YOUTH ACTIVISM IN TOBACCO CONTROL: A TOOLKIT FOR ACTION

A GUIDE FOR FIGHTING COMMERCIAL TOBACCO USE IN SCHOOLS AND COMMUNITIES
Legacy helps people live longer, healthier lives by building a world where young people reject tobacco and anyone can quit.

Legacy’s proven-effective and nationally recognized public education programs include truth®, the national youth smoking prevention campaign that has been cited as contributing to significant declines in youth smoking; EX®, an innovative public health program designed to speak to smokers in their own language and change the way they approach quitting; and research initiatives exploring the causes, consequences, and approaches to reducing tobacco use.

Located in Washington, D.C., the foundation was created as a result of the November 1998 Master Settlement Agreement (MSA) reached between attorneys general from 46 states, five U.S. territories, and the tobacco industry. To learn more about Legacy’s life-saving programs, visit LegacyForHealth.org.
ACKNOWLEDGEMENTS

This toolkit was conceived by a team of ambitious young tobacco control advocates involved in Legacy’s 2009 Youth Activism program. Our intent was to create a useful resource for youth and young adult activists working to eradicate commercial tobacco use in their schools and communities. Our vision, with the support of Legacy staff and subsequent teams of Legacy Fellows, became the product you hold in your hands today.

We would like to acknowledge Kabi Pokhrel and Kimberlee Homer Vagadori who served as principle authors of the toolkit along with contributors from the following Legacy staff:

**Amber Bullock, Katherine Wilson, Laura Hamasaka, Reggie Moore, Bennie Patterson, Amaka Obidegwu, Kyrsten Brown, and members of Legacy’s marketing and research teams.**

We hope this document inspires and supports the efforts of youth around the world who are committed to building communities where young people reject tobacco and anyone can quit.

Sincerely,

2009 Legacy Youth Activism Fellowship Team
**David Bowen, Melissa Chong, Kiran Grewal, Andrew Hornick, Anna Luzania, Lee Storrow, Cally Wong**

Legacy recognizes and honors the fact that tobacco has a sacred cultural place in American Indian life in parts of North America. Many Native American tribes use tobacco for spiritual, ceremonial, and traditional healing purposes. Legacy, therefore, distinguishes traditional, ceremonial, and spiritual use of tobacco from its commercial use. Legacy promotes tobacco control efforts that are not geared toward targeting traditional tobacco.

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# TABLE OF CONTENTS

## INTRODUCTION

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table of Contents</td>
<td>8</td>
</tr>
</tbody>
</table>

## PART 1: BACKGROUND

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Tobacco Industry</td>
<td>12</td>
</tr>
<tr>
<td>Tobacco Products and Health</td>
<td>15</td>
</tr>
<tr>
<td>Tobacco Industry Marketing</td>
<td>30</td>
</tr>
<tr>
<td>Targeted Populations</td>
<td>35</td>
</tr>
<tr>
<td>Fighting Back</td>
<td>43</td>
</tr>
</tbody>
</table>

## PART 2: ACTION GUIDE

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>50</td>
</tr>
<tr>
<td>Youth and Young Adult Engagement</td>
<td>51</td>
</tr>
<tr>
<td>Forms of Action</td>
<td>55</td>
</tr>
<tr>
<td>Activism Opportunities in the Community</td>
<td>64</td>
</tr>
<tr>
<td>Activism on and Around K-12 Campuses</td>
<td>76</td>
</tr>
<tr>
<td>Activism on College Campuses</td>
<td>87</td>
</tr>
</tbody>
</table>

## PART 3: CASE STUDIES

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Study 1 Get REAL Project: Exposing Industry Tactics Through Media Advocacy</td>
<td>101</td>
</tr>
<tr>
<td>Case Study 2 North Carolina Community Voices: Policy-Changing Stories From a Tobacco-Growing State</td>
<td>105</td>
</tr>
<tr>
<td>Case Study 3 The Reality Project: Speaking Up and Encouraging Action</td>
<td>109</td>
</tr>
</tbody>
</table>

## CONCLUSION

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conclusion</td>
<td>114</td>
</tr>
</tbody>
</table>

## APPENDIX

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resources</td>
<td>115</td>
</tr>
<tr>
<td>Endnotes</td>
<td>117</td>
</tr>
</tbody>
</table>
INTRODUCTION

YOUTH INVOLVEMENT IS CRITICAL TO THE OVERALL SUCCESS OF THE TOBACCO CONTROL MOVEMENT IN THE UNITED STATES.

Since the 1990s, young people have played a key role in reducing the harmful effects of tobacco in local communities. At that time, states throughout the country started engaging youth as partners rather than students or subordinates. For the first time in the movement, youth were no longer token participants in prevention campaigns but leaders in groundbreaking policy initiatives.

One of the first and most well-known youth movements was the Florida “truth” campaign, launched in the late 1990s. The youth smoking prevention campaign highlighted the deceitful tactics of the tobacco industry and emphasized the importance of involving youth in tobacco control efforts.

In 1996, the Campaign for Tobacco-Free Kids launched Kick Butts Day, a national day of activism designed to engage youth in tobacco prevention activities. The youth-led event continues today, and young people throughout the country participate in activities to create change and increase awareness about tobacco in their local communities.

