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63



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This is tobacco marketing.

Kids who see it are more likely to smoke.



It's a fact: Research shows that kids who shop at stores with tobacco marketing two or more times a week are **64% more likely to start smoking than their peers who don't.**

Make smoking history.

*Source: Henriksen, Schieicher, Feighery and Fortmann. Pediatrics: The Official Journal of the American Academy of Pediatrics. July 19, 2010. DOI: 10.1542/peds.2009.3021



Tobacco Marketing refers to the posters, signs, and well-lit displays of tobacco products inside and outside of stores. The tobacco industry uses three main tactics in its efforts to hook kids on tobacco products:

→ **Packaging**

The tobacco industry sells products in colorful and fun packaging that attracts young people.

→ **Price**

The tobacco industry prices these products cheaply to encourage impulse buys by adolescents.

→ **Availability**

These cheap tobacco products are easily available to young people in gas stations, pharmacies, corner stores, grocery stores, mini-marts, and many other types of retail stores throughout Massachusetts.

The Tobacco Industry spends an estimated **\$135 million a year** in Massachusetts alone on tobacco marketing.¹

Health Risks

Adolescents are especially harmed by tobacco.

Adolescents' brains are still developing. The nicotine in tobacco products can produce structural and chemical changes in the developing brain and may lead to future alcohol and other drug addiction, panic attacks, and depression.²

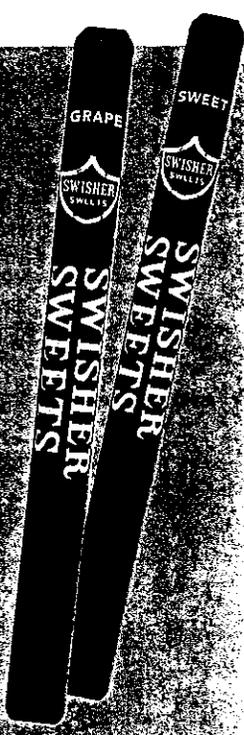
Because of the way nicotine changes the adolescent brain, people who start smoking as adolescents smoke more and have a harder time quitting than people who start as adults.³

¹ Retrieved 3/3/2014 from: www.tobaccofreekids.org/facts_issues/toll_us/massachusetts

² Many published studies have shown this, including: Abreu-villaca, Y. et al (2003). Short-term adolescent nicotine exposure has immediate and persistent effects on cholinergic systems: Critical periods, patterns of exposure, dose thresholds. *Neuropsychopharmacology*, 28 pp. 1935-1949.

³ *Ibid.*

Yum?

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- Apple Pie
 - Blackberry Chocolate
 - Caramel Popcorn
 - Cherry Cheesecake
 - Cinnamon Candy
 - Gummy Bears
 - S'more
 - Strawberry Banana
 - Very Vanilla
 - Watermelon

Flavoring is another packaging tactic to attract young people by disguising the taste of tobacco.

Product Overview

The tobacco industry uses colorful packaging and cheap prices to target young people with its products. Look around! You'll see them everywhere.

Little cigars, cigarillos, tip cigars, blunt wraps, blunts

Small cigars of varying sizes and shapes. Many of these cigars have candy-like flavors and are packaged in bright, colorful, fun wrappers. Tobacco companies price them at levels accessible to youth, often selling them for less than a dollar each. The price is often featured on the package.

Blunts and blunt wraps are associated with marijuana use, but they are also smoked just as tobacco and are very cheap.



Snus



Moist tobacco in small teabag-like pouches. These are placed between the lip and gum, like chewing tobacco, but there is no spitting. Snus are sold in tins that look those for mints and gum. They are sold for a fraction of the price of a pack of cigarettes.



Dissolvable Tobacco

Fine-milled tobacco in dissolvable candy base, often with candy flavoring. Most look like small mints, but some look like breath strips or candy sticks. Packaging varies, but is akin to gum and candy packaging.



Chewing and Dipping Tobacco

Dipping tobacco (dip) is typically shredded tobacco leaves that users place between their lower lip and gum. It is not chewed. Chewing tobacco (chew) is made up of tobacco leaves that users place between their cheeks and gum, and is chewed. Excess liquid is spit out.

E-cigarettes and E-hookahs

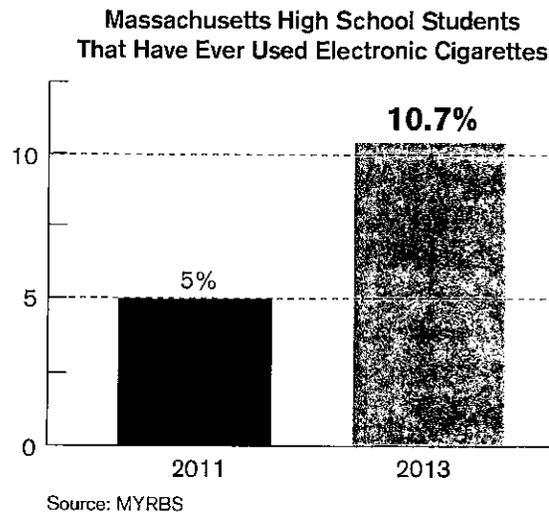
Electronic cigarettes, also called **vape pens**, are battery operated (disposable or rechargeable) devices that contain nicotine in liquid form. The nicotine is turned into a vapor in the e-cigarette and then inhaled. The vapor looks similar to smoke. E-cigarettes come in all sizes, flavors, and colors. **E-hookahs** are typically thicker versions of e-cigarettes that deliver nicotine in the same vapor form as an e-cigarette.



See reverse side for latest information about e-cigarettes.

The Latest on E-cigarettes:

- E-cigarettes are devices that deliver a vapor containing nicotine, a highly addictive drug.
- E-cigarettes are not regulated by the FDA, so there is no way of knowing how much nicotine or other chemicals they contain.
- E-cigarettes are marketed to youth at retail locations the same way as other tobacco products, using low prices and colorful packaging.
- Among Massachusetts high school students, use of e-cigarettes **doubled** from **5.0%** in 2011 to **10.7%** in 2013. Past 30-day use of e-cigarettes increased from 2.0% in 2011 to 3.7% in 2013. These are similar to national findings.



What You Can Do

While cigarette use among young people in Massachusetts is falling, the tobacco industry has redoubled its efforts and is heavily marketing its products to youth, resulting in a sharp increase in youth use of other tobacco products and e-cigarettes.

How you can help:

- **Support local strategies**, such as those that strengthen regulations to prevent youth access to tobacco.
- **Look around.** What's the tobacco industry up to in your community? Talk with kids in your community about tobacco and ask them what they see.
- **Spread the word.** Many people think the tobacco problem is solved. It's not. The youth cigarette smoking rate continues to decrease in Massachusetts, but 4,100 young people still become cigarette smokers every year in our state. And young people's use of other tobacco products has increased¹. In 2009, for the first time, high school students used tobacco products other than cigarettes at a higher rate than cigarettes.