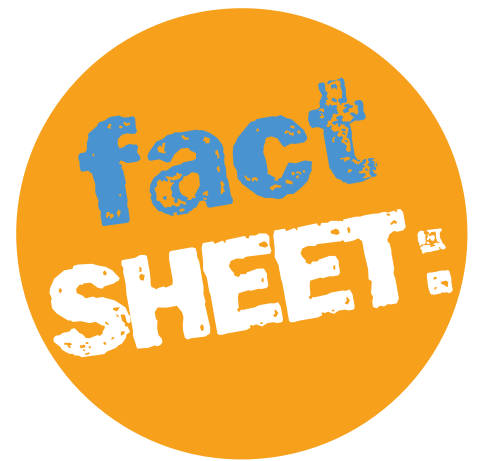


# Tobacco Companies vs. Youth



Big Tobacco<sup>1</sup> is after teenagers. They got caught calling youth, “replacement smokers” and admitting that “the base of our business is the high school student.”<sup>2</sup> 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 dollars<sup>3</sup> 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 **\$170 million each year**<sup>4</sup> 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 **\$10.5 billion a year**!<sup>4</sup> Think of all the good we could do in the world with that kind of money!!!

## SO, WHAT HAPPENS TO YOUTH?

- ★ 6,000 youth in MA become daily smokers each year <sup>5</sup>.
- ★ Youth in MA smoke almost 15 million packs of cigarettes a year.
- ★ Over 90% of adult smokers started before they were 18<sup>6</sup>.
- ★ 117,000 young people alive today in MA will die early from tobacco-related illnesses<sup>5</sup>.

So, even though it's true that most young people in Massachusetts don't smoke (86% to be exact), tobacco companies keep coming after youth.

<sup>1</sup> "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.

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

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

<sup>4</sup> Campaign for Tobacco-Free Kids. "State-specific Tobacco Company Marketing Expenditures 1998-2008. August 2, 2011.

<sup>5</sup> Campaign for Tobacco-Free Kids. "State-specific Tobacco-related Data and Rankings". July 19, 2012.

<sup>6</sup> SAMHSA, HHS, Calculated based on data in 2007 National Household Survey on Drug Use and Health, <http://www.oas.samhsa.gov/nsduh.htm>.



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