

Tobacco Companies vs. Youth



Big Tobacco¹ is after teenagers. They got caught calling youth, “replacement smokers” and admitting that “the base of our business is the high school student.”² We know that tobacco companies target youth (and even younger children) through both obvious and more subtle tactics.

HOW DO THEY TARGET YOUTH?

- ★ Big Tobacco creates cheaper products or special promotions that make it easy for youth to afford.
- ★ Big Tobacco manufactures candy-flavored tobacco products in colorful packaging that are sometimes placed next to candy.
- ★ Big Tobacco spends millions of dollars³ to put ads inside and outside corner stores. That’s where youth go every week or every day!
- ★ Large ads and signs are placed outside stores near schools and playgrounds.
- ★ Tobacco ads are placed at a child’s eye level inside and outside stores.
- ★ Big Tobacco spends millions getting actors to smoke in movies that young people watch.
- ★ Big Tobacco spends big bucks on ads in magazines youth read.



HOW MUCH DO THEY SPEND?!

- ★ Big Tobacco spends almost **\$200 million each year**⁴ to market their deadly products to people in MA! That's for things like ads in magazines, sponsoring events, free giveaways, and signs in your corner stores.
- ★ For the U.S. overall, they spend **\$12.5 billion a year!**⁵ Think of all the good we could do in the world with that kind of money!!!

SO, WHAT HAPPENS TO YOUTH?

- ★ 6,300 youth in MA become daily smokers each year ⁶.
- ★ Youth in MA smoke almost 15 million packs of cigarettes a year.
- ★ Over 90% of adult smokers started before they were 18⁷.
- ★ 117,000 young people alive today in MA will die early from tobacco-related illnesses⁶.

So, even though it's true that most young people in Massachusetts don't smoke (84% to be exact), tobacco companies keep coming after youth.

¹ "Big Tobacco" refers to the multi-billion dollar tobacco industry, particularly the largest tobacco companies such as Philip Morris (parent company Altria), R.J. Reynolds, and Lorillard.

² See The 84's "Fact sheet: Real Quotes from Tobacco Companies".

³ Campaign for Tobacco-Free Kids. "Tobacco Marketing that Reaches Kids: Point-of-purchase Advertising and Promotions". July 27, 2010

⁴ Campaign for Tobacco-Free Kids. "State-specific Tobacco Company Marketing Expenditures 1998-2006. August 19, 2009.

⁵ Campaign for Tobacco-Free Kids. "Tobacco Company Marketing to Kids". July 20, 2010.

⁶ Campaign for Tobacco-Free Kids. "State-specific Tobacco-related Data and Rankings". September 9, 2010.

⁷ SAMHSA, HHS, Calculated based on data in 2007 National Household Survey on Drug Use and Health, <http://www.oas.samhsa.gov/nsduh.htm>.

**JOIN THE 84 MOVEMENT
TO FIGHT TOBACCO!**

THE84.ORG