

Quit Now!...

Towards smoke free healthy Cambodia

Tobacco or Health Program, ADRA Cambodia

The purpose of this flip chart

This flip chart has been produced to assist health workers, teachers, students and health educators in Cambodia to know about the risks of smoking and the benefits of quitting. Research indicates that people often do not know the health risk associated with smoking. Further, smokers underestimate the personal risk from continuing tobacco use.

The best information for people wanting to quit will explain the risk of smoking along with the benefits of quitting. The information in this flip chart is based on the best available research from over 70,000 scientific articles on smoking.

The flip chart is produced with in-built support so that it will stand on a desk or other flat surface. The reverse side of each color picture contains information on the topic.

Steps to helping people quit smoking The 3A Strategy

Ask all patients if they smoke.

Assist all patients to quit and encourage them to set a quit day.

Arrange for follow-up with these patients.

This Flip chart aims to assist towards smoke-free healthy Cambodia and communities.

Contents

- 1). What's in Tobacco Smoke?
- 2). What does the Smoker Breathe?
- 3). What Does a Non Smoker Breathe?
- 4). What Happens to Smoke in the Body?
- 5). Smoking and Your Lungs
- 6). Smoking Leads to Lung Cancer
- 7). Nicotine-Your Heart & Blood Vessels
- 8). Smoking Reduces Fitness
- 10). Smoking Blocks Arteries
- 11). Nicotine is Addictive
- 12). Smoking Harms Your Baby
- 13). Effects of Passive Smoking
- 14). Smoking Costs You, Your Family, Your Community
- 15). The Benefits of Not Smoking or Stopping Smoking

1. What's in Tobacco Smoke?



Cigarette smoke contains nicotine, carbon monoxide and other chemicals that make it a lethal product.

Over 4,000 chemicals

- many are poisonous, including nicotine, arsenic, DDT and cyanide
- 43 cancer producing substances
- these can cause changes in body cells

Nicotine

- A powerful drug of addiction
- one cigarette contains 15 - 20 milligrams
- 1 - 2 milligrams is inhaled from each cigarette
- 50 - 60 milligrams will kill you
- The burning end of a cigarette reaches up to 1000°C

Carbon monoxide

- reduces the ability of red blood cells to carry oxygen

Tars

- are produced when tobacco burns
- they are irritating and cancer producing
- The burning end of a cigarette reaches up to 1000

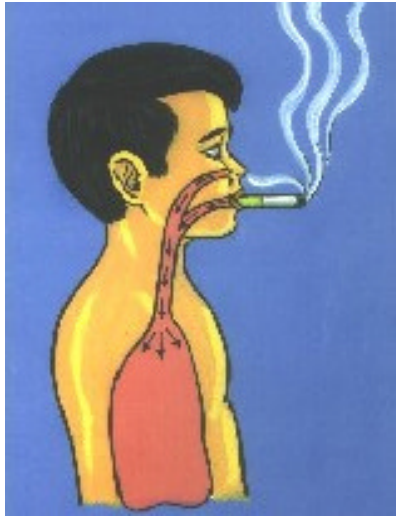
Other substances

- ammonia
- benzene
- cyanide
- more than 600 additives

KEY MESSAGE:

Tobacco smoke is poisonous and dangerous to your health

2. What Does the Smoker Breathe? (Active Smoking)



Mainstream smoke is that which is breathed directly through the cigarette by the smoker

This smoke contains large particles which are deposited in the main airways of the lungs

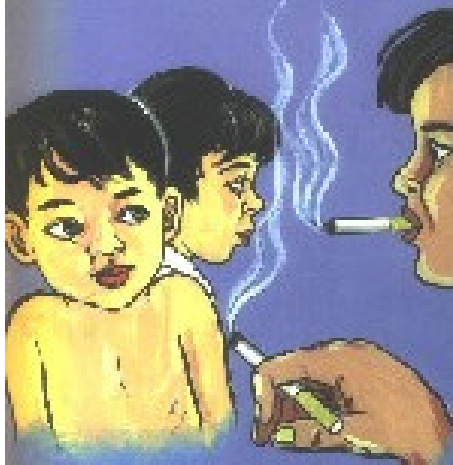
Smaller particles and gases are taken more deeply into the lungs

The smoke makes breathing more difficult

KEY MESSAGE:

There is no safe level of smoking. Every cigarette does you damage

3. What Does a Non Smoker Breathe? (Passive Smoking)



A passive smoker breathes the smoke from smokers as well as smoke coming from the cigarette (Side-stream smoke)

Tobacco smoke in the air consists mainly of smoke released from the burning end of the cigarette (Side-stream smoke)

The amount of smoke breathed in by the passive smoker depends on:

