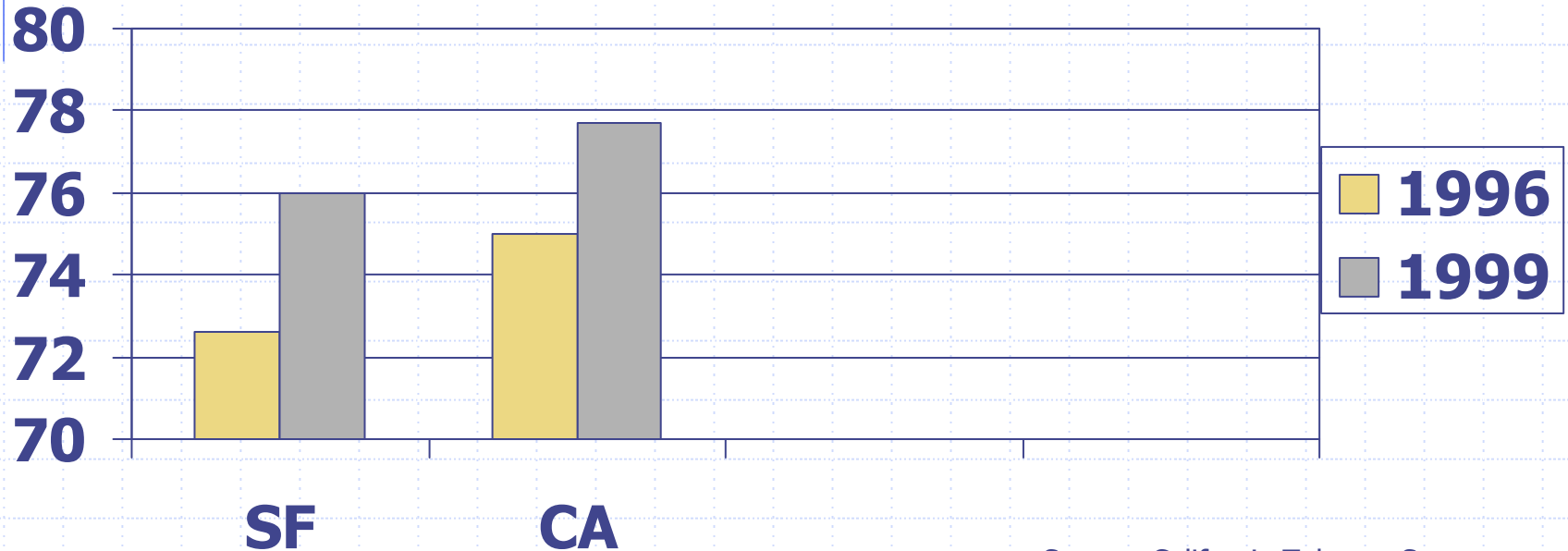


# Cessation

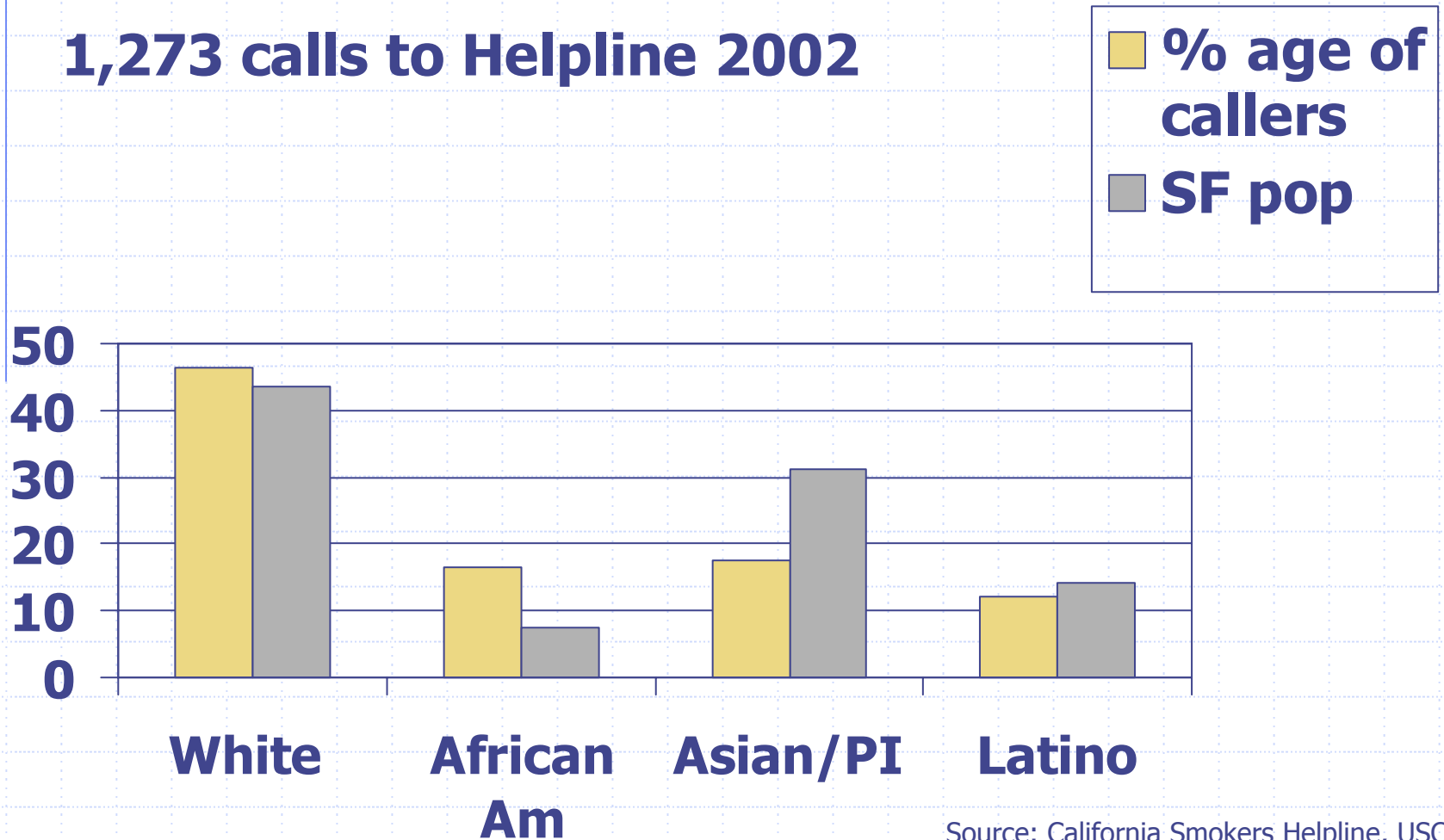
**% of adults believe tobacco as addictive  
as heroin, cocaine**



Source: California Tobacco Survey

# Cessation

1,273 calls to Helpline 2002



Source: California Smokers Helpline, USC

Source SF population: 2000 Census

# Cessation

	SF 2001	CA 2001
% Youth think tobacco is addictive	96.5	94.8
% Youth think teens can get addictive	74.4	70.9
% Youth think safe to smoke just 1-2 years	86.4	86.6
% Youth think smoking 1-5 cigs/day harmful	92.7	91.2

Source: California Student Tobacco Survey