A few years later, in 2000, Legacy launched its truth® youth smoking prevention campaign, which reached a national audience using the strategy from Florida’s successful “truth” campaign. That same year, Legacy started funding local and statewide youth-led tobacco control initiatives. Through these programs and the
national work of the foundation’s Youth Activism Fellows, Legacy has witnessed firsthand the influence young activists have over tobacco use in their communities. Young people have been instrumental in promoting policies, programs, and attitudes to reduce the use of tobacco within families, schools, and communities as a whole. Across the country, youth and young adults have contributed energy, ideas, and creativity to advance a movement that is fundamentally about saving lives and restoring hope for a healthier world. Throughout history, young people have played a critical role in efforts for social and economic justice. The fight against the tobacco industry is no different.

ABOUT THIS TOOLKIT

This toolkit is about you. It’s about the passion you have to create change. Your desire to make a difference, however big or small, is crucial to the tobacco control movement. This document was created to give you information and tools that will help you take action against Big Tobacco in your community.

THE TOOLKIT IS DIVIDED INTO THREE SECTIONS:

THE BACKGROUND section is filled with loads of information on the tobacco industry, its products, and its advertising and marketing tactics. This section is designed to be your source for information on most (if not all) things tobacco. There are a lot of data, facts, quotes, etc. included in this section so that you have the information you need at your fingertips.

THE ACTION GUIDE section lays out ideas and strategies for taking action. This section provides tips for activists and the necessary knowledge and tools for creating change in your neighborhood, city, state, or school.

THE CASE STUDIES section highlights the work of dynamic youth and young adult leaders from 3 states — Colorado, Kansas, and North Carolina. Each case study shares the distinct activities of youth activists from the 3 states as well as the impact their efforts had on public health in their communities.

This publication was conceived and created for activists by activists, and we hope that you’ll find it a useful tool in your fight to ensure that Big Tobacco’s products don’t take another life. Taking action is for the benefit and health of our families, our friends, our schools, our communities, and our world.
PART 1: BACKGROUND

THE TOBACCO INDUSTRY

The “tobacco industry” represents the major transnational companies that sell tobacco. The major tobacco companies are also commonly referred to as Big Tobacco. There are five private tobacco companies that dominate the market: Philip Morris International, Altria (Philip Morris USA), Japan Tobacco International, British American Tobacco, and Imperial Tobacco. Other private companies that dominate the US market are RJ Reynolds and Lorillard. In addition to the private companies, there are numerous other state-owned companies that manufacture tobacco in specific countries. The largest state-owned tobacco company is China National Tobacco Corporation, which makes more cigarettes than any other tobacco company in the world. The largest private tobacco company in the world is Philip Morris International, the maker of Marlboro cigarettes.
PHILIP MORRIS

Philip Morris USA is the largest tobacco company in the United States. Its parent company is Altria Group. In 2009, Altria acquired U.S. Smokeless Tobacco Company (USST), the largest smokeless tobacco company. In addition to Philip Morris USA and USST, Altria owns John Middleton Company, a major cigar manufacturer that produces and markets Black & Mild cigars; Ste. Michelle Wine Estates; Philip Morris Capital Corporation, a financial services company; and holds an economic and voting interest in SABMiller plc (Miller Brewing Company).

Philip Morris also sells tobacco outside of the United States through the Philip Morris International corporation. In 2008, Philip Morris International spun off from Altria and now operates alone. Even though Philip Morris International does not operate under Altria, it sells the same products as Philip Morris USA, just outside of the United States.

R.J. REYNOLDS (RJR)

Reynolds American is the second largest tobacco company in the United States. Reynolds American is the parent company of R.J. Reynolds Tobacco Company, American Snuff Company (formerly Conwood Company), and Santa Fe Natural Tobacco Company. In 2004, Brown & Williamson, the U.S. arm of British American Tobacco, was combined with R.J. Reynolds under the name Reynolds American. In 2006, Reynolds American acquired Conwood, the second largest smokeless tobacco company. RJR is responsible for 28% of cigarette sales in the United States. Reynolds American is 42% owned by British American Tobacco.

LORILLARD

Lorillard is considered to be the third largest manufacturer of cigarettes in the United States (behind Philip Morris and RJR). The company, headquartered in North Carolina, is considered to be the oldest continuously operating tobacco company in the United States. Lorillard is best known for its Newport brand, which accounted for approximately 90% of the company’s sales revenue in 2010. Lorillard announced recently that it is acquiring blu Cigs—an electronic cigarette manufacturing company. British American Tobacco owns the rights of all international sales of Lorillard brands.
British American Tobacco (BAT) is a transnational tobacco company based in London, England. BAT is considered to be the second largest global tobacco company, behind Altria/Philip Morris. In 2011 BAT estimated it controls 13% of the global market, compared to Philip Morris International at 15%. Both companies fell short of China National Tobacco Corporation, the world’s largest state monopoly, which dominated the market with 40% of all global cigarette market shares. BAT has 45 cigarette factories in 39 countries. Seven of those factories plus two others also make products including cigarillos, roll-your-own or pipe tobacco, and smokeless snus.

Who are the individuals who run the various tobacco companies? Do they use the products they sell?

The two largest U.S. tobacco companies recently purchased the two largest smokeless tobacco companies. Why do you think the smokeless companies are important to the cigarette companies? Explore the various tobacco products below to see why smokeless products are critical to the success of cigarette companies.

Do you notice any major differences among the companies? Do they all work together to advocate against tobacco control laws or do they have different agendas? Remember, these companies all have one goal—to increase profits. What clever (or not-so-clever) tactics are the various companies employing to increase their sales? Keep reading to find the answers.