- how many cigarettes are burning at a time
- how close the person is to the source of the smoke
- how much fresh air is in the room or area

Side-stream smoke is diluted in air, so passive smokers breathe in less smoke than active smokers

Side-stream smoke is often more dangerous than smoke breathed out by a smoker because of its different particle size and chemical make-up

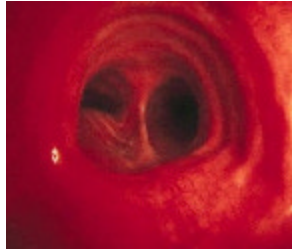
Side-stream smoke has higher levels of many poisons than the smoke breathed directly through the cigarette

- carbon monoxide: from 2.5 - 15 times more
- nicotine: from 1.5 - 20 times more
- tars: up to 15 times more

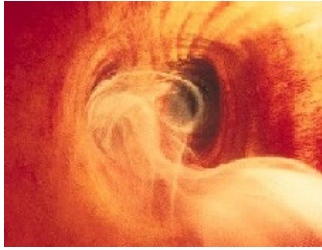
KEY MESSAGE:

There is no safe level of smoking. Every cigarette does you damage

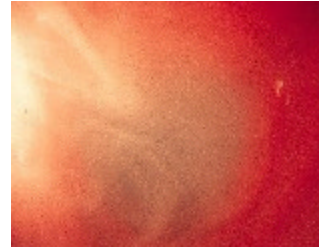
4. What Happens to Smoke in the Body?



The windpipe leading to the left and right lung



Smoke whirling down the windpipe



Smoke fills the air passage

The windpipe divides into the left and right bronchi, leading to the lungs
As the smoke is sucked down, it moves in a whirling spiral and particles are deposited on the air passage walls
Smoke fills the air passage
smoke makes it harder for the small hairs lining the throat and airways (cilia) to work and keep the air passages clear

Effects on airways

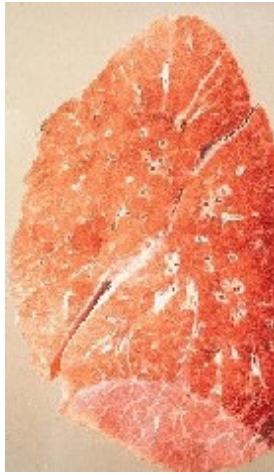
Increases mucus in the large airways leading to more cough and sputum
Leads to inflammation then fibrosis (hardening) and narrowing in the small airways

KEY MESSAGE:

Smoke damages the airways and leads to more coughing

5. Smoking and Your Lungs

Smoking causes:



Healthy Lung



Smoker Lung

More asthma . . . more episodes . . . more severe attacks
More respiratory infections
Reduced lung function

Effects on cilia (small hairs that clean the airways)

Both the particle and gas stage of smoke is toxic
Repeated smoking stops the cilia clearing the mucus properly
Small growths often develop on the lining of airways
Repeated & often long term coughing leads to chronic bronchitis or emphysema

Effects on lung cells

Leads to more inflamed cells
Increased production of defense cells
The lung is less able to fight infection
Leads to loss of lung tissue

KEY MESSAGE:

Smoking damages the lungs and men who smoke are 20 times more likely to develop lung cancer

6. Smoking Leads to Lung Cancer

Tar and Cancer in the Lung



Amount of tar taken into lungs



Tar blackened lung with cancer (white pink area).
The cancer is blocking the air pipe to the lungs.

Tar

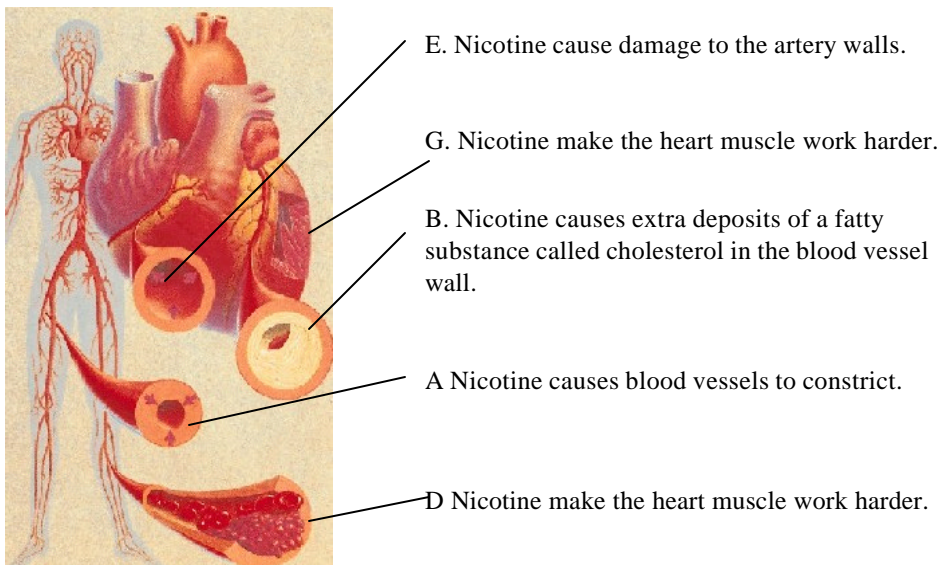
The person who smokes an average of 20 cigarettes a day for one year takes up to one cup of tar into the lungs
Much of this remains, leading to blackened lungs and the increased risk of lung cancer

