

Why is there a CAT campaign?

The World Federation of Chiropractic (WFC) has launched the Chiropractors Against Tobacco (CAT) campaign in support of one of the World Health Organization's top priority public health initiatives, the Tobacco-Free Initiative (TFI). The TFI is part of a major international effort to address the epidemic and growing levels of sickness and death from smoking and other uses of tobacco products.

A special area of expertise of chiropractors is the diagnosis, treatment and prevention of disorders of the musculoskeletal system and the effects of these disorders on the nervous system and general health. Many chiropractic patients have back pain. Research has demonstrated a link between smoking and low-back pain.

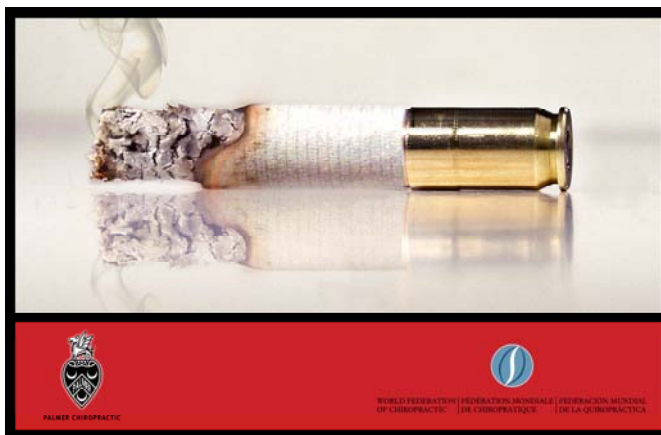
Chiropractors are primary health care professionals concerned with public health issues and with helping patients achieve optimal health. These issues include exercise and posture, good nutrition, and other aspects of healthy living, including avoidance of addictive and harmful habits such as smoking.

Why is there a CAT campaign? Because we believe that once you are informed, you will make the right decision.

TOBACCO KILLS.

IT'S YOUR LIFE.

YOU DECIDE.

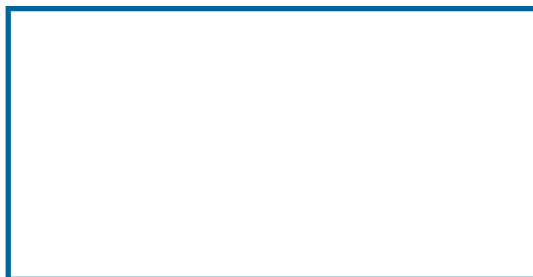


IT'S A WEAPON OF
MASS DESTRUCTION!

A message from your local
chiropractic association and the



Support the WHO's worldwide
"NO-TOBACCO DAY" on May 31.



Please...
don't smoke...for me

YOU. YOUR FAMILY.
YOUR HEALTH.

Is this important to me?

If you are a smoker, or live or work with one — it is. If you want to help others who smoke, it is. Do you know that:

- Smoking is one of the most common causes of poor health, reduced quality of life and premature death?
- It is now established that smoking also has a major impact on the health of non-smokers — through exposure to second-hand smoke?
- All of these problems are entirely preventable?

Some facts about smoking

- Unless they quit, up to half of all smokers will die from their habit, this after years of suffering from a reduced quality of life. Causes of death include heart disease, stroke and cancer.
- Cigarette smokers are twice as likely as others to develop Alzheimer's disease.
- For women who smoke and take the contraceptive pill, the risk of heart attack increases dramatically with age.
- Quitting smoking has many short and long-term benefits. For example, within 2 months of quitting the blood flow to your hands and feet improves. After 12 months your excess risk of heart disease is down to almost half that of a smoker. After 15 years this risk is almost the same as for a non-smoker. Ten years after quitting the risk of lung cancer is halved.



NO SMOKING
NO TOBACCO PRODUCTS

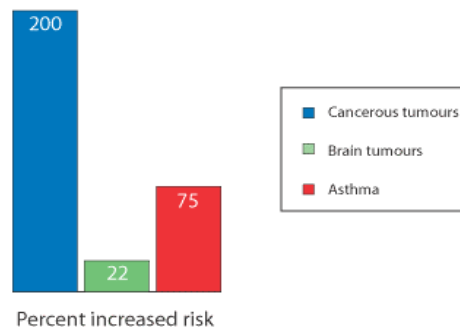
Second-hand smoke

Numerous governments around the world have banned smoking in the workplace, schools, restaurants, government buildings, airlines and other public places. Why? Because smoking kills — not only smokers, but also those people exposed to second-hand smoke (SHS). Children are especially susceptible.

Children regularly exposed to SHS are 50% more likely to suffer long-term damage to their lungs and encounter breathing problems such as asthma. Did you know that SHS is associated with many other childhood illnesses? Ailments such as asthma, bronchitis, influenza, the common cold, various cancers including brain cancer and even tooth decay.

The following chart shows the effect of second hand smoke on three serious and life-threatening childhood diseases.

Childhood diseases from SHS



SHS is dangerous for adults too. Did you know that your chances of having lung cancer or heart disease are increased by 20% just by being exposed to second hand smoke? SHS also fosters the formation of blood clots which increase the risk of heart attack and strokes.

Thinking about quitting?

Your chiropractor is there to help. He or she can start you on the right road to smoking cessation.

Try answering the following questions:

1. Do you, or does anyone else in your household, smoke or use any tobacco products, or has anyone ever? Yes No
2. Do you, or does anyone else in your household, want to quit? Yes No
3. Do you, or does anyone else in your household, get exposed to second-hand smoke at home or at work? Yes No

If you have answered 'Yes' to any of these questions, please:

Speak with your chiropractor, who will know how to help you.

Think of a tobacco-free life as an opportunity.

Make a decision.
Your health is in your hands.

Try these Internet sites:

◆ **Help on how to quit:**

www.gosmokefree.ca (English and French)
www.surgeongeneral.gov/tobacco/default.html
www.quitnow.info.au

◆ **Health risks of tobacco use:**

www.ash.org.uk
www.infact.org
www.ingcat.org

Search for other web sites using key words such as *smoking* and *tobacco*.