Why do you think it was important for Philip Morris USA to separate from Philip Morris International?
TOBACCO PRODUCTS AND HEALTH

As more and more tobacco products are introduced into the market, it becomes increasingly difficult for public health advocates to protect and promote completely tobacco-free environments. In order to combat the efforts of the numerous tobacco companies and to advocate for policies that eliminate tobacco and unregulated nicotine products (e.g., electronic cigarettes, cigarette “sticks,” and nicotine lollipops) in our communities, we must familiarize ourselves with the old and new products on the market.

CIGARETTES

Almost everyone knows what a cigarette is. Basically, it’s dried tobacco rolled in white paper. Most cigarettes, but not all, have a cellulose acetate filter. You may not know it, but the key component of a cigarette is the paper wrapper. The paper wrapper is what differentiates a cigarette from a cigar (cigars have a tobacco paper wrapper—see cigars below). Inside the rolled paper is tobacco that has been treated with approximately 600 ingredients. When burned, cigarettes create more than 7,000 chemical compounds, of which at least 250 are known to be harmful and at least 69 are proven to cause cancer.

THESE CHEMICALS INCLUDE

ACETONE found in nail polish remover
ACETIC ACID found in hair dye
AMMONIA common household cleaner
ARSENIC used in rat poison
BENZENE found in rubber cement
BUTANE used in lighter fluid
CADMIUM a component of battery acid
CARBON MONOXIDE released in car exhaust
FORMALDEHYDE used to embalm dead bodies
LEAD used in batteries
METHANOL main component in rocket fuel
NICOTINE highly addictive and used in insecticides
TAR material for paving roads

27
In 2009, the Family Smoking and Tobacco Prevention Act was passed by Congress and signed into law by President Obama. For the first time in history, the U.S. Food and Drug Administration (FDA) has been given the authority to regulate the manufacturing, advertising, and distribution of tobacco products. Currently, cigarettes, smokeless, pipe, and roll-your-own tobacco are under FDA jurisdiction, and the FDA has implemented regulations on these products. The FDA is expected to extend its authority to all or most of the remaining tobacco products in the marketplace such as cigars, dissolvables, and electronic cigarettes.

The FDA Act has resulted in regulations that include:

- Prohibiting reduced-harm terms (“light,” “low,” and “mild”) — use of these terms misled the public to believe tobacco products were less harmful.
- Banning the sale of all flavored cigarettes except menthol. (The FDA’s Tobacco Products Scientific Advisory Committee reported in March 2011 that the availability of menthol cigarettes increases the number of children and African Americans who smoke. It concluded that removing menthol would benefit the public health.)
- Establishing specific provisions to prohibit tobacco-brand sports and entertainment sponsorships.
- Requiring that tobacco products be placed behind the counter in stores and strengthening enforcement and penalties to prevent tobacco sales to kids.
- Requiring larger and graphic health warnings on cigarettes and smokeless tobacco products. The new warnings cover 30% of principal package display panels and 20% of advertisements.

For more information on the FDA law, go to page 47

Cigarettes and Health Cigarette smoking causes all sorts of health problems for the user as well as those exposed to secondhand smoke. Immediate health consequences include increased stress, changes to brain cells (from nicotine), increased phlegm production, airway irritability, cough, decreased physical performance, plaque buildup in artery walls, blood clot development, constricted blood vessels, increased heart rate, increased blood pressure, acid reflux, and weakened immune system. Long-term use and/or exposure to tobacco smoke is known to cause cancer (lung, larynx, oral cavity, bladder, pancreas, uterus, cervix, kidney, stomach, and esophagus), respiratory disease, and heart disease.

If these immediate and long-term health effects weren’t bad enough, cigarette use is a well-known cause of bad breath, smelly clothes, wrinkling of the skin, weakened sense of smell and taste, vision problems, stained teeth, and even impotence.
WHOS SMOKING CIGARETTES

25% of high-school seniors and 33% of young adults smoke cigarettes in the United States.40 It’s estimated that 45.3 million adults currently smoke cigarettes. That’s approximately 19.3% of all adults (aged 18 years and older) in the country. Cigarette smoking is still more common among men (21.5%) than women (17.3%).41 According to the Office of the Surgeon General, “Among adults who become daily smokers, nearly all first use of cigarettes occurs by 18 years of age (88%), with 99% of first use by 26 years of age.” 42 In 2012, the Office of the Surgeon General released a report on youth and young adult tobacco use. The report provides an enormous amount of information on the prevalence of tobacco use among young people as well as the causes and implications of use.43 You can download a copy of the report and find other useful resources at surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/index.html.

Race and ethnicity, education level, income, and age all affect tobacco use. In 2010, among persons aged 12 or older, Asian Pacific Islanders reported the lowest rate of tobacco use (12.5%), and American Indians or Alaska Natives reported the highest rate of tobacco use (35.8%). Based on age, 18 to 25-year-olds have the highest tobacco use prevalence (40.8%).44 In terms of socioeconomic status, cigarette smoking is highest among youth with lower socioeconomic standing.45 (For more information on tobacco use by population, check out pages 35-42.)

Smoking prevalence rates are constantly changing and vary by state. Check out who smokes in your state and/or local community at smokefree.gov/map.aspx or cdc.gov/tobacco/data_statistics/state_data/index.htm.

