

COMMUNITIES OF COLOR NETWORK

The Louisiana Campaign for Tobacco-Free Living
Louisiana Tobacco Control Program



REAL QUOTES FROM TOBACCO COMPANIES

- “ Long after adolescent preoccupation with self image has subsided, the cigarette will even preempt food in times of scarcity on the smoker’s priority list. ”**
- “ There still isn’t a single shred of substantial evidence to link cigarette smoking and lung cancer directly. ”**
- “ They got the lips? We want them. ”**
- “ The base of our business is the high school student. ”**
- “ Younger adult smokers are the only source of replacement smokers... If younger adults turn away from smoking, the industry must decline. ”**
- “ We don’t smoke that s%!#. We just sell it. We reserve the right to smoke for the young, the poor, the black and stupid. ”**
- “ So are potatoes... cancer-causing that is. Tobacco is in the same family. You inhale the fumes of potatoes when you’re cooking them. ”**

WHY BE SMOKE-FREE?

Smokers are more likely than nonsmokers to develop heart disease, stroke and lung cancer. estimates show smoking increases the risk for:

- Coronary heart disease by 2 to 4 times
- Stroke by 2 to 4 times
- Men developing lung cancer by 25 times
- Women developing lung cancer by 25.7 times

