

## Big Tobacco targets kids.

*The more they're exposed, the more likely they are to smoke.*



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

\*Source: Harrell, Schickel, Feingold and Harrell, Pediatrics: The Official Journal of the American Academy of Pediatrics, July 15, 2010; 125: 1042-1048.

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## Introduction


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## Adolescents are especially harmed by nicotine

- Nicotine affects a young person's developing brain. Brain development continues through the mid-20s.
- Effects of youth nicotine exposure include:
  - lower impulse control
  - depression or mood disorders
  - disruption of brain circuits that control learning
  - can prime young brains for future drug addiction<sup>1</sup>

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## Adolescents are especially harmed by nicotine

- People who start smoking or using tobacco products in adolescence smoke more and have a harder time quitting than people who start as adults.<sup>2</sup>

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## Tobacco Industry Tactics

The industry uses  
**3 TACTICS**  
to encourage impulse buys by  
youth.

*Can anyone guess what they are?*

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## Tobacco Industry Tactics

- Sweet
- Cheap
- Easy to Get



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## Sweet

Find the tobacco products.



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## Sweet

### Flavored tobacco products:

- Candy flavors like Kool Aid and Bubblegum
- World Health Organization identified > 8000 flavors worldwide
- Disguises the taste of tobacco



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## Sweet

As of September 2017, 97 municipalities in MA have passed policies that restrict the sale of flavored tobacco products to adult-only establishments.

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## Tobacco Industry Tactics

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## Cheap



VS.



- According to the MA 2014 tobacco pricing survey, the average cost of a single cigar in a municipality with no pricing regulations was \$1.17; the cheapest price available was 89 cents.

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## Cheap

As of September 2017, 146 municipalities in MA have passed policies that restrict the sale of cheap, single cigars.



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## Price increases are effective

- High price is the most effective way to reduce youth tobacco use.
- Each 10% increase in price leads to a 7% reduction in youth smoking.<sup>3</sup>
- Youth cigarette smoking rate at an historic low—7.7% in 2015.

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## Price is the most important tactic

- Repeated cigarette tax increases have driven cigarette smoking down among youth.
- While cigarettes have had a 132% tax increase since 2002, cigars have only had a 33% tax increase.

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## Tobacco Industry Tactics

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## Tobacco is easy to get

- Tobacco is sold in convenience stores, gas stations, supermarkets... even in some pharmacies!
- This availability sends the message that tobacco is normal and fine.

....and availability leads to impulse buys.

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## Tobacco is easy to get

Research shows that kids who shop at stores with tobacco two or more times a week are 64% more likely to start smoking than their peers who don't.<sup>4</sup>

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## Tobacco is easy to get

As of September 2017:

- 157 municipalities in MA have banned the sale of tobacco products in pharmacies
- 92 municipalities have capped the number of tobacco retail licenses

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## Good News / Bad News

### The Good News

- Local policies work against tobacco industry tactics.
  - In 2015, 15.9% of Massachusetts high school youth reported currently using any tobacco products compared to 23.9% in 2009.

### The Bad News

- Tobacco companies are using the same tactics to hook youth on other tobacco products, especially e-cigarettes.

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## Blunts and Blunt Wraps

- Usually associated with marijuana, but made of tobacco
- Sweet and cheap
- Contains nicotine



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## Chew and Dip

- Chew: tobacco leaves that are placed between cheeks and gums and “chewed.” Excess liquid is spit
- Dip: shredded tobacco leaves placed between lower lip and gum. Not chewed
- Easy to get at convenience stores



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## Electronic Nicotine Delivery Products

- Also called e-cigs, vape pens, vapes, e-hookahs, and tanks
- Battery operated devices that turn flavored liquid nicotine into aerosol that is inhaled
- Originally designed to mimic smoking traditional cigarettes
- Most commonly used tobacco product among youth