CIGARETTES & THE INTERNET The sale of cigarettes online is a public health problem. Cigarettes purchased online are usually much cheaper than those bought in stores because online vendors don’t charge tax (state or federal). This is problematic for three major reasons. First, we know that price affects cigarette sales. In other words, if tobacco is expensive, people will cut back or quit using it. So, if cigarettes are cheaper online, people who may have considered quitting may continue to smoke. Second, tax receipts on tobacco products are important, particularly when some of that money goes to fund tobacco prevention and cessation programs. Finally, cheap cigarettes online plus limited age restrictions at time of purchase make cigarettes more accessible to youth.46

CIGARETTE LITTER Cigarette butts aren’t just ugly, they are toxic! A 2011 study found that a single cigarette butt dropped in a one-liter fish tank will kill half the fish in the tank.49 When a cigarette butt is dropped, the chemicals in the filter (the same chemicals and toxins found in a cigarette’s burned tobacco) are moved throughout our environment. For example, a cigarette butt discarded on the ground may be pushed into a storm sewer, which flows into a waterway (e.g., stream, river, etc.). This is not only problematic for our environment but also for any animal, sea creature, bird, pet, or small child who accidentally eats the butt.50

For more information about tobacco waste, visit toxicbutts.com or legacyforhealth.org/environment.
On March 31, 2010, President Obama signed into law the Prevent All Cigarette Trafficking (PACT) Act, which seeks to prevent the industry and purchasers from evading taxes and age verification when selling or purchasing tobacco products through the Internet or by mail.

**KEY PROVISIONS OF THE PACT ACT:**

47, 48

Requires Internet sellers to pay all federal, state, local, or tribal tobacco taxes and affix tax stamps before delivery to any customer;

Mandates that the age and identification of purchasers be checked at purchase and at delivery;

Requires Internet vendors to comply with state and local laws as if they were located in the same state as their customers;

Provides federal and state enforcement officials with new tools to block delivery of cigarettes and smokeless tobacco products that evade federal or state laws; and Bans the delivery of tobacco products through the U.S. mail.

LITTLE CIGARS, CIGARILLOS, AND CIGARS

In the last decade, cigarette consumption rates have declined while cigarillos’ and little cigars’ sales rates have increased dramatically. While there are a variety of types of cigars sold, for federal tax purposes, cigars are classified into two categories based on weight: little cigars and large cigars. However, there are really three types of cigars: little, large, and cigarillos. Little cigars are identical in size and appearance to cigarettes but are wrapped in brown paper that contains some tobacco leaf. The “wrapping” of the little cigar is what makes it a cigar versus a cigarette.

Sold in quantities from one to a pack of 20, cigars, particularly little cigars and cigarillos, come in a variety of flavors. As is the case with flavored cigarettes, such flavorings may appeal to youth and young people. Monthly sales of large cigars (including cigarillos) increased from 411 million in January 2009 to over 1 billion in September 2011, while small cigars (little cigars) dropped from about 430 million to 60 million cigars. Cigarillos are a “mid-size” cigar and often referred to as blunts. All cigarillos are rolled in two sheets of tobacco paper—a thick outer leaf that’s rolled around the inner leaf in a spiral. A large cigar is simply tobacco wrapped in a tobacco leaf. “Quality” cigars are still rolled by hand, while the cheaper, low-grade cigars are rolled by machines.

CIGARS AND HEALTH Cigars have been and continue to be exempt from public health laws. In 1970, cigars were left out of the Public Health Cigarette Smoking Act that required health warnings on cigarette packs and banned cigarette advertising on American television and radio. More recently, cigars were included as tobacco products in the Family Smoking Prevention and Tobacco Control Act, but the FDA is not currently regulating cigars. Under the Tobacco Control Act, cigars are considered tobacco products; however, the Act doesn’t automatically apply to cigars—the FDA must issue regulation stating that cigars are subject to the law. Because cigars are not classified the same as cigarettes, they are typically taxed less, can be sold in flavors, and marketed differently than cigarettes. Check to see how your state and/or city taxes cigars at tobaccofreekids.org/research/factsheets/pdf/0169.pdf.

Many people think that cigars are less harmful than cigarettes because you don’t inhale them the same way. This isn’t true! Cigar smoke contains many of the same toxic and cancer-causing chemicals that cigarette smoke contains. Larger cigars may have as much tobacco as an entire pack of cigarettes and can take up to two hours to smoke. Also, because cigars are wrapped in tobacco leaves instead of paper, the wrappers are less porous and burn differently than cigarettes do. This results in cigar smoke having higher concentrations of toxins than cigarettes. The physical similarity of little cigars to cigarettes may lead people to smoke them like cigarettes. In other words, they inhale the smoke.
Cigar smoking is popular among youth and adults. In 2009, more than 10% of high-school students were current cigar smokers. Among middle-school youth, almost 4% were current cigar smokers in 2009. Between 2000 and 2006, adult cigar consumption increased by more than 37%. In the same time period, cigarette smoking declined by 13%. Similar changes were found among high-school students in 2005 and 2009, when cigarette smoking declined and cigar smoking rates remained the same. It’s estimated that every day more than 3,400 youth under 18 try cigar smoking for the first time (every day about 4,000 try cigarettes for the first time). These numbers are alarming since many young people who try cigars are more likely to smoke cigarettes.

