



PATHWAYS^{TO} FREEDOM

Winning the Fight Against Tobacco.





“The Pathways to Freedom program is one answer to the critical problem of smoking for Black Americans. For smokers, it provides a place to start. It helps friends and families be a part of the solution and provides strategies for community leaders and organizations who want to educate people about the dangers of tobacco.”

*Louis Sullivan, M.D.
Secretary, U.S. Department of
Health and Human Services*

This Is Your Guide

It was put to ether with the help of Black churches, tenant groups, the Prince Hall Shriners and Daughters of Isis. The Fox Chase Cancer Center started this project with money from the National Cancer Institute.

The guide has 3 parts.

Part 1 lets you know just how big the smoking problem is for Black people.

Part 2 tells how you and those around you can quit smoking.

Part 3 shows how we can fight against tobacco by working together.

We are especially indebted to the members of the Pathway to Freedom Community Advisory Committee: James Barnes, Jr., Rita Butler, Russell Fletcher, Jr., Sister Patricia Haley, Vivian Hughes, Ulysses Jones, Howard T. Mallard, Jr., Ruby J. Ruffin, Regina Sidney, Wallace Stevenson, Jr., and Lillian Trump.

This Guide Is Called Pathways to Freedom

because that is what we are talking about – becoming free of tobacco.

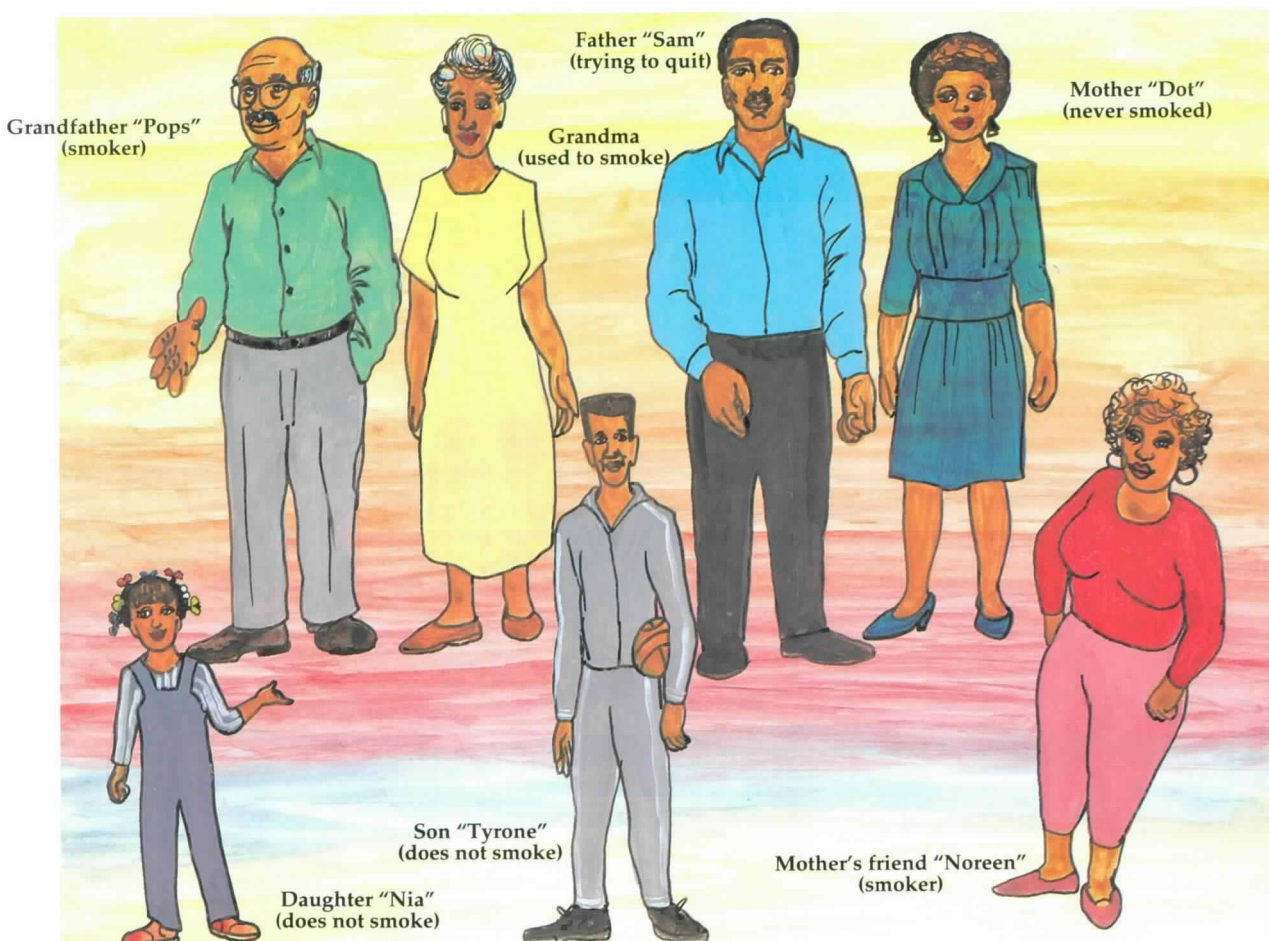
Smoking is a habit – and an addiction. Freeing ourselves from the **need** for a drug like cigarettes is a step on the path of taking more control over our own lives.

The guide shows many paths that each of us can take to help ourselves and our communities become healthier and more powerful.

African Americans get sick and die from cancer, heart attacks and other diseases caused by tobacco more than any other group of Americans. Strong forces keep too many of us smoking.

This must change. And the change must come from us.

Introducing the Freeman Family



What Smoking Does to Us

Smoking causes 1 out of every 5 deaths in the United States. Smokers are also more likely to get diseases that make it hard to lead an active life.

There are now more than 7 million African Americans who smoke. Before the 1950s, smoking used to be less common for Blacks than Whites. That is not true any more. Because of this, deaths of Blacks from smoking have gone way up.

In 1988, nearly 48,000 African Americans died because of smoking. Worldwide, more than 2 million people die from smoking each year. Most of them are people of color.



What are some of the problems that come from smoking?

Heart attacks. . . Emphysema. . . Lung Cancer. . . Stroke. . .
Smoking can also cause cancers of the throat, mouth, bladder and pancreas.

Babies born to mothers who smoke can be more sickly. Smoking can cause a pregnant woman to lose her baby. Even people who do not smoke can become sick with heart disease and lung cancer if they are around people who smoke. Children of parents who smoke have more health problems than children of non-smokers.

More than 9 out of 10 deaths from lung cancer are caused by smoking. If you quit, even after years of smoking, the body often can repair itself from much of the harm caused by cigarettes.



