

KNOW THE COST

VIDEO INFORMATION SHEET



The premise of the video is to illustrate the major influences and pressures on youth to use tobacco and other nicotine products. The characters consider the costs of using these products for themselves, their friends, and their family members. In the end, they make their own informed decisions.

Methods for Accessing the Course Video

1. **YouTube:** The course can be viewed on YouTube at any time at - https://youtu.be/cazrhS_6u6k
2. **YouTube:** The course can be embedded in another website using the following code:

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/cazrhS_6u6k"
frameborder="0" allowfullscreen></iframe>
```
3. **Vimeo:** The course video file can be downloaded and used in a variety of formats for showing the course (website, PowerPoint, media players, etc.) - <https://vimeo.com/166395039>

Major Points in Know the Cost

- Not everyone is using these products!
- There are conflicting and competing influences about tobacco (smoking/non-smoking peers, smoking/non-smoking adults, current push towards vaping, and tobacco companies).
- There are well known consequences of using combustible tobacco products (health, financial, and appearance effects).
- There is (in Florida) decreased youth tobacco use (positive) with corresponding dramatic increased youth e-cig/vaping use.
- The major tobacco companies now own/market their own e-cigs, promoted as “safer” (note not “safe”).
- E-cigarette manufacturers are appearing to target youth by utilizing various “flavors” ...flavors including *cotton candy, fruit loops, gummy bears, skittles, crunch berry, watermelon bubble gum, peach breeze, candy cane, and pink lemonade cupcake*
- The “choice” to use is not an “adult” choice (makes it more attractive to some youth). The video promotes that it is not a good/healthy choice now (as a youth) or later (as an adult).

- Youth are in charge of their lives and are not going to be taken in by false and alluring advertising that wants to get them to “buy into” smoking and using nicotine products.
- Youth do care about such issues as: their future (careers/colleges); saving to get a place to live when they move out of the house; family (contributing to the household to help out); as well as, youthful desires (clothes/better car/electronic game/skateboard/music).
- Youth surveyed (Florida Youth Tobacco Survey 2015) identified other “costs” associated with use of these products beyond health and financial....many identified the effect on their appearance, ranging from how it affected their breath, made their clothes smell, and made their hair smell as well as how smoking made them “appear” to others = less attractive to some.
- If an individual is already smoking, dipping, or vaping, they can stop....the time is now...it actually becomes harder and harder to stop the longer they use. There are resources that can help them quit.

Some Statistics and Research-based Facts

Health Costs

- Smoking is responsible for approximately 480,000 premature deaths in the United States each year as a result of lung and other cancers, heart disease, Chronic Obstructive Pulmonary Disorder (COPD), and stroke....actually, over 6 million people die each year around the world from tobacco use
- Around 28,000 people in Florida in 2015 died from smoking-related illnesses. These smoking-related illnesses kill more people each year than AIDS (900), alcohol (6,643), car accidents (2,400), illegal drugs (1,262), prescription drugs (4,774), murders (1,159) and suicides (2,925) combined (20,063).
- Approximately 90% of adult smokers begin smoking by the age of 18
- Smoking increases the risk for cancer, heart attack and stroke.
- Smokeless tobacco (chewing tobacco, snuff, or dip) increases the chance of getting gum disease, mouth sores, or various types of cancers of the mouth, lip, and/or tongue
- Smoking remains the single largest cause of preventable disease and death in the United States

Tobacco Use Trends

- Look how good we’re doing in Florida! Youth who said they smoked....1998 High School about 27%/Middle School about 18%...2008 down to High School about 14%/Middle School about 5%....in 2015 it’s even better news down to High School about 7%/Middle School about 2%
- However, of the Florida high school students who said they used e-cigarettes....2013 High School about 5%/Middle School about 2%....now in 2015 use has tripled High School to about 15%/Middle School about 6%

- If smoking continues at the current rate among U.S. youth, one in every 13 Americans aged 17 years or younger who are alive today are expected to die early from a smoking-related illness. This equals approximately 324,658 Floridians.

Financial Costs

- If youth at age 16 spends \$3 day on tobacco and other nicotine products....
 - by age 21 (5 years) has spent \$5,475
 - by age 26 (10 years) has spent \$10,950
- If youth at age 16 spends \$5 day on tobacco and other nicotine products....
 - by age 21 (5 years) has spent \$9,125
 - by age 26 (10 years) has spent \$18,250

Literature Citations for Statistics

Florida Department of Health (2016, Jan.). *2015 Florida Youth Tobacco Survey*. Retrieved from <http://www.floridahealth.gov/statistics-and-data/survey-data/fl-youth-tobacco-survey/documents/2015-state/index.html>.

Centers for Disease Control and Prevention (2015, April.). *Tobacco Industry Marketing*. Retrieved from http://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/marketing/index.htm.

The AWL (2014, Aug.). *What a Pack of Cigarettes Costs, State by State*. Retrieved from <http://www.theawl.com/2014/08/how-much-a-pack-of-cigarettes-costs-state-by-state>.

Centers for Disease Control and Prevention, Office on Smoking and Health (2012). *We Can Make the Next Generation Tobacco-Free*. Retrieved from http://www.cdc.gov/tobacco/data_statistics/sgr/2012/consumer_booklet/pdfs/consumer.pdf.

Florida Department of Health (n.d.). *How Does Tobacco Affect My Health?* Retrieved from <http://www.floridahealth.gov/programs-and-services/prevention/tobacco-free-florida/>.

Campaign for Tobacco-Free Kids (2016, Feb.). *Toll of Tobacco in the United States*. Retrieved from http://www.tobaccofreekids.org/facts_issues/toll_us/.

Teens Health from Nemours (2014, June). *What Can Chewing Tobacco Do to Me?* Retrieved from http://kidshealth.org/teen/drug_alcohol/tobacco/smokeless.html#.

Credits

Know the Cost was written and developed by the *Florida Certification Board*

Produced in cooperation with the *Florida Department of Children and Families*.

Animation and narration provided by *Association Studios* in Tallahassee, Florida.