A 2011 study measured cigar use among young adults (18 to 25-year-olds) and found significant differences in use based on gender and race. Within a seven-year period, prevalence rates among non-Hispanic white men increased. Among all other racial/ethnic groups, no significant changes were observed; however, cigar use by black males remained high over time. Younger black males were more likely to smoke the top five cigar brands, including little cigars and cigarillos, than any other group. The authors also argue that weaker legislation and lower taxes on cigars and cigarillos may contribute to the increase in use among young adults.

### Myth vs. Truth

**Myth** Cigars are safer than cigarettes because they don’t contain harmful chemicals.

**Truth** Cigars contain many of the same cancer-causing chemicals as cigarettes. Research shows that cigar smoking causes cancer in the oral cavity, larynx, esophagus, and lung; it leads to heart disease and lung disease; and male cigar smokers are eight times more likely to die from oral cancer and ten times more likely to die from laryngeal cancers than nonsmokers.

**Myth** Cigars are safer than cigarettes because they are “natural.”

**Truth** To begin with, so-called “natural” tobacco products are not safe. In any event, little cigars, cigarillos, and cigars are no more natural than cigarettes. The tobacco in little cigars and cigarillos contains the same toxic additives as the tobacco in cigarettes and is manufactured the same way.

**Myth** Removing the inner liner paper from cigarillos decreases cancer risk.

**Truth** Removing the inner liner paper of cigarillos in no way makes them safer. Cigar use of any kind is known to increase the risk of cancer and other diseases.

**Myth** Cigarillos are not tobacco.

**Truth** Cigarillos, including popular brands like Black & Mild, are tobacco.

**Myth** Cigars are not as addictive as cigarettes.

**Truth** Nicotine, the drug that makes cigarettes addictive, is also found in little cigars, cigarillos, and large cigars.
HOOKAH

A hookah is a waterpipe used to smoke tobacco, usually sweetened and flavored tobacco. It is also known by other names such as narghile, shisha, or hubbly-bubbly. Hookahs are believed to have come from ancient Persia and India and have been used for centuries. The tobacco used in hookahs can have additives such as honey and molasses. The tobacco is sold in a variety of flavors including watermelon, peach, strawberry, papaya, lemon mint, mint chocolate, spearmint, cola, mimosa, piña colada, cappuccino, and even blueberry muffin. Hookah tobacco is sold by independent companies and local tobacco shops and is easy to purchase online.

Hookah smoking increased for American youth and young adults in the 1990s and continues to grow in popularity. Areas from college towns to booming cities are seeing more and more hookah bars and tobacco shops open up, especially in areas easily accessible by young people (e.g., near college campuses). Very little research has been conducted on hookah usage in the United States. Some initial studies on American college campuses indicate that college students are using hookah at high rates.

HOW HOOKAHS WORK Hookahs come in a variety of shapes and sizes, but all hookahs share certain characteristics. At the top of a hookah is a small bowl where the tobacco is packed. At the bottom of the hookah is a vessel filled with water, known as the base. Between the bowl and the base is the stem, where the hose or hoses are attached, as well as an air spout that pulls air into the water chamber. Hookahs can have one or more long hoses so that multiple people can smoke tobacco from the same pipe. Hookah users often share the same hose and mouth piece. The tobacco is packed at the top of the pipe in the bowl, which is typically covered with foil. Once the tobacco is in place, a small piece of smoldering coal is placed on top of the foil to heat the tobacco. When the tobacco starts smoking, the user sucks on the hose, causing the smoke to travel down the stem, through the water, and then through the hose, where it’s inhaled.

HOOKAH AND HEALTH Similar to all other tobacco products, smoking from a hookah is bad for your health. The tobacco smoked in hookahs contains the same nicotine and many of the same carcinogens as the tobacco in cigarettes. In 2005, the World Health Organization (WHO) concluded that during a waterpipe smoking session, smokers may inhale as much smoke as a cigarette smoker would inhale by smoking 100 or more cigarettes. Not only are users (and those just sitting there socializing) inhaling high levels of cancer-causing chemicals and nicotine, they are also breathing in toxic chemicals emitted from the coal (such as carbon monoxide and metals). Because the smoke is cooled, filtered, and humidified in the process of tobacco smoking, hookah users are often under the false impression that hookah use is less harmful than smoking cigarettes. Even after it has filtered through water, the smoke produced by hookah has high levels of toxic compounds, including carbon monoxide, heavy metals, and other carcinogenic substances. Compared to cigarette smokers, hookah smokers may inhale higher levels of toxins in tobacco smoke because of prolonged smoking and deeper inhalation involved in hookah smoking.

In the words of the Office of the Surgeon General, “Accordingly, over time,
hookah users may be exposed to higher concentrations of toxins than are cigarette smokers."90

Burning tobacco isn’t the only cause for concern with hookah. Smoking a hookah or waterpipe is considered to be a social activity. Pipes have one or more hoses that are passed around from one person to another. Users share hoses, the same mouthpiece, and a whole lot of germs and possibly even diseases like tuberculosis, herpes, and hepatitis.91