Baby's Healthy Lung



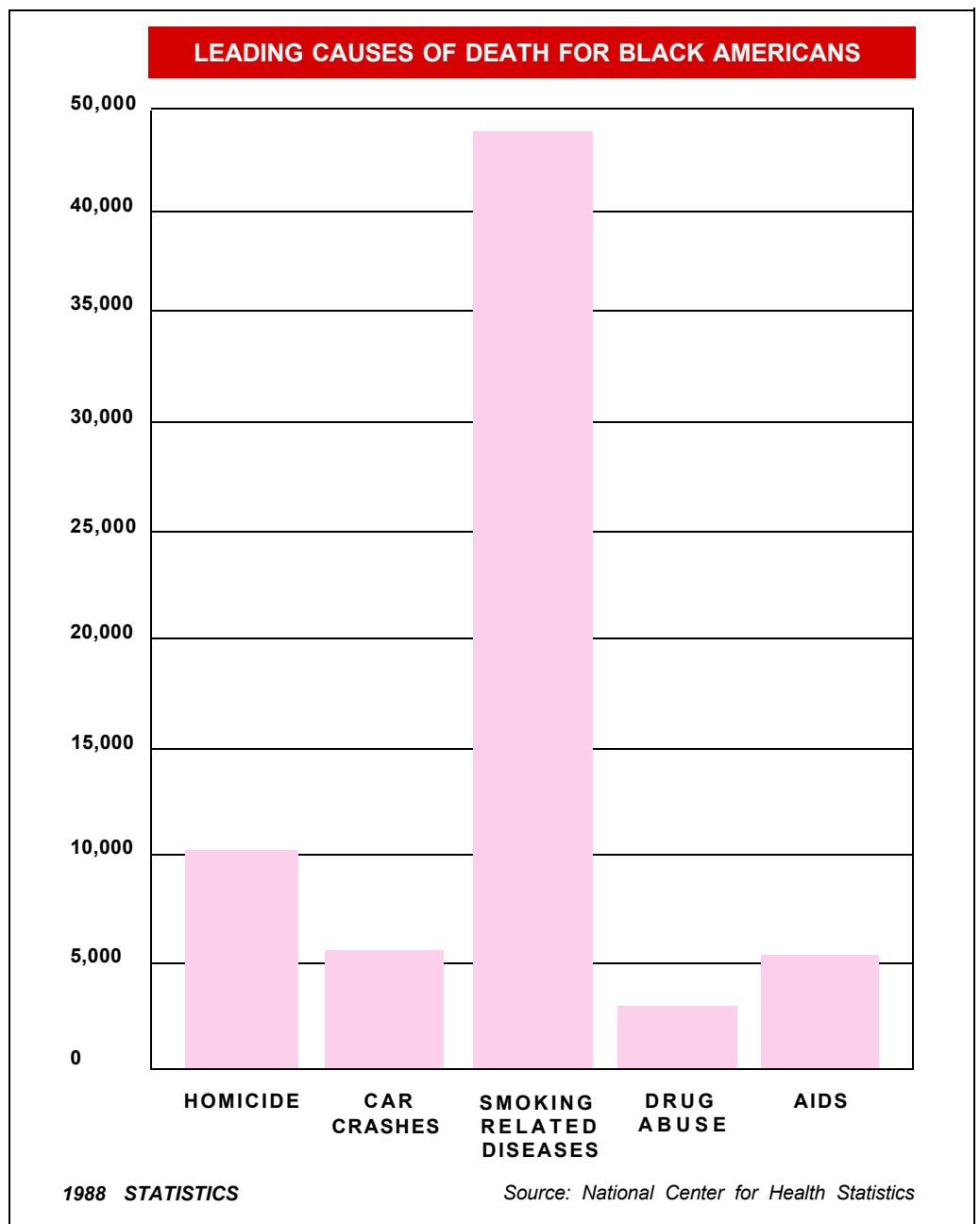
Mildly Diseased Lung



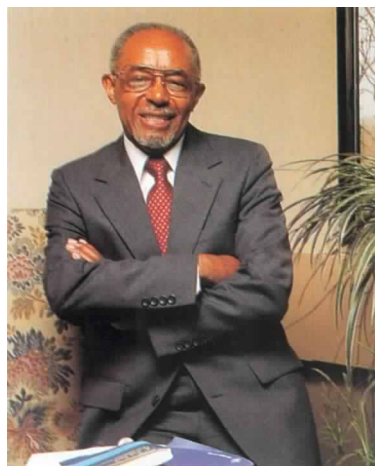
Severely Diseased Lung

First two lung photographs courtesy of Medical Examiner's Office, City of Philadelphia. Third photograph courtesy of Stephen M. Keller, M.D., Fox Chase Cancer Center.

Each year, more Black Americans die from diseases caused by smoking than from car crashes, AIDS, homicide, cocaine, heroin and other drugs put together.



Tobacco Products in the Black Community: They Sell, We Buy



“Ads like this make us want to smoke. They trick us into thinking that smoking is safe.”



“What I can’t stand is all the lies my children have seen on these billboards. Everywhere you look, there are cigarette ads. They make smoking look like it’s the best habit in the world.”

It is hard to miss all the cigarette ads at the store.

Ads for cigarettes are everywhere in the places where we live and work.

Nearly 4 out of every 10 billboards in the United States are in Black communities. There are 4 to 5 times as many tobacco billboards in Black neighborhoods as there are in White neighborhoods. These are the ads our children see everyday.

Billboard ads make smoking seem sexy and fun. The billboards are lying. They teach the wrong message.

But billboards are not the only way that tobacco companies reach us.

The makers of cigarettes place lots of ads in Black magazines and newspapers and in local stores. Like the billboards, these ads make smoking look wonderful. The ads never show the people who become sick and die because they smoked.

Tobacco companies also reach us by sponsoring events. They give money for music shows, sports, theater and dance programs, art shows and other programs. This is how these companies try to win friends. They also think it gets us to buy more cigarettes.

Black people spend millions of dollars on cigarettes every day. This is money that could be spent on better things. In fact, the money we spend on cigarettes in just one day would be enough to send nearly 2,000 Black students to college for a whole year!



Smoking's Just a Habit, Right?



"I want to quit but the pressure at work really gets to me. Then there is the addiction. Sometimes I just crave a cigarette."



"I used to think that cigarettes helped me to cope. But the way I see it now, they just added to my problems."

Hooked on Nicotine

Smoking is just a habit for some people. But others who have smoked for a while find that their bodies crave the nicotine in cigarettes. If you are a smoker, there is an easy way to tell. If you reach for a cigarette within 30 minutes after you wake up in the morning, your smoking is more than a habit. In fact, the U.S. Surgeon General has said that the nicotine in cigarettes can be as addictive as cocaine. Even if you smoke just a few cigarettes a day, you are probably hooked on smoking. Remember, the only safe number of cigarettes to smoke is zero.

Most brands that Blacks smoke are high in both tar and nicotine. The tar causes lung cancer. The nicotine gets smokers hooked. High tar, high nicotine brands are on most of the cigarette ads Black people see.

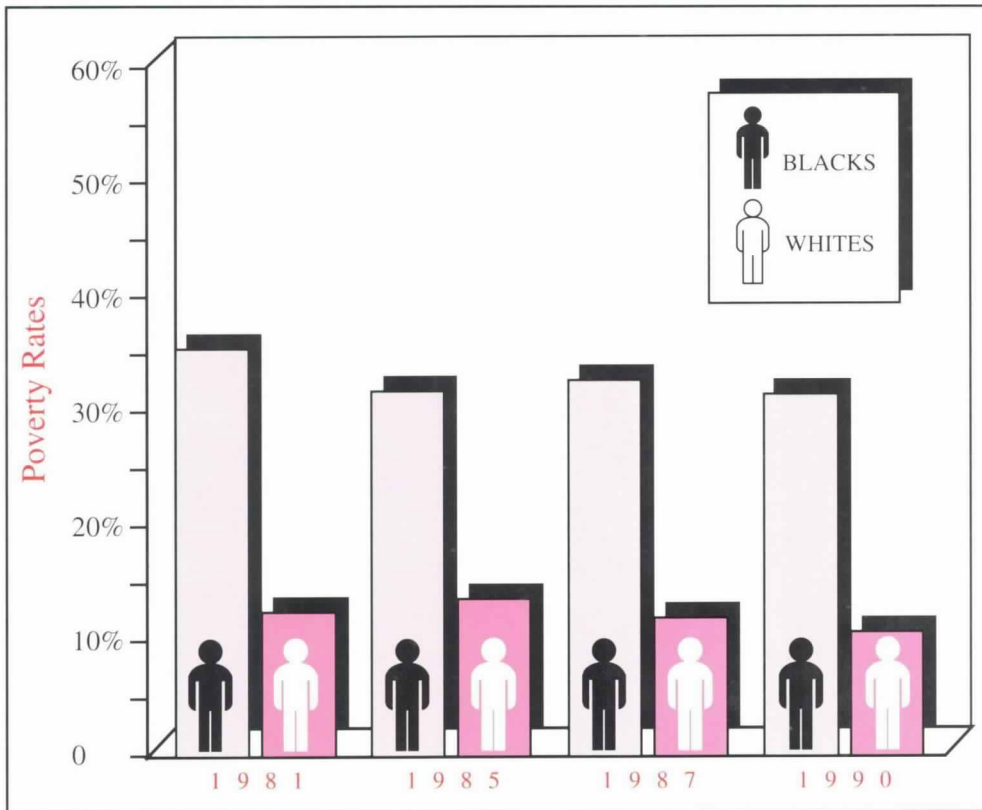
What about Menthol?

