

FOR MORE ANSWERS, CONTACT:

Columbia College

Counseling Services - 573.875.7423
www.ccis.edu/counselingservices

Drury University

Counseling Services - 417.873.7419
www.drury.edu/counseling

Evangel University

Counseling Services/Wellness Center - 417.865.2815, ext. 7222
www.evangel.edu/offices/student-development/counseling-center

Harris-Stowe State University

Office of Counseling Services and Prevention- 314.340.5112

Lincoln University

Student Health Services - 573.681.5476

Maryville University of Saint Louis

Health & Wellness Services - 314.529.9520
www.maryville.edu/studentlife-health.htm

Missouri Southern State University

MSSU Wellness 417.625.9533
www.mssu.edu/wellness

Missouri State University

Taylor Health and Wellness Center - 417.836.4045

Missouri University of Science & Technology

Counseling, Disability Support, and Student Wellness - 573.341.4211
counsel.mst.edu

Missouri Western State University

Counseling Center - 816.271.4327

Northwest Missouri State University

University Wellness Services - 660.562.1348
www.nwmissouri.edu/wellness

Rockhurst University

Counseling Center - 816.501.4275

Saint Louis University

Student Health and Counseling Services - 314.977.2323

Southeast Missouri State University

Counseling and Disability - 573.986.6191
www.semo.edu/SAPE

State Technical College of Missouri

Student Services - 573.897.5110

Truman State University

University Counseling Services - 660.785.4014
ucs.truman.edu

University of Central Missouri

Office of Violence and Substance Abuse Prevention - 660.543.8338
www.ucmo.edu/VSAP

University of Missouri

Wellness Resource Center - 573.882.4634
wellness.missouri.edu

University of Missouri-Kansas City

Counseling, Health and Testing - 816.235.1635
www.umkc.edu/chtc

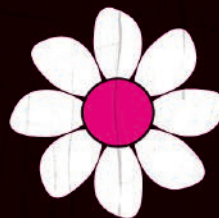
University of Missouri-St. Louis

Alcohol and Other Drug Prevention Coordinator - 314.516.6369
www.umsl.edu/swbs

Westminster College

Counseling & Health Services - 573.592.5361
www.westminster-mo.edu/studentlife/chs

WOMEN & TOBACCO



EVERYTHING YOU NEED TO KNOW
ABOUT TOBACCO'S EFFECTS ON WOMEN

This publication is brought to you by Partners in Prevention, a coalition of twenty-one universities in Missouri

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<http://pip.missouri.edu>

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TARGETING WOMEN: THE TOBACCO INDUSTRY PROMOTES TOBACCO USE AS A WAY FOR WOMEN TO BE FASHIONABLE AND “COOL” AND MAKE UNIQUE IDENTITIES FOR THEMSELVES. THE INDUSTRY PACKAGES TOBACCO PRODUCTS IN APPEALING WAYS, USING DIFFERENT COLORS AND DESIGNS TO TARGET DIFFERENT TYPES OF WOMEN, WHETHER YOU’RE CALM AND COOL OR ENERGETIC AND WARM. IN THE END, HOWEVER, CIGARETTES ALL HAVE THE SAME NEGATIVE EFFECTS ON HEALTH.

The tobacco industry uses several tactics to market tobacco products specifically to women. The industry appeals to women in a variety of ways, such as:

- WEIGHT LOSS
- BEING FASHIONABLE
- ACCEPTANCE
- INDEPENDENCE

By targeting women in these ways, the tobacco industry makes itself appear personable, as if it truly understands women’s personal desires. In reality, however, tobacco is highly addictive and has negative short- and long-term effects on your health and appearance.

EFFECTS OF SMOKING ON REPRODUCTION & CHILD HEALTH

- INCREASED RISK OF INFERTILITY
- HIGHER CHANCE OF DELIVERING PRETERM
- LOWER BIRTH WEIGHTS
- INCREASED RISK OF STILLBIRTHS/ SUDDEN INFANT DEATH SYNDROME

EFFECTS OF SMOKING ON THE HEART & LUNGS

- INCREASED RISK OF CARDIOVASCULAR DISEASE, WHICH IS THE NUMBER ONE CAUSE OF DEATH AMONG WOMEN
- HIGHER RISK OF STROKE AND HEART ATTACK, ESPECIALLY IF TAKING ORAL CONTRACEPTIVES
- INCREASED RISK OF DEVELOPING CHRONIC BRONCHITIS AND EMPHYSEMA

TOBACCO & CANCER

By 1987, lung cancer had surpassed breast cancer to become the leading cause of cancer death among women in the United States. Smokers have a 10-15% higher risk of developing lung cancer compared to non-smokers. There are several other types of cancer caused by tobacco use, including cancer of the:

- MOUTH
- PHARYNX
- ESOPHAGUS
- BLADDER
- PANCREAS
- KIDNEY
- CERVIX

ABOUT 14 % OF FEMALE CANCER DEATHS ARE ATTRIBUTABLE TO SMOKING.

READY TO QUIT?

Quit Help Line: 1-800-QUIT-NOW

BE INFORMED

It is important to stay up-to-date on the effects your lifestyle has on your health, including tobacco use. Staying informed will help you to be better prepared when making healthy choices about your life.

SEEK CESSATION

Your campus may offer services to help you quit, including counseling or medical assistance. You can also ask your medical provider or local health department for help.

ENCOURAGE OTHERS

It is also important to share your knowledge on health with other women. Keeping others informed will help them make healthy choices, encouraging women everywhere to be the strong, beautiful and healthy individuals they really are.