WHO’S SMOKING HOOKAH

Recent studies in Oregon and California suggest alarming increases in hookah use among young people. In Oregon, high-school students reported using hookah at parties and friends’ homes. Gaining access to hookahs was relatively easy for the teens, which further encouraged the use of hookah as a social activity.92 Researchers in California also found dramatic increases in hookah use among young adults. Within a three-year period, hookah use increased more than 40%. Hookah use is most common among those who are 18 to 24 years old, educated, non-Hispanic whites, and cigarette smokers.93 Some initial studies on college campuses indicate that college students in the United States are using waterpipes at high rates.94 Results from an Internet survey of 411 college freshmen at Johns Hopkins University showed that freshmen perceived the waterpipe the most attractive product when compared to cigarettes and cigars.95 A survey of 744 Virginia Commonwealth University students found that 43.4 percent of first-year students surveyed had used a waterpipe in past year and 20.4 percent of them had used one within the past 30 days.96

MYTH Hookah is safer than cigarettes.
TRUTH Research shows that smoking hookah can be just as dangerous as smoking cigarettes. WHO argues that using a waterpipe to smoke tobacco poses a serious health hazard to smokers and others exposed to the smoke.97

MYTH The water cleans the smoke.
TRUTH Even though the water in a hookah does absorb some of the nicotine in the smoke, it doesn’t eliminate all the nicotine. Also, even after the smoke passes through the water, it still contains high levels of toxins including carbon monoxide, heavy metals, and cancer-causing chemicals.

MYTH People who smoke hookah aren’t “smokers.”
TRUTH If you inhale tobacco smoke, you are a “smoker” even if you don’t smoke cigarettes daily. And even if a hookah smoker doesn’t currently smoke cigarettes, there is a chance he or she might in the future. A 2004 study found hookah use to be a strong predictor of cigarette smoking in 14 to 18-year-old Arab American youth. Teens in the study that used hookah were twice as likely to be cigarette smokers.98

MYTH Hookah tobacco has no nicotine.
TRUTH Nicotine is a naturally occurring chemical in tobacco.99 Therefore, tobacco being smoked in a hookah (or any other device) has nicotine.100, 101

MYTH Hookah tobacco is natural.
TRUTH Hookah tobacco is produced and sold by independent companies that are not regulated by the FDA. There is no knowing what chemicals are being added to the tobacco they are selling. Even if no chemicals are added to the tobacco after it is grown, most tobacco farms use large amounts of pesticides and insecticides. These toxic chemicals remain on the tobacco leaves even after they are removed from the farm.102 And so-called natural tobacco products are not safe. Also, hookah tobacco, once burned, contains a large amount of tar. A single hookah session produces 46.7 times the amount of tar of a single cigarette.103
**SMOKELESS TOBACCO**

The two main types of smokeless tobacco used in the United States are chewing tobacco and snuff. Chewing tobacco comes in three forms: loose leaf, plug, and twist. Loose leaf is shredded tobacco leaves made into strips, plugs are small blocks of pressed tobacco flavored with licorice and sugar, and twists are hard spirals of twisted tobacco. Snuff is a finely cut or ground tobacco that can be dry or moist. Some forms of snuff are inhaled through the nose, but snuff is much more commonly used by placing the tobacco between the cheek and gum. The most popular form of snuff is moist snuff, which is kept in tins or plastic cans. Snuff may also come in small teabag-like pouches (see snus below).

**SMOKELESS TOBACCO AND HEALTH** Smokeless tobacco contains nicotine and at least 28 known cancer-causing agents. Its use is associated with a number of oral health problems such as recessed gums, gum disease, and tooth decay. Additionally, use of smokeless tobacco is known to cause a number of different types of cancers, including cancer of the lip, floor of mouth, cheeks, gums, throat, voice box, esophagus, and pancreas. Not only can it kill you, it can cause bad breath, stains on teeth, and mouth sores.
Who's Using Smokeless Tobacco

Most smokeless tobacco users are males. In 2010, 6.8% of males aged 12 or older reported using smokeless tobacco compared to 0.4% of females. Among students, 6.7% in high school and 2.6% in middle school use smokeless tobacco. American Indians and Alaska Natives are more likely than any other racial or ethnic group to use smokeless tobacco. Use in the United States is highest among young adult white males, Native Americans/Alaska Natives, and people living in the southern United States. "According to [the University of Michigan’s Monitoring the Future] data, 10.7% of users of smokeless tobacco had first done so by the 6th grade, 43.5% by the 9th grade, and 85% by 11th grade."

Myth: Smokeless tobacco is a safer alternative to cigarettes.

Truth: There is no such thing as a “safe” tobacco product. While the health effects may not be the same as those of a cigarette (e.g., lung cancer), smokeless tobacco can cause disease—including a variety of cancers such as oral, esophageal, and pancreatic—leading to disability and death.123

Myth: Smokeless tobacco does not affect cardiovascular performance.

Truth: All tobacco products, including smokeless tobacco, contain nicotine. Nicotine is not only addictive, it also plays a role in the development of cardiovascular disease.124

Myth: Smokeless tobacco can help someone quit smoking.

Truth: There is no scientific evidence that using smokeless tobacco can help someone quit smoking. Smokeless tobacco contains high levels of nicotine, so you can get addicted to it just like you can get addicted to cigarettes. Smokeless tobacco products also contain toxic chemicals and by-products that cause cancer and disease.125 Just as there is no safe cigarette, there is no safe smokeless tobacco product.
SNUS
Snus (sounds like goose) is a moist powder tobacco that is packaged in a small pouch (similar to material used for tea bags). Users place a single snus pouch in their upper lip and keep it there for a few minutes up to several hours. Snus makers recommend keeping the pouch in for no longer than 30 minutes. Snus is a spit-free product that is sold in a variety of flavors. Once finished “snussing,” users simply remove the pouch from their upper lip and dispose of it.