Newport, Salem and Kool have been the top 3 brands among Black smokers for years. What these 3 have in common is that they are Menthol cigarettes. In fact, 3 out of 4 Black smokers buy Menthols.

Chemicals are added to Menthol cigarettes to give them a fresher, cooler taste. However the tobacco companies do not have to say on the cigarette packages what these chemicals are. Menthol and other chemicals can cover up the scratchy feeling you get in your throat from smoking. This makes it easier to inhale smoke deep down into the lungs.



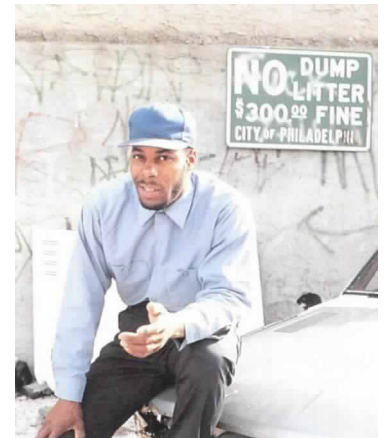
The Stress of Being Black In White America Makes Blacks Smoke More



Most smokers tend to smoke more when they are upset or bothered by things. That is also true for African American smokers.

Man Blacks face problems of living with little money, jobs hard to get, poor housing and crime. The stress of dealing with discrimination and racism also makes life harder.

These are some of the reasons why African Americans smoke. However they are not reasons why we should keep smoking. And let's face it, smoking does not help us solve any of these other problems anyway.



"Life is hard for Black people. . . especially if you don't have much money. It's too bad that cigarettes are something we can all buy."



"If we count the number of people it kills, smoking is the number one problem facing the Black community."

So What Can We Do About All This?

An ex-smoker says. . .

"I quit when my doctor told me that in 1 year my chances of getting a heart attack would be cut in half."

A grandfather says. . .

"My grandchildren were the real reason I stopped smoking. I wanted to stay around for a few more years. . . to see them graduate from college and make something of their lives."

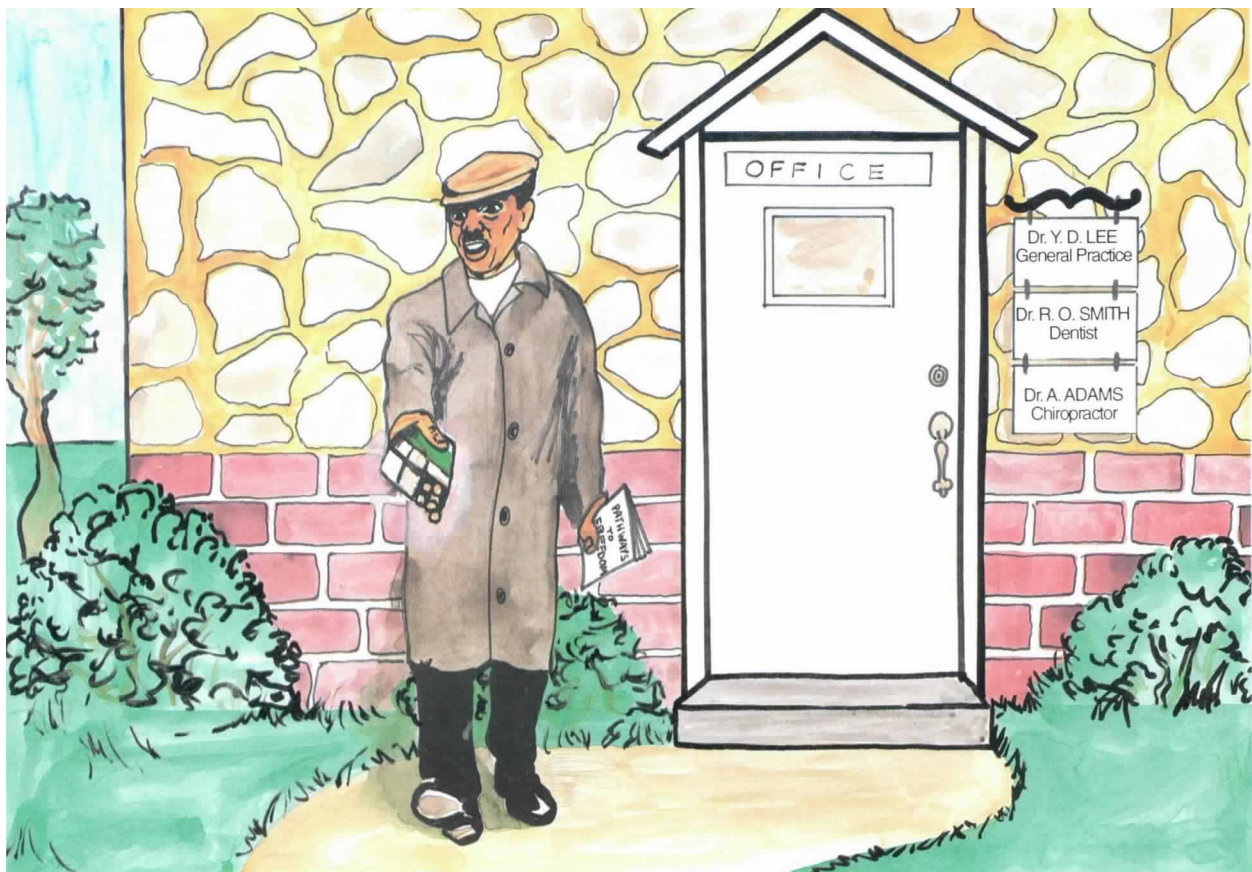
A young mother says...

"I quit when I learned that 1 out of every 20 deaths of newborn babies could be prevented by not smoking. I wanted my baby to have the very best chance."

Your doctor says. . .

"Not smoking is the single most important thing you can do to take care of your health. You will feel better and have more energy when you quit."

It is never too late to quit smoking.



Smoke



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If You Smoke... Where Are You in Your Plans to Quit?

- I'm not ready to quit smoking yet.**
Well, it's never too late. Read this guide for reasons why you should quit.
- I'll be ready to quit smoking soon.**
Don't wait too long. This guide will give you ideas on how to get ready to quit.
- I'm ready to quit right now.**
Great! Read on for ideas that can help you to quit and stay quit.
- I quit smoking already.**
Congratulations! This guide can help you stay smoke-free and help others to quit smoking too.

A good way to quit smoking is to have a plan.

The **Pathways to Freedom** Plan gives you 2 ways to cut down on your smoking before you quit completely.

Habit Breaking

This is when you cut out smoking at a few of your favorite times.

Brand Switching

This is when you switch to a brand that has less nicotine.

This guide tells you how to get ready for your Quit Day. It also gives ways to help you keep your weight down and avoid that urge to smoke "just one."



"I set myself a goal of quitting by my birthday. To get ready, I used the plan in the Pathways to Freedom guide. Stopping was much easier than I thought it would be."

And If You Don't Smoke...

