

DEADMAN CHEW SLIDES



Slide 1: DOC logo

Good (morning or afternoon) My name is _____ and I'm from a group called DOC (Doctors ought to care). We are a group of young doctors in town who do care about you and your health, and we would like to work with you to help you learn about and avoid things which may make you sick.

Slide 2: Chew cans and pouches

Today's talk is about smokeless tobacco, snuff, chew, plug, chaw or any of the other names you may have heard it called.

Slide 3: Kid with pouch in nose

Smokeless tobacco is either placed in the nose

Slide 4: Kid with cheek puffed out

or it is placed in the cheek for the chemicals in the tobacco to be absorbed into your body. As you can tell from these last two slides, smokeless tobacco can make you look awfully silly. Can anyone tell me why people would use smokeless tobacco? (encourage answers, discuss answers positively and never tell them their answers are wrong) What things might happen to someone who uses smokeless tobacco? (same as above)

Slide 5: Kathy with DOC shirt on

Your body is a wonderful thing. Your brain is more complex than the most complex computer, your body can heal itself when injured and you can run, jump.....

Slide 6: Softball player

and you can play sports. In fact your body is such a marvelous machine, we sometimes forget that it can be hurt by the chemicals in tobacco.

Slide 7: Smokeless tobacco, how great the risk?

Many of you mentioned some of the bad things that can happen when you use smokeless tobacco, lets look at some of the facts.

Slide 8: Snuff & Chew

This slide shows the difference between snuff and chew, snuff is finer and placed in the nose, while chew is placed between the cheek and gum in the mouth. Both methods let all the chemicals in the tobacco get into your body.

Slide 9: Smokeless users

Over 22 million people in the United States use smokeless tobacco

Slide 10: Incidence of use

Almost half of 8th grade boys have tried smokeless and over 1/3 of all 8th grade girls have tried smokeless

Slide 11: Incidence of use in teens

Almost 1/3 of teenage boys use smokeless tobacco regularly, only 3% of teen girls use smokeless, why do you suppose that is?
(solicit answers)

Slide 12: Incidence of use--dips

The average user of smokeless has his skin in contact with tobacco about 6 hours everyday

Slide 13: Cow's head

So why should we worry about smokeless use? Many of the cowboys in the old west used it, do you suppose any of them ended up like our friend here? Let's look at what's in tobacco and see what it can do to you

Slide 14: List of chemicals in tobacco

Here is a partial list of some of the chemicals in tobacco

Slide 15: Tar slide

Tobacco also contains such things as tar

Slide 16: What's in tobacco

Smokeless tobacco has a lot of sugar (sucrose) in it to try to make it taste better and to make it more fattening, it has nitrosamines which are known to make you sick, and a lot of salt. Smoking and smokeless also give you about the same amount of nicotine. You can become addicted to the nicotine by smoking or using smokeless tobacco

Slide 17: Cancer risks

People who use smokeless tobacco have 50 times the risk of getting cancer of the mouth than people who don't use smokeless and who don't smoke

Slide 18: Mouth cancer

This is what mouth cancer can do. When mouth cancer is this far advanced, people usually die.



Slide 19: Results of use

Even if a smokeless user doesn't have mouth cancer many users have Leukoplakia, a white spot which can lead to cancer or they have other mouth sores.

Slide 20: Leukoplakia

This is leukoplakia, a white spot which may lead to mouth cancer

Slide 21: Mouth sores

This is an example of mouth sores and leukoplakia both caused by use of smokeless tobacco

Slide 22: Gum disease

Smokeless can also cause problems with your gums

Slide 23: Gum disease

You can actually lose teeth from smokeless use

Slide 24: Brown teeth

Smokeless can also make you look real good

Slide 25: Ms. Chew

Smokeless can make girls very attractive

Slide 26: Money

Why would anybody try to sell you a product that can make you sick and make you look bad? - (answers) that's right - to make money

Slide 27: Big Business

The tobacco companies make a lot of smokeless and spend tons of money trying to sell it to you



Slide 28: Snake oil man

These companies are trying to rip you off just like this man who is trying to sell snake oil or other phony medicines to his audience

(4)

Slide 29: Use your head

My message to you today is you can use your head about the things you do to and for your body

Slide 30: Athlete

If you make the right decisions, you can keep your body healthy and strong and live a long happy life!

Slide 31: Redman sports slide

Smokeless tobacco companies often sponsor sporting events, trying to let you think the product is healthy and makes you play sports better.

Slide 32: Deadman Chew

We at DOC feel that smokeless doesn't help you play sports better and have invented Deadman Chew and the Deadman Chew softball tournament to make fun of the tobacco companies because they are trying to rip you off and make you sick.

Slide 33: Poster

This is what the tobacco companies should have on their advertising posters

Slide 34: Snuff risks

Almost half of smokeless users in this Colorado study had sores in their mouth from the tobacco they use



Slide 35: Costs of smokeless

Smokeless costs you a lot of money, if you use one can a day, it will cost you a brand new 10 speed bike in 10 weeks

Slide 36: Deadman chew team

So join our Deadman Chew Team, stay healthy, make your own decisions about your health

Slide 37: Spittoon

This is a spittoon, used by smokeless tobacco users, you can guess what they do with it or into it. We at DOC think this is a better and healthier way to use a spittoon.

Slide 38: Happy kid

Those who don't use smokeless are happier, healthier and wealthier than those who do! Thank you for listening and I'll be happy to answer any questions you might have.

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