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A common trait for the young and rebellious teenager to pick up is smoking. Smoking is also a habit for elderly adults who started as young adults when the health risks were not yet understood. In today's society there are numerous ways in which people can educate themselves about the harms of smoking. However, even though it is well known that cigarette smoking is harmful to a person's health, everyday people pick up the habit and others fail at quitting. One main way the number of smokers can be decreased is through persistence in public education.

Tobacco usage causes about four million preventable deaths a year worldwide (1). Two ways in which these deaths could possibly be prevented is through education as well as using reinforcement media to make people think about the effects of smoking. After learning the truth about how harmful cigarettes really are and that the effects are reversible, the common human reaction should be to change lifestyles. There are several immediate effects that smoking does to the body. According to the American Cancer Society, "The resting heart rate for young smokers increases 2 to 3 beats per minute. It also lowers skin temperature and reduces blood flow in the legs and feet." There is an increased risk of heart disease and stroke in smokers because of the use of nicotine (2). Smokers who have heart failure should realize that they could voluntarily eliminate a major source of stress on their hearts if they stop smoking because, "each puff of nicotine temporarily increases heart rate and blood pressure, even as less oxygen-rich blood circulates through the body" (3). It is beneficial for these people to realize that if they quit smoking then they are more likely to have their symptoms of heart failure improve (3).

The use of nicotine is also used in order to addict smokers to the habit. For years the tobacco industry hid its knowledge of how addicting nicotine is, and used nicotine's addicting power to insure the stability of the tobacco industry's product (4). In Hurt and Robertson's research, "Perhaps the most surprising finding ... was the evidence of industry-wide efforts spanning 3 decades to alter the chemical form of nicotine to increase the percentage of freebase nicotine delivered to smokers." The tobacco industries use ammonia compounds to freebase the nicotine in order to allow it to enter the bloodstream more rapidly (4). It is proven that as the use

of freebase nicotine increases, Marlboro cigarettes sales tend to increase as well (4). Hurt and Robertson state, “As public concern about the health effects of smoking increased, the industry developed strategies to confront that concern.” Low tar and low nicotine cigarettes were produced to combat these fears (4). However, these different types of cigarettes only vary the habit of the smoker (4). In fact, a tendency for low nicotine cigarette smokers is to smoke two cigarettes in a row or to take longer and harder puffs (4). Both ways, the consumer is subconsciously taking in as much nicotine as their body demands, and consequently taking in more amounts of tar and gas phase than they would otherwise (4). Society has changed so drastically that today Phillip Morris International, the largest cigarette manufacturer in the country, has a section of its website dedicated to the company’s agreement to the harmful effects of the product that it produces (5).

Ayanian and Cleary conclude in their study that, “Most adults who continue to smoke in the United States do not recognize or acknowledge an increased personal risk of heart disease or cancer.” Without the consumer’s realization of how cigarettes can harm one’s health, a smoker will never consider quitting. Teaching the public that it is advantageous to quit smoking will increase the incentive to stop the habit. Many people argue that they should not quit because the damage is already done or that everyone has to die somehow. With the knowledge that it is advantageous to quit cigarette smoking (1) these excuses of not quitting are nullified. According to Peto and Lopez, “Even in middle age, smokers who quit before they have developed a serious disease avoid *most* of the subsequent risk of death from tobacco.” This fact is important because as an older smoker it would not be useful to quit unless it is possible to undo the damage already caused to the body.

If the effects of smoking to the heart and lungs are not enough to persuade someone to quit, there are also effects connected to smoking such as memory loss. According to Moss Green of BellaOnline, “Research published in the American Journal of Public Health shows that smokers over the age of 40 have a much faster rate of memory loss than non-smokers.” There has been an awareness of the connection between smoking and decreased brain function for a substantial amount of time because impaired memory is a common symptom of smoking related diseases, but the connection was not fully understood (6). There have also been studies that concluded smokers have a greater difficulty remembering names and faces than nonsmokers (6).

Green said, "If you are a smoker, there's still hope. Dr. Richards discovered that people who quit smoking before 50, and especially those who quit before 40, showed less memory decline."

To quit smoking is a challenging and daunting task that haunts many smokers. It is important for the individual to find meaningful reasons to quit so that they will be able to find motivation when they need it. (7). By developing a personal plan to help then quit smoking structure will be added to their goal. (7). Before quitting it is also helpful to find out how much their dependence on nicotine is. This is useful in deciding if they need any extra help from medicine (8). Keeping track of why and when an individual smokes will set them up to fight the urge when they quit (8). A good way to do this is by creating a craving journal that logs the occurrence of smoking and how bad the craving was (8). This log will allow the individual to better understand their body's cravings while they quit smoking. After thorough preparation the individual can then set a start date. They should also gain a support group by telling their family and friends that they plan to quit (8). Furthermore, if the individual normally smokes at work, it is good to quit on a weekend or an off day so that when they return they are already cigarette free (8). Although the task to quit smoking can be challenging, with good preparation and mindset it can be accomplished.

This information is useful to share because if people realize that the effects are reversible after quitting then they are more likely to work harder at abstaining from smoking. The target audience to present this information would be people collage age or recently graduated with the purpose of educating them about important facts that address why it is important to quit smoking even if they have had the habit since they were 16 years old. This information could be useful to smokers and nonsmokers alike in conversations that arise about the current debates over cigarette industries.

To access the effectiveness of this online posting a counter could be installed to track how many people have visited the information site. It could also be asked that people who find the information useful to their lives click on a button that counts them.

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