This is for you too. Just look for the yellow corner boxes on the following pages. They have helpful ideas and hints you can use to help those you love quit smoking.

Habit Breaking



"There I go again,, smoking while I'm on the phone. I'm putting this cigarette out right now."

Most smokers tend to reach for a cigarette at certain times. You may like to smoke after meals or in the car or when you are on the phone. Some people smoke when they watch TV or play cards.

Smokers often find themselves smoking when they are upset or bothered. Some people say that smoking gives them something to do with their hands. This kind of smoking is similar to some nervous habits like nail biting or twisting a strand of hair. But there is a difference. Smoking is a habit that can kill you.

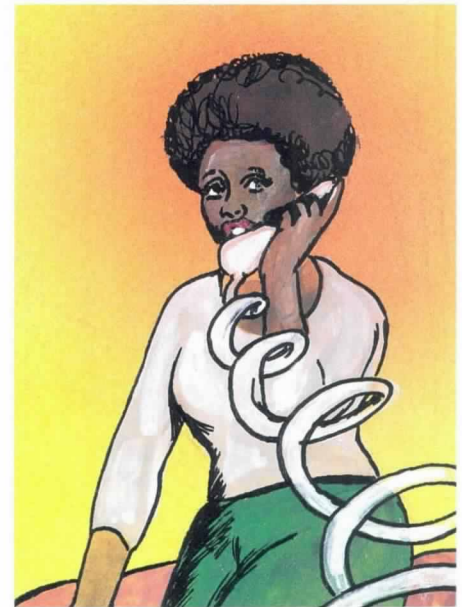
Habit breaking lets you try going without cigarettes at certain times until you quit for good. This is way, you get out of the habit of smoking a little at a time. This makes quitting easier.

How Does It Work?

To help break the habit of smoking, pick some of the times when you really like to have a cigarette. Then promise yourself that you won't smoke then.

For instance, if you like to smoke when you are on the phone, take away the ashtray. If you smoke while driving, don't light up when you are in the car.

Whatever you decide, stick to it! Don't give in, not even once!



"You're putting it out?
Amen!!!"

When you feel you need a cigarette so that you can relax, do something else. You can chew sugar-free gum, drink water or go walking. This way you are breaking old smoking habits and making new, smoke-free habits.

**List a few of the times
when you like to smoke the most**

1. _____

2. _____

3. _____

4. _____

**What could you do instead of
smoking at these times?**

1. _____

3. _____

4. _____

5. _____

You can start habit breaking any time. You might want to add one new time each week. If you can break the habit of smoking at your favorite times, you are on the way to stopping all the time.

IF YOU WANT TO HELP

Your support can make a big difference to someone who is quitting smoking. Different people need different kinds of help when they quit. So if you want to help, always start by asking how you can help. If someone refuses your offer, that's OK. Let them know you will be there for them if your help is needed.

Brand Switching

Some people can stop smoking “cold turkey.” Others find it hard to stop all at once. Brand switching is a step-by-step approach that can make quitting a little easier.

Brand switching is when you switch to weaker cigarettes as a way to get ready to quit smoking. A weaker cigarette has less nicotine. Smoking a cigarette with less nicotine makes it easier to quit. In fact, brand switching works better than cutting down the number of cigarettes you smoke each day.

Switching to a weaker brand is part of a plan to **quit** smoking. It is **not** a plan for safe smoking. There is no such thing as safe smoking.

HOW DOES BRAND SWITCHING WORK?

All cigarettes have nicotine. It’s what “hooks” you on cigarettes. When you smoke, your body gets used to having a certain amount of nicotine. If you change to a weaker brand, your body begins to need less nicotine. This way your smoking urges will not be as bad when you quit.

WHAT BRAND SHOULD I CHOOSE?

Many cigarettes have weaker forms. This means you can stay with the same brand if you pick a pack with less nicotine. The list on the next page tells the strength of nicotine in many popular cigarette brands. Your brand is probably listed under STRONG, MEDIUM or LOW.

If you cannot find the brand you smoke on the list, count it as a STRONG brand. Don’t be fooled by the name of your brand. Most brands that are called “Light” on the package are really either STRONG or MEDIUM.

If you smoke a brand that is STRONG or MEDIUM, switching to weaker cigarettes can be a big help. But even if you smoke a brand that is LOW in nicotine, you can switch to a VERY LOW brand.

REMEMBER. . . Brand switching only works if you keep smoking the same number of cigarettes each day. If you smoke more cigarettes, you are not really cutting down on nicotine.

WARNING: Never go right from a STRONG brand to a LOW brand. Always smoke a MEDIUM brand in between.



“Changing to a milder brand really helped me quit. It gave me a few weeks to get ready. It was much easier to stay off cigarettes this time.”



“I used to smoke Kools. Then I switched to Kool Lights, then to those Kool Ultra’s It helped me to quit.”

<p>Your brand is STRONG in nicotine if it is on this list. Follow the steps in this box to get ready for your Quit Day.</p> <ul style="list-style-type: none"> • Pick a Quit Day 2 weeks from today. Write it down. • Pick a brand from the MEDIUM list in the middle box. Smoke that brand for 7 days, starting tomorrow. • Then pick a brand from the LOW list in the last box. Smoke that brand for 7 days. • While you are smoking the LOW brand, follow the steps on the next page to get ready for your Quit Day. 	<p>STRONG IN NICOTINE</p> <p>Belair Lo-Price Belair Lo-Price Lights Benson & Hedges Cambridge Lights Cambridge Full Flavor Camel Capri 120's Chesterfield Eve Lights/ Slim Lights Kent Kool Kool Milds Kool Super Long Lark Lark Lights L&M/ L&M Super Lucky Strike Marlboro</p>	<p>Max 120 More 120 Newport Newport Stripes Pall Mall Pall Mall Gold Pall Mall Lights Kings/ 100's Pall Mall Red Parliament Light 100's Players 100's Richland Salem Spring Tareyton Viceroy Viceroy Lights Virginia Slims Virginia Slims Light 120's Winston</p>
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<p>Your brand is MEDIUM in nicotine if it is on this list. Follow the steps in this box to get ready for your Quit Day.</p> <ul style="list-style-type: none"> • Pick a Quit Day 1 week from today. Write it down. • Pick a brand from the LOW list in the box below. Smoke that brand for 7 days, starting tomorrow. • While you are smoking the LOW brand, follow the steps on the next page to get ready for your Quit Day. 	<p>MEDIUM IN NICOTINE</p> <p>Belair Benson & Hedges Lights Cambridge Lights Capri 100's Carlton 120's Doral Full Flavor Doral Lights Kool Lights L & M Long Lights Lucky Strike Filtered Magna Kings Magna Lights Malibu Marlboro Lights</p>	<p>Merit More Lights Newport Lights Newport Stripes Lights Pall Mall Lights 100's (Menthol only) Pall Mall Red Lights Parliament Light Kings Players Light Kings Salem Lights Salem Slim Lights Tareyton Long Lights True 100's (Blue, Green) Vantage Virginia Slim Light 100's Winston Lights</p>
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<p>Your brand is LOW or VERY LOW in nicotine if it is on this list. Follow the steps in this box to get ready for your Quit Day.</p> <ul style="list-style-type: none"> • Pick a Quit Day 1 week from today. Write it down. • Pick one of the 4 VERY LOW brands or keep smoking your current LOW brand. Smoke the LOW or VERY LOW brand for the next 7 days, starting tomorrow. • During the week, follow the steps on the next page to get ready for your Quit Day. 	<p>LOW IN NICOTINE</p> <p>Benson & Hedges Deluxe Ultra Lights Bright Carlton Kings/ 100's Doral Ultra Lights Kent III Merit Ultra Lights Salem Ultra Lights</p> <p>VERY LOW IN NICOTINE</p> <p>Carlton (Kings only) Kool Ultra (Kings only) Next Now</p>	<p>Tareyton Lights Triumph True Kings (Blue, Green) Vantage Ultra Lights Virginia Slims Super Slim Virginia Slims Ultra Lights Winston Ultra Lights</p>
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Quit Day!