Snus has been used in Sweden since the 19th century. Swedish-style snus manufacturers claim their product is less toxic than American smokeless (spit) tobacco because the tobacco is pasteurized rather than fermented. The pasteurization process is believed to inhibit the development of tobacco-specific nitrosamines (a substance that causes cancer). Snus is made with less salt than other smokeless tobacco products, which reduces the amount of saliva produced and eliminates the need to spit. The amount of nicotine in each snus pouch varies by flavor and brand. Swedish-made snus and Camel snus are known to contain a considerably higher amount of nicotine than cigarettes, whereas Marlboro snus has a much lower amount of nicotine.

CAMEL SNUS
Camel Snus is kept in a refrigerator until it is sold. R.J. Reynolds boasts that its product is stored at 36 to 44 degrees until it is sold to seal in the freshness. Camel Snus is sold in four flavors—frost, mellow, robust, and winterchill; each tin contains 15 pouches. R.J. Reynolds introduced its snus product in 2006 to limited markets. Since then, the flavors and container design have changed and evolved based on feedback from users.

MARLBORO SNUS
Marlboro Snus has been around in different forms and names since 2005. Philip Morris’ first spit-free product, Taboka, didn’t last long on the market and was reintroduced as Marlboro Snus in 2007. Formerly sold in packs of six, the packaging resembled a thick credit card and was designed to be kept inside packs of cigarettes. In January 2011, Philip Morris began selling its snus in round metal containers with 15 pouches in either mint or original flavors.
**DISSOLVABLES** Dissolvables are made from finely ground tobacco that is compressed into different forms. There are a number of different dissolvable tobacco products on the market. R.J. Reynolds sells three types: Camel Orbs, Sticks, and Strips. Philip Morris currently sells only one form of dissolvable tobacco: tobacco sticks. Long before the top two American tobacco companies entered the dissolvable tobacco market, Star Scientific, Inc., a much smaller and less well-known company, produced and sold Ariva and Stonewall dissolvable tobacco.

As of late 2011, R.J. Reynolds and Philip Morris’ new dissolvable products were only available in a handful of test markets. R.J. Reynolds has tested Camel dissolvables in Portland, Oregon; Indianapolis, Indiana; and Columbus, Ohio. Most recently, R.J. Reynolds has been testing its dissolvable products in Charlotte, North Carolina, and Denver, Colorado, where they were getting favorable results from female customers. In just two months, of the adult smokers who bought Camel dissolvables in those test markets, 45% were adult females. This is an extraordinary increase in numbers considering 85% of snuff and Camel Snus users are adult males.

**CAMEL STICKS** are similar to toothpicks. The sticks, sold in packs of 10, come in one flavor (mellow) and have 3.1 milligrams of nicotine per stick. Each stick takes between 20 and 30 minutes to dissolve.

**CAMEL ORBS** are small pellets that resemble tic tacs candy. Orbs currently come in two flavors, fresh and mellow. Each package has 15 orbs, which contain 1 milligram of nicotine per orb. An orb takes between 10 and 15 minutes to dissolve.

**CAMEL STRIPS** are designed like dissolvable breath strips that are placed on the tongue and meant to melt away in seconds. R.J. Reynolds’ product, which is sold in one flavor, fresh, takes two to three minutes to dissolve. Each strip has 0.6 milligram of nicotine.

**MARLBORO AND SKOAL STICKS** are toothpicks dipped in finely ground tobacco. The 2.5-inch birch-wood sticks are sold in four flavors: rich, original, mint, and smooth mint. Marlboro Smokeless Tobacco Sticks and Skoal Smokeless Tobacco Sticks are sold in packs of 10.

**ONE CIGARETTE HAS APPROXIMATELY 1 MILLIGRAM OF ABSORBED NICOTINE.**
ELECTRONIC CIGARETTES  Electronic cigarettes (e-cigarettes) are battery-powered nicotine delivery devices. These devices are the same size, shape, and color as other tobacco products (e.g., cigarettes, cigars). E-cigarettes operate by electronically vaporizing a solution that often contains nicotine, creating a mist that is then inhaled.

Electronic nicotine delivery devices generally contain nicotine, flavoring, and other chemicals. Some users refill their own cartridges, which may be dangerous because it involves dealing with toxic levels of nicotine. Some refill bottles contain up to 72 mg of nicotine, and the fatal dose for children is estimated at only 10 mg and for adults is estimated at 30 – 60 mg. This risk is more consistent with nicotine-based pesticides, rather than traditional tobacco products, and pose a danger via inhalation, ingestion, and skin contact.

When e-cigarettes were first introduced in the United States, a starter kit cost more than $100. Today, anyone can purchase a new starter kit for as low as $34.95. Starter kits include rechargeable batteries, nicotine cartridges, a battery charger, a USB adapter, and a user manual. Once the nicotine cartridges have been used, users can either purchase new cartridges or buy e-Liquid (a bottle of liquid nicotine). According to one brand of electronic cigarettes, one bottle of their e-Liquid is the equivalent of 300 cigarettes or 15 packs of cigarettes.

