

Mayo Clinic's Medical Edge
Smoking & Young Adults

1:00

Log

Audio

Intro with music	GIVING YOU THE EDGE ON HEALTHY LIVING, HERE'S MAYO CLINIC'S MEDICAL EDGE.
	THEY'RE SUPPOSED TO BE OUR BEST AND BRIGHTEST, TOMORROW'S LEADERS. BUT WHEN IT COMES TO TOBACCO USE, COLLEGE STUDENTS ARE HEADED IN THE WRONG DIRECTION.
Steven Ames, Ph.D. Track 1 (2:45)	"WITHIN COLLEGE STUDENTS, FROM 1991 TO 1999, SMOKING ROSE FROM 23-PERCENT TO 31- PERCENT."
	A TROUBLING TREND FOR MAYO CLINIC DR. STEVE AMES. THE COLLEGE YEARS ARE WHEN YOUNG ADULTS TYPICALLY

	<p>TRANSITION FROM EXPERIMENTATION TO DAILY USE. THERE'S ALSO AGGRESSIVE TOBACCO MARKETING. AND WHEN IT COMES TO QUITTING, DR. AMES FEELS THERE HASN'T BEEN ENOUGH WORK ON DEVELOPING EFFECTIVE TREATMENTS FOR THAT SPECIFIC AGE GROUP.</p>
<p>Dr. Ames Track 2 (2:45)</p>	<p>"AN 18-YEAR-OLD IS NOT LIKE A 50-YEAR-OLD. WE NEED TO TAILOR TREATMENTS FOR THIS AGE GROUP."</p>
	<p>TREATMENTS THAT ADDRESS THE UNIQUE NEEDS OF THE PATIENT AND THE UNIQUE NEEDS OF THIS PERIOD OF DEVELOPMENTAL LIFE.</p>
	<p>FOR MORE INFORMATION, TALK TO YOUR DOCTOR OR VISIT MAYOCLINIC.ORG. I'M VIVIEN WILLIAMS.</p>

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