"I picked a Quit Day I thought I could stick to. I wanted to quit after the kids went back to school, so I would have a little more time for myself."

A major part of the **Pathways to Freedom** Quit Smoking Plan is to set a Quit Day. A day in the next 2 to 3 weeks is best. You may want to pick a day that is important to you – such as a family birthday. Or you may wish to pick a day that is celebrated by the community, such as Dr. Martin Luther King's Birthday.

Having a Quit Day gives you a goal and a promise to keep to yourself and your loved ones.

Keep in mind that there is no "perfect" time to quit. But some times are better than others. For example, it is not a good idea to try to quit when you are facing a crisis. Try to pick a time when things are going fairly well.

Circle your Quit Day on the calendar. Write it down. Carry it with you. Tell your family and friends the day you have picked. Share the **Pathways to Freedom** guide with them. That way they can see things they can do to help you to quit and stay quit.

If you have friends who used to smoke, ask them how they quit. They know better than anyone else how to get through that first Quit Day and the next few days and weeks. They may have ideas you can use.

If you live or work with other smokers, ask them not to offer you a cigarette. Let them know that just because you are quitting does not mean they have to quit too. But don't be surprised if a friend or family member wants to quit smoking along with you.



"I gave myself two weeks to get ready - then I quit all at once, 'cold turkey'."

The Night Before You Quit

- Throw out all your cigarettes, every last one! Get them out of hiding places too – pockets, handbags, cars.
- Get rid of lighters and ashtrays, if you can. “Out of sight, out of mind.”
- Replace cigarettes with sugar-free gum, toothpicks, cloves or stir sticks, so you always have something to reach for instead of a cigarette.
- Think positive. Say a prayer.

You can do it. Think about how much better you will feel after you quit.



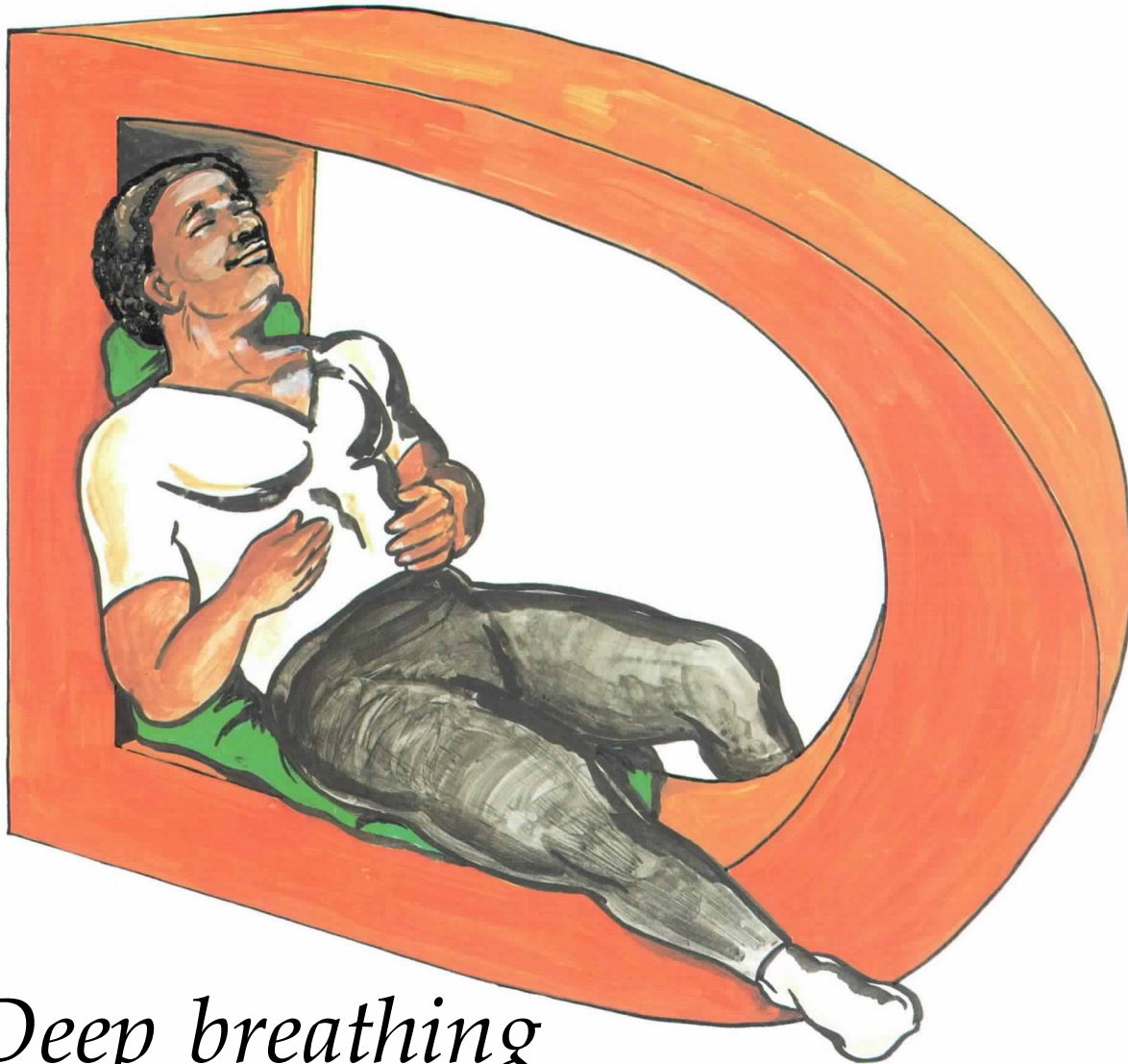
IF YOU WANT TO HELP

If you live with a smoker, you may want to make plans for Quit Day. Think about fun ways to help keep him or her busy. You could go to the movies, visit a mall or take a trip to the park.

If there are children at home, take a few minutes before Quit Day to explain that Mom or Dad may be grumpy, or tired for a few days. If the children ask what they can do, suggest some small ways to help – like drawing a pretty picture, giving a great big hug or just trying to stay out of trouble.

The 5D's

Here are some ways to cope with smoking urges:



(1) *Deep breathing*

Try to keep calm and cool. Take slow, deep breaths. Stick with it until you feel relaxed and in control. Here's how:

Take a deep breath, in through your nose.

Hold the breath for a count of 4.

Then breathe out slowly, through your mouth.

Repeat these steps 4 or 5 times, or until you feel calm.

To make sure you are breathing deeply, place your hands on your stomach. You should feel your stomach rise as you breathe in.



(2) *Drink water*

Try to drink 8 glasses a day.



(3) *Do something else*

Play basketball. Chew some sugar-free gum. Listen to your favorite records, tapes or CDs. Work a crossword puzzle. Look at a magazine. Read the Bible. Keeping busy with other things will keep your mind off smoking.



(4) *Discuss with a friend or family member*

Talking about things can help you to feel better.



(5) *Delay*

Don't reach for that cigarette right away. Count to 100 or 200. Think pleasant thoughts. Remember, the urge to smoke will pass in 3 to 5 minutes, whether you smoke or not.

IF YOU WANT TO HELP

Be available to talk with the person who is trying to quit smoking – even if he or she wants to talk late at night or early in the morning.

