

INSPIRE, ENLIGHTEN, LEAD: STAND UP TO BIG TOBACCO



MY REASON *to* WRITE

CREATION FOR ELIMINATION

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Society is starting to change its perspective on tobacco, but the tobacco companies are trying to adapt to that and keep their businesses going so they can make so much money that it can't be counted. After decades and decades of thinking that smoking and using other tobacco products was cool, fun, and even healthy, people are now beginning to realize the truth: tobacco is an addictive drug that can shorten and ruin someone's life.

BeTobaccoFree.gov says that each day, about 3,200 people under 18 smoke their first cigarette, and that approximately 2,100 of them become permanent smokers. This is the youth that the tobacco companies are trying to receive and manipulate, and there is a specific reason for it. The businesses know that if the youth get addicted to smoking, dipping, and chewing, then it's extra years of revenue.

Many people used to think that using tobacco in any form was cool or good for them, and some people still do. According to advertisements from the past, smoking is healthy, cool, manly, or even empowering. None of these things are true when it comes to smoking. It can cause many diseases and health problems that will lead to a shorter lifespan. For instance, the U.S. Department of Health claims that smoking can cause aneurysms, cataracts, strokes, heart attacks, and several cancers. This is depressing, and society needs to realize it and do something.

Now that it is the twenty-first century, advertisements for tobacco products have changed. Television, social media, and even pop-up ads on YouTube all tell about tobacco's truth. These ads talk about all of the negative effects and how smoking is the wrong path to go down.

Even though I have never "lit up" or "dipped," I am still very much affected by tobacco products and their advertisements. When I see a commercial that explains the negatives to me, it's very effective and I know to stay away from tobacco. The fact that it is targeted to people my age helps me to understand about how much tobacco can control someone just from trying it. When I notice or see an advertisement that supports smoking, I know from witnessing family and the negative advertisements not to start using any kind of tobacco.

All in all, the media shows many different sides of tobacco. Thankfully, it shows more negative points of view now than it did in the past. It is also very effective on the young people of America, like my friends and me. With the percent of tobacco use being at an all time low of 15.7, this generation has the potential to bring it down to zero.



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