Cancer

Male smokers are 22 times more likely to contract lung cancer than those who have never smoked
Female smokers are 12 times more likely to contract lung cancer than those who have never smoked

KEY MESSAGE:
Smoking causes 85-90% of all lung cancers

7. Nicotine --Your Heart & Blood Vessels



A. Nicotine causes blood vessels to constrict increasing:

- ? blood pressure
- ? heart rate
- ? blood flow
- ? cardiac or heart output

B. Nicotine causes extra deposits of a fatty substance called cholesterol in the blood vessel wall.

- ? this narrows the diameter of the artery and decreases blood flow

C. Nicotine makes heart muscle work harder

D. Nicotine reduces the ability of red blood cells to carry oxygen.

- ? smokers have 2-15 times greater levels of carbon monoxide in the blood
- ?
this reduces ability to transport oxygen to the cells

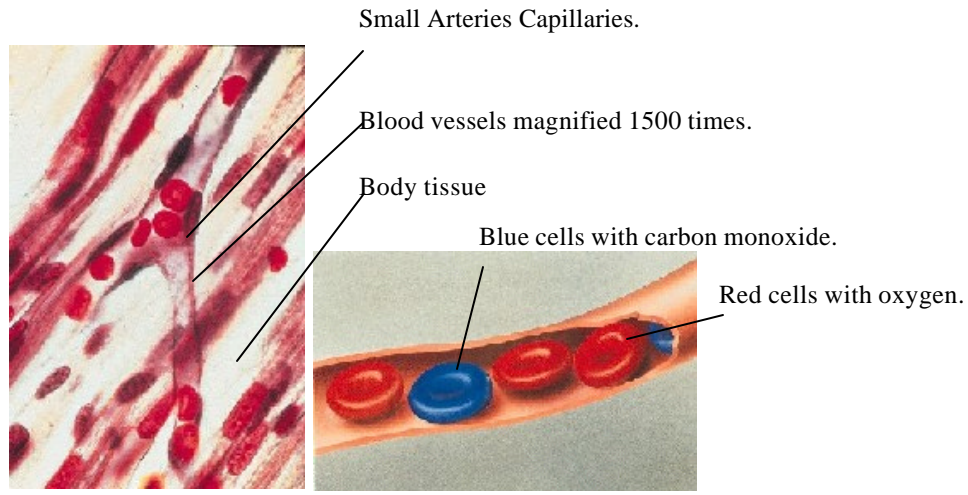
E. Nicotine causes damage to the artery walls . . .

- ? making it less elastic, and leading to increased deposits of cholesterol

KEY MESSAGE:

Nicotine is a poison to the heart and blood vessels

8. Smoking Reduces Fitness

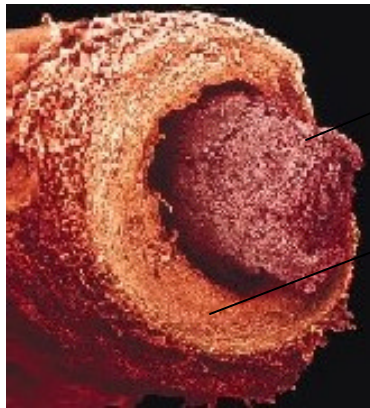


Carbon monoxide is a poisonous gas produced by burning tobacco
The carbon monoxide from ONE cigarette, when mixed with air in a normal room, raises it to eight times the level allowed in industry
Carbon monoxide is attracted 200 times more strongly to the red blood cells (haemoglobin) than oxygen
Carbon monoxide reduces the level of oxygen to the body which leaves a smoker out of breath

KEY MESSAGE:
Smoking reduces the flow of vital oxygen and energy

9. Smoking Blocks Arteries

One cigarette narrows blood vessels



Blockage of Artery.

Artery Wall - Thickened and Scarred, Magnified 50 times.