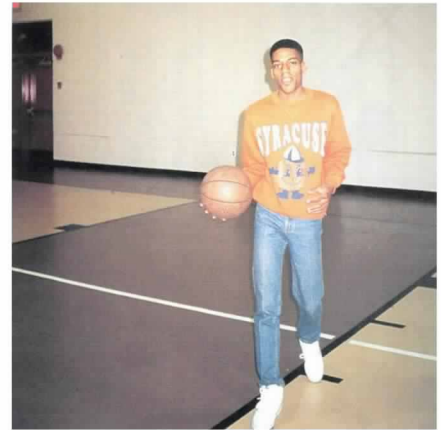
How to Keep the Weight Off



"After I quit, I watched what I ate. Mostly, I tried to cut back on fatty foods and extra snacks. I only gained 3 or 4 pounds. It really didn't bother me."



"Walking is part of my life now. I try to get out each day – I enjoy the seasons."



"I do a lot of swimming and I play basketball. Right after I stopped, my wind was stronger. I felt better than ever."

Many people worry that they will gain a lot of weight when they quit smoking. In fact, the cigarette companies advertise "slim" and "ultra-slim" cigarettes to women who do not want to get heavy. But fear of gaining weight is never a good reason to keep smoking.

By watching what you eat and getting more exercise, you can quit smoking without gaining much or any weight at all.

SOME REASONS WHY THROWING AWAY YOUR CIGARETTES MAY LEAD TO EXTRA POUNDS

- you may start to crave sweets with lots of calories.
- your body needs 100 to 200 fewer calories a day if you aren't smoking.
- your senses of taste and smell will improve, so the foods you eat taste better.
- you may get into the habit of putting food into your mouth instead of a cigarette.

A few extra calories a day can add pounds. That is why cutting back just a little at the beginning can keep the weight away. If you add a little exercise – like walking, dancing or swimming – that helps too.

IF YOU HAVE A CRAVING FOR SWEETS. . .

look for low-calorie snacks like sugar-free candies and urns, melons, peaches, apples, diet soda, sugar-free hot chocolate, club soda mixed with fruit juice and frozen fruit juice bars.

HERE ARE SOME EASY WAYS TO CUT DOWN ON WHAT YOU ARE EATING

- Broil or bake foods when possible. Drain extra fat from foods that are fried.
- Pick lean meats. Cut off the fat before cooking.
- Ask for sauces, gravies and salad dressings “on the side.”
- Go easy on biscuits, rolls and breads.
- Cook vegetables with a small steamer that fits into the pot or by boiling. Try not to use margarine or butter.
- Try low-fat or skim milk in place of whole milk. It is just as good for you but with less fat.
- Switch to sherbet or frozen yogurt instead of ice cream.
- Use mustard in place of mayonnaise or sandwich spread.
- Buy tuna packed in water, not oil.
- Don't eat a lot of peanuts and peanut butter. They are very high in fat and calories.

Watching what you eat is only half of it. The other half is exercise.

Keeping those unwanted pounds off is easier with exercise. Staying active also makes it easier to quit smoking.

Walking, running, jumping and dancing are good ways to let off steam when you are feeling on edge. This helps during those first days away from cigarettes. Exercise helps you feel in control. It lets you sleep better. And it gives you something to do instead of smoking.

Exercise does not have to be jogging or biking or playing tennis. It can be as simple as light gardening, walking or dancing to music. The idea is to do more than you are doing now.

If you have major health problems, trouble getting around or are over age 60, you should check with your doctor BEFORE you start. Your doctor can tell you what kind of exercise is best for you.

Try Walking. . .

Walking is great for all kinds of people. It gives you the chance to be alone – or to be with someone. Walking gives you time to think things over or to think about nothing at all. All you need is good walking shoes and a place to walk where you feel safe.

Different kinds of exercise use up different amounts of energy. For example, walking 1 to 1-1/2 miles in 30 minutes uses about 100 to 200 calories. Jogging 3 miles or ballroom dancing for 30 minutes uses about 300 calories. There are charts that list how many calories are used up in different exercises and sports. Ask your doctor.

Always pick an exercise that you enjoy. It should be one that fits your life and interests. Try to exercise 3 to 4 times a week, for at least 20 minutes each time.

IF YOU WANT TO HELP

Keep those high-calorie munchies out of the house and out of sight of the person who is trying to quit smoking. Suggest a walk or some dancing to help with some of those “on edge” feelings that may come during the first few days.

The First Few Days Can Be Tough...

Things do get better soon. The quitting blues do not last forever. They are strongest in the first week after you quit. The worst part is over after 2 weeks. After a month, you will feel better than you felt when you smoked. So, be patient.

If you have

What to try

Urges to smoke

Wait it out. Try the 5 D's. Exercise. Say a prayer. Remember the reason you decided to quit. Tell yourself that things will get better soon.

Trouble paying attention

Go easy on yourself. You'll get your focus back soon. Break big jobs into small parts.

Tense, restless feelings

Take a quiet walk. Listen to some music.

Frustration and anger

Get away from the problem. Exercise to blow off steam. Ask others to be more patient.

Trouble sleeping

Try deep breathing to relax at bedtime. Drink some warm milk.

Trouble with bowels

Add fiber to your diet (whole grain breads and cereals, fresh fruits, vegetables).

Hunger, especially for sweets

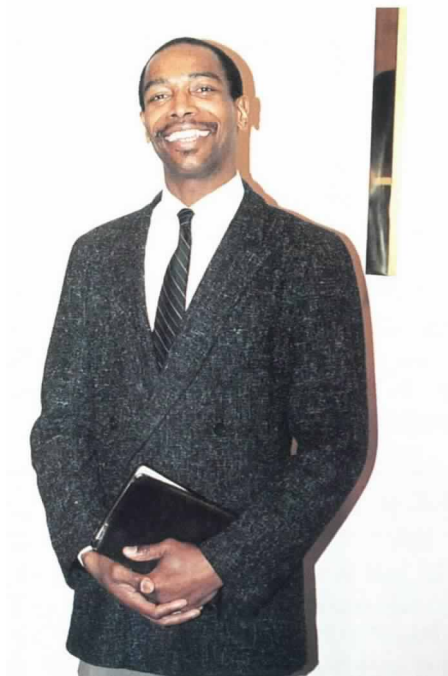
Drink fruit juice. Eat low-calorie sweet snacks like strawberries, apples, melons, peaches, sugar-free gum and candy.



"Now that I've stopped smoking, I feel I can be a much better role model for the children I teach. That really makes me feel good."

"Perseverance is everything"
African Proverb

“A triumph! That’s what my victory over cigarettes is. It took several tries, a lot of prayer and support from all my family and friends. But I finally quit and it’s great!”



Nicotine Gum or Skin Patches May Help

If you have a hard time quitting, using nicotine gum or nicotine skin patches after you stop smoking may help. These medicines provide a very low dose of nicotine to help with nicotine withdrawal. Only your doctor can tell you if one of these medicines is right for you. They cost just a little more than a pack of cigarettes a day and your insurance may help pay for them.

Nicotine Gum: Chew a piece of gum slowly until you taste it. Then park it between your cheek and gum until the taste is gone. Chew it slowly again. Then park it again. Do this for about 30 minutes. Begin chewing less gum after a few weeks and stop entirely by 3 months.

Nicotine Patches: These skin patches are worn on the arm, chest or back. You put a new one on every day for the first few weeks or months after you stop smoking.

If you use nicotine gum or a nicotine patch, always follow your doctor’s advice. NEVER use nicotine gum or patches while you are still smoking. Wait until AFTER you have quit.

IF YOU WANT TO HELP

Offer to take the kids for a few hours to give the person who is quitting some time and space. Send a happy note or bring some flowers. Help with things around the house to lighten the load for a few days.

If you used to smoke, share tips that helped you quit for good.

How to Stay Quit!

It takes time to get over smoking thoughts and urges. They will be strongest in the places where you smoked the most. The more time you spend in these places without smoking, the weaker the urges will get.

