Two teams, one consisting of Board of Supervisors members, and the other consisting of concerned community coalition members, presented and the community coalition fought for a healthier

community in the fictional county of Nottlebottle. A total of 19 youth were in attendance from the Sutter, Colusa, Tehama, Glenn, and Yuba counties. Next year's North State Youth Advocacy Summit will be hosted in the spring by the Colusa County Tobacco Education Program.



## How Big Tobacco Made Cigarettes More Addictive

Article from Truth Initiative at [www.truthinitiative.org](http://www.truthinitiative.org)

The surgeon general's 2014 report on the health consequences of smoking found that as smoking rates decreased over the past 50 years, the risk of dying from cigarette smoking increased. How could that be?

Over the past 50-plus years, [tobacco companies have leveraged modern science to manipulate their products to make them even more addictive](#). "The evidence is sufficient to conclude that the increased risk of" death and disease — specifically lung cancer — "results from changes in the design and composition of cigarettes since the 1950s," states the surgeon general's "[The Health Consequences of Smoking – 50 Years of Progress](#)" report.

One way the tobacco industry has manipulated cigarettes to increase addictiveness is by [loading cigarettes with chemical compounds](#). Bronchodilators were added so that tobacco smoke can more easily enter the lungs. Sugars, [flavors](#) and [menthol](#) were increased to dull the

harshness of smoke and make it easier to inhale. Ammonia was added so that nicotine travels to the brain faster.

Specifically, increasing the amount of nicotine was of paramount importance to tobacco company executives. Experts found that [Big Tobacco companies genetically engineered their tobacco crops to contain two times the amount of nicotine](#) and adjusted their cigarette design so that [the nicotine delivered to smokers increased by 14.5 percent](#). As Phillip Morris Principal Scientist W.L. Dunn said in 1972, "No one has ever become a cigarette smoker by smoking cigarettes without nicotine."

The reason we know all of this is because [tobacco companies were forced to publicly release scientific studies and internal documents in 1998](#). They have also been forced to publicly admit their strategies. In November 2017, tobacco companies began a court-ordered [advertisement campaign admitting the](#)

[variety of ways they manipulated the public, including that they designed cigarettes to be more addictive](#) and lied about it. Four Big Tobacco companies paid for the campaign after a U.S. district judge ordered them to set the record straight with corrective statements to counter years of misleading marketing.

The result of these "innovations" in cigarette design is devastating. The surgeon general found that "today's cigarette smokers — both men and women — have a much higher risk for lung cancer and chronic obstructive pulmonary disease (COPD) than smokers in 1964, despite smoking fewer cigarettes." Even though there are fewer smokers today than there were decades ago, smoking remains the number one cause of preventable death, accounting for 1,300 American deaths every day.

## Resources

Interested in a meeting or community presentation to learn more about secondhand smoke, thirdhand smoke, tobacco marketing towards youth, or the Colusa County Tobacco Education Program? Contact us directly to schedule an appointment:

[Colusa County Tobacco Education Program](#)

Contact: Amanda Pitts, Project Director

Phone: (530) 458-0380

<http://www.countyofcolusa.org/tobaccoeducation>

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Interested in quitting smoking?



<https://www.nobutts.org/>