Nicotine reaches the brain only seven seconds after the smoke is inhaled from a cigarette

Each 'dose' of nicotine causes blood vessels to narrow, reducing blood flow, especially to the arms and legs. If smoking continues, this leads to permanent damage

The blockage of an artery may cause

- heart pain - heart attack - sudden death

All arteries are effected

- In the brain this causes a stroke
- In the legs this causes poor circulation leading to cold feet and sometime gangrene

Smoking is associated with:

- 30% of heart disease deaths
- increased risk during operation
- increased risk of limb amputation

KEY MESSAGE:

Half of all long term smokers are killed by smoking

10. Nicotine Is Addictive



The body hungers nicotine when you're addicted

Means your body wants a drug very badly

The more you smoke, the more your body wants the nicotine

Your body tells you to smoke even if you want to stop smoking

You are addicted to smoking if you badly want a cigarette within 30 minutes after you wake up

Addiction also involves the brain. Smoking for a long time changes the patterns of response in the brain

Leading researchers say nicotine is as addictive as heroin and acts on the brain like morphine, cocaine, marijuana and alcohol

KEY MESSAGE:

Nicotine is addictive and takes away control of your life

11. Smoking Harms Your Baby



When you're addicted...
Your is addicted

Smoking in pregnancy often leads to complications

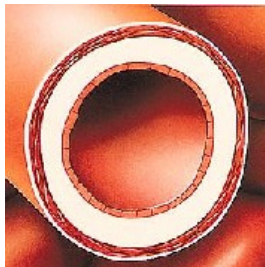
- Smoking women have a 30% lower fertility rate
- Smoking mothers are FOUR times more likely to have a small baby
- Smoking mothers are 20% more likely to have their baby born early
- Smoking during pregnancy leads to a THREE to FOUR times increase in low birth weight babies
- Babies born to mothers who smoke are about 200 grams lighter on average

The effects of smoking remain after birth

- Newborn babies, whose mothers smoke, have high levels of nicotine in their blood
 - these babies are born addicted
- Children of smoking mothers have up to SIX times greater birth defects
- Children of smoking mothers have more problems with learning and behavior at school
- Children of smoking mothers have up to a 50% greater chance of retarded mental development

KEY MESSAGE:
When mothers smoke it harms their babies

12. Effects of Passive Smoking



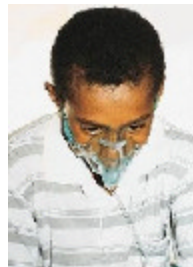
Normal Airways
Air moves in and out freely



Asthma affected airways



Tightening of muscle leads to an asthma attack. Swelling and mucus make breathing difficult



Exposure to passive smoke causes:

- Increased risk of death from heart disease
- Increased risk of lung cancer
- Has harmful effect on lung function

Children are at particular risk of increase in:

- Asthma, bronchitis, and pneumonia
- Sudden infant death syndrome
- 'Glue ear' (mucus in the ear due to infection)
- Days absent from school
- Days in bed with illness

KEY MESSAGE:

**Do not expose children to smoke in the home, school
the car or the community**

13. Smoking Costs You, Your Family and Your Community



Smoking-caused diseases cost the community more than any other drug-related illness

Smoking costs you

Cost of one packet of cigarettes?

How many packets do you smoke a day?

Multiply by 365 to get packets per year

TOTAL COST for buying cigarettes in one year

Smoking costs the family

Money spent on cigarettes means less money for food and clothes

More money is needed for doctors and hospital as result of diseases caused by smoking

Smoking costs the community

Studies show that smoking leads to:

- increased disease and social costs to the community
- more health and medical costs
- less productivity
- more accidents from fire

Costs of caring for sufferers of smoking caused diseases are 2 to 3 times more than the money governments gain from the tax on tobacco

Studies show reduced smoking leads to an increase in jobs

KEY MESSAGE:

Smoking-caused diseases cost the community more than any other drug-related illness

14. The Benefits of Not Smoking or Stopping Smoking



Physical appearance

- Clearer eyes
- Whiter teeth
- Healthier and better looking skin
- Fresher breath
- Improved taste and smell

General Health

- Decreased risk of heart attack
(reduced 50% after 1 year not smoking)
- Decreased risk of lung cancer
(reduced 50% after 10 years not smoking)
- Improved fitness
- Better sexual function
- Less chance of infertility and impotence
- Breathe easier
- Less coughing and bronchitis

KEY MESSAGE:

Quit smoking and be part of a smoke-free healthier generation

Tobacco or Health Program, ADRA Cambodia

This Flip Chart was produced by ADRA Cambodia's Tobacco or Health Program with an adaptation from ADRA Quit Now! Pacific Tobacco or Health Project.

This Flip Chart were having field tested and are corrected by government officers from: Ministry of Health, Ministry of Education Youth and Sport, Ministry of Cult and Religion, Ministry of Environment, Ministry of Rural Development and NGOs, IOs in Cambodia.

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