

EXPOSE BIG TOBACCO



THEY TRAVEL IN PACKS.

THEY'RE PREDATORS.

THEY'RE VERY SHREWD.

**YOU CAN
HELP STOP
THESE
KILLERS!**

Tobacco use is the number one preventable cause of death, killing more than 400,000 people each year.

Tobacco companies spend billions each year to market and promote their addictive and deadly product.

Enclosed you will find out what people across New York State can do to combat the tobacco companies' predatory ways and make a difference.

You can help stop these killers!

www.exposebigtobacco.com

LEARN THE

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**MOST COMMON
WAYS THEY
HUNT!**



SPONSORSHIPS

WHAT THEY DO

Tobacco companies sponsor events, individuals, teams and facilities by providing financial support for activities, promotions and services. In turn, they earn brand recognition by being listed as a sponsor or attaching their brand name to the event. As a result, tobacco brands gain association with sporting events, music concerts and other programs.

Tobacco companies also contribute financially to events, venues and organizations through corporate giving. Although less visible, their support targets museums, dance troupes, university research and community organizations.

Through these sponsorships, tobacco companies:

- Acquire “innocence through association” with organizations and events
- Legitimize themselves as “good corporate citizens”
- Normalize tobacco as a “way of life”
- Influence children and teenagers just as other forms of advertising like magazines

WHAT YOU CAN DO

- Tell us if you have seen any tobacco company sponsorship in your community
- Sign a pledge to NOT accept tobacco company sponsorship for your organization, team, event, venue or company
- Let organizations and event organizers that receive tobacco company sponsorship know that you are opposed to this acceptance of tobacco money and urge them to stop doing so



IN-STORE ADVERTISING

WHAT THEY DO

Tobacco companies have greatly intensified their marketing efforts in stores. These efforts are intended to increase demand, ensure an ever-present supply of product for the addicted customer and entice new customers. Stores in New York State have an average of 17 tobacco ads displayed.

Many stores receive payment and/or discounts in exchange for prime placement of product and signage. In-store marketing of cigarettes increases smokers' daily consumption by cueing smokers to light up, reduces current smokers' resolve to quit and encourages former smokers to resume smoking.

In-store advertising of tobacco products:

- Entices children and young people to begin smoking
- Portrays smoking as normative, even desirable
- Is more prevalent in convenience stores, a frequent shopping destination for teens

WHAT YOU CAN DO

- If you see tobacco ads near candy or snacks, ask that the ads be removed
- If you see exterior ads near schools or playgrounds, ask that the ads be removed
- If you are bothered by large amounts of tobacco ads in or around your local stores, let your elected officials know



PROMOTION

WHAT THEY DO

Tobacco company bar and nightclub promotions target young adults, age 18-24, that are susceptible to becoming smokers. Tobacco companies entice bar owners with financial incentives and bar paraphernalia. They also recruit new smokers with cigarette-sponsored sweepstakes, contests and even hire people to mingle with the crowd to promote their brands and products.

Tobacco companies have not limited themselves to bars and clubs. They also host freestanding exhibitions as tents, booths and walk-in vehicles at fairs, parades, concerts and other family events. Although admission to these exhibits is restricted to those 21 and older, the exhibits are usually located in high traffic areas such as midways and attract the attention of youth and young adults.

Tobacco companies use these tactics to promote their brands and products, to lure new smokers and to obtain personal information for mailing lists used in direct mail campaigns.

Direct mail efforts target current and potential tobacco customers, by mailing items such as:

- Coupons and discount offers, especially to smokers who are “price-sensitive,” particularly youth and young adults
- Controlled circulation magazines, advertising smoking as a socially desirable activity
- Brand loyalty programs that encourage frequent purchases of tobacco products through incentives
- Sweepstakes and contests
- Birthday cards

WHAT YOU CAN DO

- Report any tobacco company promotions you see to your local community partnership or coalition
- Talk to organizational decision-makers about tobacco company promotions, and ask them to sign a pledge not to participate



MAGAZINES

WHAT THEY DO

Tobacco advertising in magazines glamorizes and normalizes tobacco use. Tobacco companies advertise in the popular magazines including *Rolling Stone*, *Ebony*, *Newsweek*, *Time*, *People* and *Sports Illustrated*.

Tobacco advertisements in magazines:

- Encourage youth initiation
- Undermine tobacco cessation and prevention efforts
- Influence (and constrain) the publication's ability to report on and accurately convey health consequences of tobacco use

WHAT YOU CAN DO

- Request magazine subscriptions without tobacco ads
- Send publishers a letter demanding they stop running tobacco ads
- Ask institutions committed to the health and well-being of their customers, patients, employees and students to not display magazines carrying tobacco advertisements in their libraries, waiting areas and break rooms
- If you subscribe to *Newsweek*, call 1-800-526-2595 to request your tobacco ad-free editions



SMOKING IN MOVIES

WHAT THEY DO

Tobacco companies have taken advantage of the powerful influence movies have on people's behavior to popularize and normalize smoking. Despite legally binding pledges from tobacco companies to stop paying cash for brand placement, tobacco brands still appear in movies.

Portrayals of smoking in movies promote the same themes as other tobacco advertising: rebellion, independence, sexiness, wealth, power and celebration. Rarely do movies depict the realities of smoking - characters suffering from smoke related diseases and the effects of secondhand smoke.

Scientific research confirms that on-screen smoking strongly influences young people to start smoking. Seventy-five percent of PG-13 rated movies and 40% of movies rated G and PG contain tobacco images.

Smoking in movies:

- Encourages youth initiation
- Undermines tobacco cessation and prevention efforts
- Cues smokers to light up
- Reduces current smokers' resolve to quit
- Encourages former smokers to resume smoking

WHAT YOU CAN DO

- Sign the Global Petition (see www.smokefreemovies.ucsf.edu)
- Write the president of the Motion Picture Association of America demanding that smoking be eliminated from G, PG and PG-13 movies (see www.mpa.org)
- Ask local theaters to run an anti-smoking ad before any movie that contains smoking