Know what events and places make you want to smoke. Some people get the urge to smoke while watching TV or driving in the car. Other "triggers" may be drinking a cup of coffee, talking on the phone, playing cards, reading the morning paper, being around other smokers, feeling stressed, angry or sad.

Keeping Up Your Guard

Don't try to tell yourself that "one cigarette won't hurt." It **will** hurt because it will make it easier for you to keep smoking.

Write down some of **your** triggers. Then write down what you will do instead of smoking. It may be as simple as reaching for a toothpick, thinking about the reasons why you quit or leaving the room.

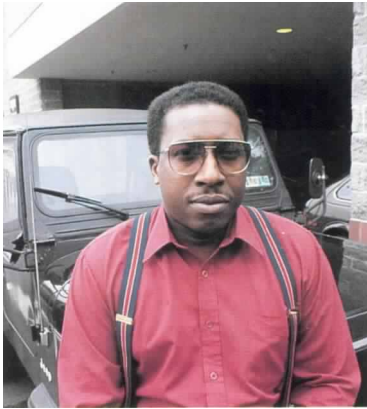
Some people who still smoke may try to get you to start smoking again. Be ready to keep saying "No"!



"The first three days were the hardest for me. But I took them one day at a time. I kept busy. I prayed. And I spent a lot of time at my sister's — because no one smokes in her house. In two weeks, I felt fine."



A card game with no ashtrays. Who would have thought it?



“I did OK until I was laid off. I felt like I needed my old crutch - cigarettes. But I thought about how far I’d come. And I thought about the money I was saving. I was determined to stay quit. And I did.”



“You just say to yourself, I’m gonna beat this. Even though you want to smoke, you have to stick to it and say – I want to quit too much to give in.”

What If You Should Slip?

Try not to slip – not even once. But if you do smoke a cigarette, catch yourself and get right back on track.

- Don’t let guilt lead you back to smoking. Be patient with yourself. A slip does not mean failure.
- Think about why you slipped and how to avoid it next time.
- Get rid of any leftover cigarettes.
- Pick up where you left off before the slip.

Call 1-800-4-CANCER for extra help. This is the nationwide Cancer Information Service. The staff at this number have special training to help smokers quit. They understand what you are going through.

If you have many slips or if you go back to smoking on a regular basis, **make a new Quit Plan.** Quitting takes practice. Smoking is tough to beat. Most people do not quit for good on the first try. Remember that each try is another step toward success. You may have to quit several times to stay quit. But, you can do it! So don’t give up!

Making It to 2 Weeks

If you have stopped smoking for 2 weeks, congratulations! You have made it through the hardest part. To stay smoke-free, stick with what got you this far – positive thinking, exercise, deep breathing, prayer and support from family and friends.

By now, you should be enjoying some of the good things that come from quitting. You should be coughing less and have better wind, more energy, and a new sense of freedom and pride.

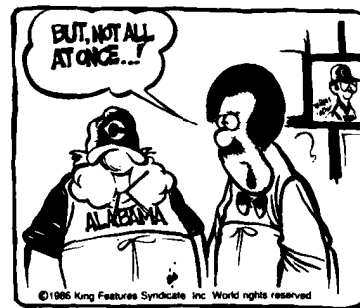
Sure, there will still be some tough times ahead. But you can make it. It gets easier every day, every week, every month.

You have done something special for yourself and for the people who care about you. Celebrate with your family and friends!

IF YOU WANT TO HELP

Not all smokers can quit on the first try. Try not to add to the guilt if there are slips. Be supportive and let them know that you still believe they can quit for good.

Cartoon Corner



NOTE: Deaths due to tobacco based on 1985 data, published in the 1989 U.S. Surgeon General's Report.

We Must Pull Together!



Many African Americans who want to get rid of their cigarettes find it hard to quit smoking because:

- Cigarette ads are everywhere.
- Many around us still think that it is OK to smoke.

That is why we must pull together to fight against the dangers of smoking and the tobacco companies. It is the only way to really win.

Fighting the tobacco companies is not easy

Many Black leaders say that the tobacco companies are friends of the Black community. These leaders support the tobacco companies because the companies give millions of dollars to Black programs. A big reason why the companies do this is to **buy** our support.

It is hard to fight an industry that gives money and jobs to Black people – because we need money and jobs. But we must think about the cost to us in sickness and death.

We must think about ourselves and our right to good health. When we think about these things, the answer becomes clear. We have to **teach, organize** and **take action** to help smokers quit and to stop the unfair targeting of Black Americans by companies that make cigarettes.

Fighting Back... And Winning!



All around the nation, Black people are fighting back against the companies that sell cigarettes.

One big victory was against the R.J. Reynolds Tobacco Company. In December 1989, the Black community in Philadelphia was shocked to learn that a tobacco company was going to sell a cigarette just for Blacks called "Uptown." This brand was a high tar, high nicotine, Menthol cigarette in a bold black and gold box. But the community came together and said with a strong voice: "Get Uptown Out of Town."

U.S. Secretary of Health and Human Services, Dr. Louis Sullivan, spoke out for the community and against Uptown Cigarettes.

Both smokers and non-smokers joined the Coalition Against Uptown Cigarettes. They came together because they knew that young people would start smoking these "special" cigarettes. Black people were angry that the tobacco company did not care about their health.

The Result: The R.J. Reynolds Tobacco Company took Uptown off the market in Philadelphia and everywhere else.

Communities Organized, And Became More Powerful

Black ministers preached about the dangers of tobacco.

Black elected officials began to take a stand.

Black parents joined in marches.

Black children created ads on how tobacco companies lie.

In Harlem, Chicago, Detroit, Dallas, Milwaukee, Baltimore, San Antonio and other cities around the country, Black communities said “No” to the tobacco companies.

- Leaders demanded that billboards pushing cigarettes to children come down. As a result, cigarette ads were removed from places near schools, churches, playgrounds and youth centers.
- Leaders fought against vending machines that sell cigarettes to our children. As a result, cigarette vending machines in some cities were taken away.

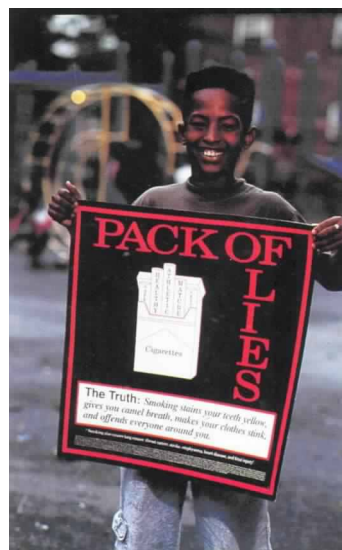
*“Something is happening in our world... The masses of people are rising up. And wherever they are assembled today... The cry is always the same...
“We want to be free.”*

Dr. Martin Luther King, Jr.



Concerned citizens in Chicago paint over a cigarette billboard.

Photograph courtesy of the citywide coalition Against Tobacco and Alcohol Billboards, Chicago.



