



Stories as Powerful Tools ...

to build support for

evidence-based tobacco control

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Inviting, Alarming and Inspiring

Smoke Damage



VOICES FROM THE FRONT LINES OF AMERICA'S TOBACCO WARS

Michael Schwalbe

From the Press Release:

Tobacco use causes over 440,000 premature deaths every year in the United States, or about 20 percent of all annual mortality in the nation. Such statistics remind us of the enormity of the problem, yet offer no insight into how tobacco-related disease is experienced by individuals and their families.

Smoke Damage fills this gap by putting a human face on America's most profitable and most preventable epidemic. Through interviews and photographs, sociologist Michael Schwalbe takes readers beyond the usual statistics and shows the real people—disease survivors, “tobacco widows,” educators, activists, legislators, lawyers, researchers, and farmers—on the front lines of America's ongoing tobacco wars. The result is a poignant study of how tobacco-related disease is experienced not only by its victims but also by those who are dedicated to fighting it.

Stories bring data to life help build support for policies



- Representative Hugh Holliman is featured in the book.
- Primary sponsor of NC's smoke-free restaurant and bars law
- Cancer survivor who quietly told his story to fellow lawmakers
- Inspired others to tell their stories publicly
- Education and communication led to successful implementation



CREATE YOUR OWN GROUP!

S.A.V.E.: Survivors and Victims of Tobacco *Empowered Raise their Voices* through personal appearances and Ad campaigns

Founder of SAVE is a NC family medicine physician who was frustrated trying to tackle the tobacco epidemic one-on-one:

“ Over the last decade alone, more than 100,000 North Carolina individuals have died from lung cancer, throat cancer, emphysema, and other tobacco-related illnesses. SAVE allows us to hear from those afflicted with tobacco-related illnesses and their families for the first time.”

*Adam Goldstein, MD
Department of Family Medicine
University of North Carolina - Chapel Hill*

Welcome to SAVE

(Survivors and Victims of Tobacco
Empowerment)

a project of NC GASP (North Carolina group to Alleviate Smoking Pollution). Our program encourages survivors of tobacco related illnesses and their families to come forward and tell their stories about what has happened to them as a result of using tobacco products. It is through these stories that we can help our communities understand the true realities of the pain and the losses we suffer as a result of tobacco.

www.tobaccosurvivors.org/