

From AOL news, By Katherine Tweed

Explicit Warning Labels Don't Mince Words

Move over Joe Camel, there's a tar-filled lung and rotted foot gunning for your job. For smokers not swayed by written warnings in recent decades, graphic ads are being slapped on every pack of cigarettes to show some of the health horrors that may befall smokers if they keep lighting up.

It sounds repulsive, and that's just what the government is going for. Under the [Family Smoking Prevention and Tobacco Control Act](#) signed by President Obama in June, tobacco companies will have to cover 50 percent of the front and back of cigarette boxes with graphic color pictures and bold warnings in big font that do not mince words.

Gone are the days when "cigarette smoking may be hazardous to your health" was deemed sufficient. Some of the new labels include "WARNING: Smoking can kill you," and "WARNING: Tobacco smoke can harm your children."

"The last time warning labels were changed were over a quarter-century ago," says Cliff Douglas, the director of [University of Michigan's Tobacco Research Network](#). "It's going to be nothing short of monumental."

The U.S. Government is just following suit on the campaign, which will take effect in 2011. Canada implemented graphic pictures in 2000, and many other countries, from Brazil to New Zealand, also show everything from mouth cancer to a dead fetus on cigarette packs.

Smoking kills 443,000 people every year in the U.S., according to the [U.S. Centers for Disease Control and Prevention](#). Although smoking rates have declined in recent decades, there are still gains to be made. "There's a general belief that smokers understand the risks," says Douglas. "But many smokers don't know the likelihood of actually becoming ill from smoking."

The graphic images and large type can make those diseases more tangible to smokers, and they also have the added benefit of reducing branding by the tobacco company. With so much of the front and back panels taken over by stern warnings and shocking pictures, there is less space for slick marketing and iconic brand labels.

Douglas says that the [Food and Drug Administration](#) will also have the oversight to demand information about quitting on the packages, or included as an insert. Although the images are effective on their own, experts say they are even more effective when combined with information that empowers smokers to quit.

Although the new graphic labels may not seem as groundbreaking as banning smoking in public places, they fit in neatly with other campaigns to get people off of cigarettes. "It's the phenomenon of making tobacco users feel like outcasts," Douglas says. "It's been key to helping millions of smokers get over the fence and quit."

Check out the PANDA website

www.projectpanda.com or

www.projectpanda.org

Check out pictures and videos from past camps and Mini-PANDAs.



PANDA stands for Prevent And Neutralize Drug Abuse

The goal of P.A.N.D.A. is to begin to educate young people, not only about the dangers of drug/alcohol abuse and use, but also about peer pressure, decision-making and self-esteem. P.A.N.D.A. is not a drug treatment or rehabilitation program.

Quote of the month:

"Things turn out best for the people who make the best of the way things turn out."

-John Wooden

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www.commhealthcenter.org
www.projectpanda.com

Project PANDA is a program that is funded by the [ADM Board](#) of Summit County.



RANDOM FACT

Every ton of recycled paper saves about 17 trees.
Snapple.com

Joke of the month:



Why did the banana go to the doctor?

It was not peeling well!

Save the Dates:

PANDA camps

October 23-25, 2009 at Camp Muskingum. Applications are due October 2.

March 5-7, 2010 at Camp Muskingum. Applications are due February 12.

Mini PANDAs

December 4, 2009 at Pilgrims United Church of Christ. Applications are due November 27.

May 14, 2010 at Pilgrims United Church of Christ. Applications are due May 7.

The More you Know.....

Tobacco has over 4,000 chemicals 200 are known poisons, and over 60 are known to cause cancer.

Nicotine is a chemical found in cigarettes that is more addictive than heroin.

Lung cancer is the leading PREVENTABLE cause of death in the USA

Spotlight on Youth Staff!



Name: Anna School: Copley Grade: 9

Favorite sport to play: Softball

Favorite food: Peanut Butter

Most memorable moment at Panda: My very first camp!

Spotlight on Youth Staff!



Name: Taylor School: Strongsville Grade: 10

Favorite Food: Crab

Favorite Sport to play: Cheerlead

Most Memorable Moment at Panda: Meeting new friends!