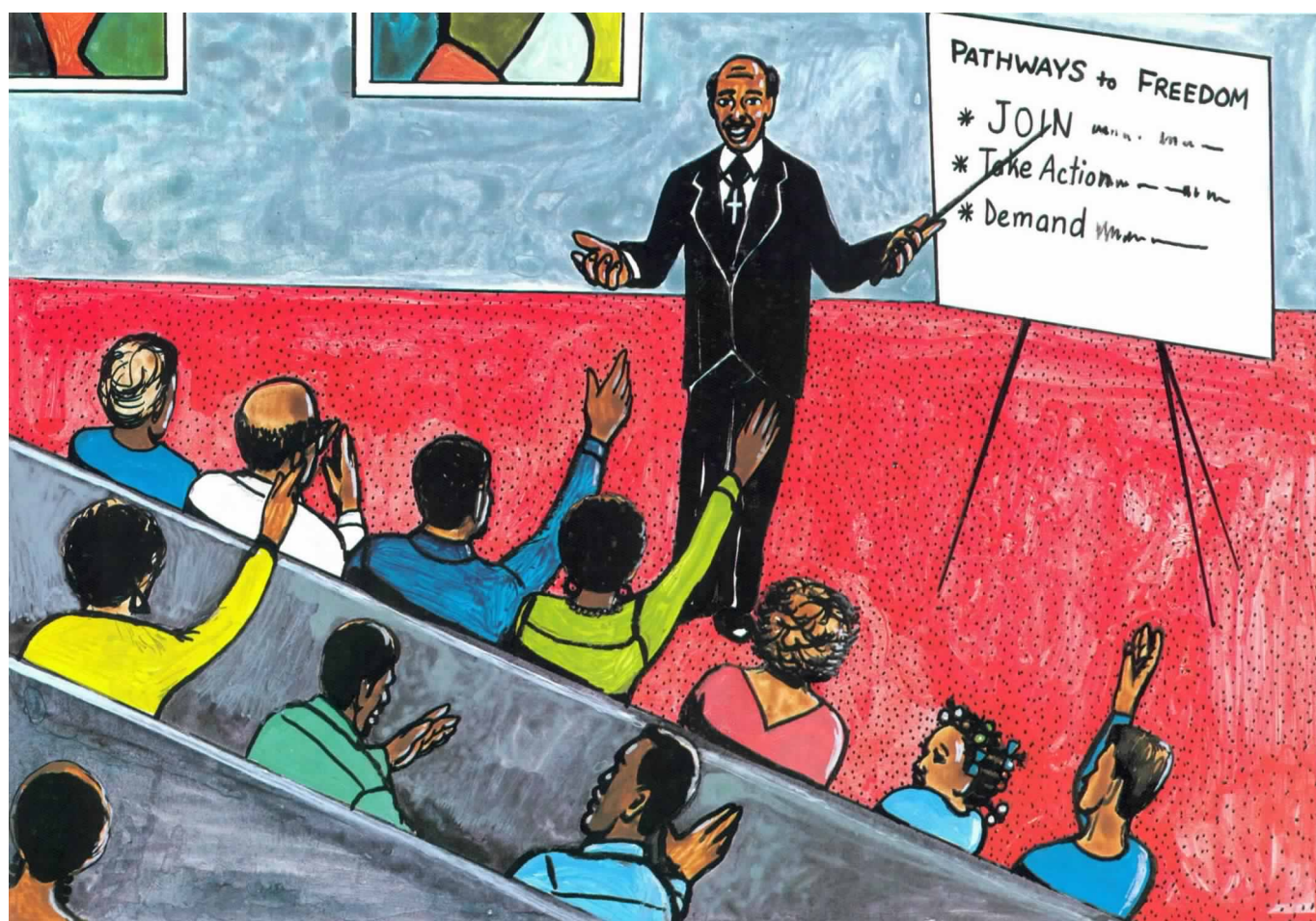
Caheim Drake of Public School 112 in the Bronx holds “Pack of Lies,” his prize-winning entry in the New York City Smoke-Free Ad Contest.

Photograph courtesy of Smokefree Educational Services, New York City.

The Power to Make A Difference Is in Your Hands

In our communities, smoking is just one of the problems we face. There are many others – jobs, housing, schools, crimes. All these problems need our time and energy to solve. But fighting against tobacco is a problem we can solve. Especially if we all work together.

Here are some ways that you and your friends can build a strong stop smoking campaign. You don't have to do them all. Just pick one or two from the "Things We Can Do" list to start.



Working Together, We Can Do It!

Things We Can Do

1

JOIN with others to stop the sale of cigarettes to children and teenagers in stores and through vending machines. In most states, selling cigarettes to minors is against the law!

2

TAKE ACTION to get rid of cigarette advertising:

- from billboards in our neighborhoods,
- from the buses and trains our children ride every day,
- from the pages of our Black newspapers and magazines.

A few less tobacco ads each year would be a good start!

3

MAKE SURE schools teach the dangers of smoking and nicotine along with lessons on alcohol and drugs. Our children need the facts to make good choices.

4

BRING information on the dangers of tobacco to the neighborhood by having programs for churches, fraternities, civic leagues, masonic organizations and clubs.

5

WORK with unions and bosses on the job to have smoke-free policies and to organize quit smoking programs at work.

6

ASK health groups to come into the community and hold clinics for people who want to quit smoking.

7

TURN DOWN money from tobacco companies and look for other ways to get money for youth programs, reading tutors, scholarships and other important things.

8

DEMAND that our community leaders and elected officials take a strong public stand for tobacco-free neighborhoods for our children and for ourselves.

9

UNITE with other organizations that care about this problem. There is power in numbers.

10

GET more copies of the Pathways to Freedom guide and give them out to friends, neighbors and family members.

You Can Get Help for Your Community in its Fight Against Tobacco.

We must come together to say "No!" to tobacco companies that make big profits by selling us cigarettes. Meanwhile, we get sick and die. Whether you smoke or not, you can join the fight against tobacco in the community where you live. Here is a list of some agencies that can help you in that fight.

Advocacy Institute
202-659-8475

**Office of Smoking and Health,
U.S. Public Health Service**
404-488-5705

**Coalition Against Billboard
Advertising of Alcohol
and Tobacco (CABAAT)**
313-965-1866

Scenic America
202-833-4300

**Coalition on Smoking
OR Health**
202-452-1184

**Stop Teenage Addiction
to Tobacco (STAT)**
413-732-7828

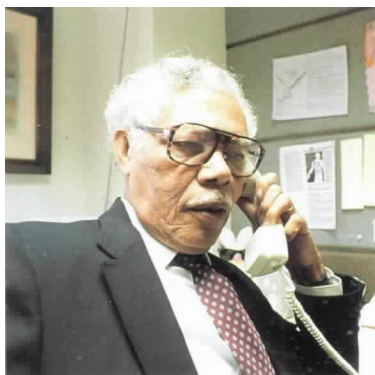
**National Association of African
Americans for Positive Imagery**
215-225-5232

**Uptown Coalition for
Tobacco Control and Public
Health**
215-728-3102



You Can Help Yourself Quit Smoking Or Help Someone You Love...

Just make a free call to the Cancer Information Service. This helpline has information on how to quit smoking. They also have information on how smoking affects your health.



"I'm glad I called. I was not sure what to expect. I got some good quitting advice from a person who really understood what I was going through."

**CALL TOLL-FREE
1-800-4-CANCER
(1-800-422-6237)**

HOURS: 9 AM to 10 PM, Eastern Time

You can get booklets or advice. And you can call even if you are not sure you want to stop smoking yet.

There is no pressure. It's free and confidential. Your name will not be given to anyone else.

Groups like the American Cancer Society, the American Heart Association, and the American Lung Association may also know about free or low-cost Quit Smoking programs near where you live. Look in the phone book for their numbers.



"I called to get some information on quitting for my best friend. I know this will help Karen stop smoking for good this time."



"As a telephone counselor, I'm happy that I can help others over the rough spots. I'm an ex-smoker myself. I know how hard it is to quit."

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Acknowledgments

Abbottsford Homes Tenant Management Corporation
Henry McNeil Brown
Richard Carey and Family (in memory of
Ernest F. Carey)
Gregory Connolly, D.M.D., M.P.H.
Ethnovisions, Inc.
Healthcare management Alternatives, Inc.
Lestina M. Grant, Ed. D.
KCET Public Television, Educational Enterprises
Department
Verneda Lights, M.D.
Office for Substance Abuse Prevention,
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Development of this guide was supported by Research Grant CA49548 from the National Cancer Institute.
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