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## E-Liquids

- Used in vaping products like e-cigarettes
- Come in a range of sweet flavors and nicotine strengths
- Usually contain dangerous chemicals like propylene glycol and glycerin\*



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## JUUL



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## E-cigarettes: Sweet, Cheap, Easy to Get

- E-cigs, vape pens, and e-hookahs contain nicotine and are highly addictive
- Flavors are the **LEADING** reason that youth use e-cigarettes<sup>1</sup>
- Some varieties are sold for prices below a pack of cigarettes
- Sold in pharmacies, corner stores, and other places youth frequent
- E-cigs were featured in the 2016 Surgeon General's Report as an emerging public health threat

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## Tobacco industry tactics are working

In 2015....

- Nearly half (44.8%) of MA high school youth had ever used e-cigarettes
- High school youth current use of e-cigarettes was higher than use of any other tobacco products\* combined

\*Any tobacco is defined as cigarettes, cigars (including little cigars and cigarillos), and smokeless tobacco (such as chewing tobacco, snuff, or dip).

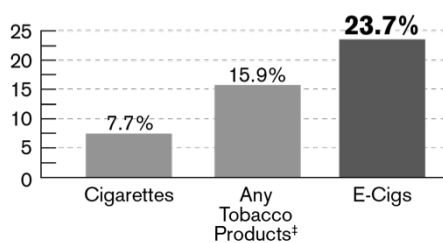
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## Current<sup>†</sup> Use of Tobacco Products by MA High School Youth, 2015



<sup>†</sup> Use in the past 30 days

<sup>‡</sup> Any tobacco defined as cigarettes, cigars (including little cigars and cigarillos), and smokeless tobacco (chewing tobacco, snuff, dip)

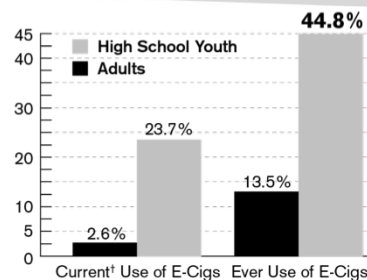
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## E-Cigarette Use Among MA High School Youth and Adults, 2015



<sup>†</sup> Use in the past 30 days

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## What tactics do you see in your community?

- Sweet
- Cheap
- Easy to Get



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## What can you do?

- Talk to your children and other young people
  - Let them know that flavored tobacco products have nicotine and are harmful and addictive!
  - Ask them what they see in your community

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## What can you do?

- Engage young people in **The 84 Movement**
- Visit [www.the84.org](http://www.the84.org)



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## What can you do?

- Support local strategies
- Visit “My Community” on [makesmokinghistory.org](http://makesmokinghistory.org) to learn more



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## What can you do?

- Spread the word. Know the facts. Get outraged!

**GET OUTRAGED!**

The youth cigarette smoking rate continues to decline, but 2,500 young people **STILL** become new smokers every year in Massachusetts<sup>5</sup>

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## References

1. U.S. Department of Health and Human Services. E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General—Executive Summary. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2016.
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. Chaloupka, F., "Macro-Social Influences: The Effects of Prices and Tobacco Control Policies on the Demand for Tobacco Products," *Nicotine and Tobacco Research*, 1999; and others.
4. Henriksen, Schleicher, Feighery and Fortmann. *Pediatrics: The Official Journal of the American Academy of Pediatrics*. July 19, 2010, DOI: 10.1542/peds.2009 3021.
5. New underage daily smoker estimate based on data from U.S. Dept of Health and Human Services(HHS), "Results from the 2014 National Survey on Drug Use and Health," with the state share of national initiation number based on CDC data on future youth smokers in each state compared to national total. Information accessed July 2016 from: [http://www.tobaccofreekids.org/facts\\_issues/toll\\_us/massachusetts](http://www.tobaccofreekids.org/facts_issues/toll_us/massachusetts).

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## For more information

Visit [www.makesmokinghistory.org](http://www.makesmokinghistory.org)

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