Currently e-cigarettes can be used in most places except in U.S. airplanes and in areas with local policies or ordinances prohibiting their use. Most “smoke-free” or “tobacco-free” policies don’t apply to e-cigarettes because they are not a combustible product (in other words, they don’t burn or produce smoke). In many states, anyone of any age can buy these products. However, several states have taken initiative to prohibit e-cigarette sales to minors and have included them in their indoor smoking restrictions. California, Minnesota, New Hampshire, New Jersey, and Utah have prohibited the sale of e-cigarette to minors since March 2011.

The U.S. Court of Appeals for the D.C. Circuit has ruled that the FDA has authority to regulate e-cigarettes because the nicotine in them is derived from tobacco. In April 2011, the FDA announced it intends to propose a regulation to extend its authority to other tobacco products including e-cigarettes under the Family Smoking Prevention and Tobacco Control Act of 2009.

E-cigarettes aren’t the only electronic nicotine delivery devices on the market. Users can also purchase e-cigars and e-hookahs. All of these products are designed to have the same look and feel as the original tobacco product.
SECONDHAND SMOKE AND HEALTH

Secondhand smoke is a mixture of gases and particles that come from the end of a cigarette, cigar, or pipe and the smoke breathed out by a person or people smoking. The toxic smoke is known to include 7,000 chemicals, with 69 that cause cancer. Each year, approximately 3,000 nonsmokers die from lung cancer due to their exposure to secondhand smoke. In the United States, 47,000 people die each year from ischemic heart disease related to secondhand smoke.

Because of the strong scientific evidence showing the negative health consequences of exposure to secondhand smoke, the U.S. Surgeon General has concluded that, “breathing even a little secondhand smoke poses a risk to your health.”

Recent studies have found that secondhand smoke, even in outdoor areas, is toxic. A 2007 study by Stanford University researchers concluded that a person standing near or downwind from an outdoor smoker could breathe in tens to hundreds of times more toxic particles than normal air pollution levels. In the 2006 Surgeon General’s Report, “The Health Consequences of Involuntary Exposure to Tobacco Smoke,” research indicates that animals (such as pets) can also face health risks when exposed to the toxins in secondhand smoke.

THIRDHAND SMOKE

Thirdhand smoke comes from residue left behind by burning tobacco products such as cigarettes and cigars. Tobacco smoke is made up of sticky and toxic particles that cling to surfaces such as walls, carpets, furniture, clothing, skin, and even pet fur. Even after the particles stick to a surface, they release all the same toxins as in secondhand smoke into the air. Recent studies have found that young children of smokers are more likely to be exposed to thirdhand smoke and often ingest tobacco residue by touching contaminated surfaces and then touching their mouths.
- As most people know, as does the tobacco industry, almost all tobacco users start using tobacco as teens or young adults. Candy-flavored cigarettes are now illegal. But Big Tobacco still sells other tobacco products in more than 45 flavors. Why would these companies make tobacco taste sweet? Who do you think they are trying to attract?

- Smoke-free laws are effective in getting smokers to quit and preventing nonsmokers from starting. The industry is now putting a lot of energy and resources into developing and selling non-combustible products that can be used indoors and without much mess (e.g., no spitting). These newly developed products can be used in all smoke-free areas.

- Each year, more and more money is spent marketing smokeless tobacco products. In 2008, the five major smokeless tobacco manufacturers spent a combined total of $547.9 million, compared to $354.1 million just two years earlier.166

- Not all tobacco products are taxed the same. Check out the taxes in your state to see if smokeless tobacco, cigars, and pipe tobacco are subject to the same taxes as cigarettes.

- As smoking in the United States declines, the tobacco industry has shifted its focus to low- and middle-income countries (i.e., developing countries). It’s estimated that approximately 20% of men in wealthy countries smoke compared to 80% of men in low- and middle-income countries.167 Women in developed countries like the United States still have high rates of cigarette smoking; however, smoking rates among women in these countries are decreasing as rates among women in other parts of the world are increasing. In 2010, half of women smokers lived in high-income countries and the other half in low- and middle-income countries.168
TOBACCO INDUSTRY MARKETING

Despite marketing restrictions put in place by the Master Settlement Agreement (MSA, see page 44) and the FDA, tobacco industry advertising continues to attract youth and young adults to tobacco products. According to the U.S. Surgeon General, “This body of evidence consistently and coherently points to the intentional marketing of tobacco products to youth as being a cause of young people’s tobacco use.” Tobacco industry documents reveal how the companies have studied attitudes, social groups, values, role models, and activities of young people so they can influence the physical and social environments where youth and young adults live, work, and play.

We know that the risk of becoming an established smoker increases throughout the teen years. Between the ages of 14 and 19, young people are more likely to experiment with tobacco and use it occasionally than use it daily. A vulnerable time for smoking initiation is between the ages of 18 and 19, when youth are likely in a period of transition (e.g., leaving high school, going to college, joining the military, moving away from parents, etc.) and more open to experimenting with tobacco.

Tobacco companies have spent a considerable amount of time studying young adults. For example, industry documents tell us that the transition from smoking the first cigarette to becoming a confirmed pack-a-day smoker occurs over a series of stages that may extend to the age of 25; therefore, it’s critical for the industry to market its products to youth and young adults in order to recruit users for a lifetime of addiction. The tobacco industry now claims it does not market its products to youth (under 18) and that marketing to those over 18 is intended to encourage young adults to switch brands. What do you think about this? Consider some of the industry’s marketing tactics and reach your own conclusion.

IN-STORE TOBACCO MARKETING

In-store tobacco marketing includes the colorful tobacco ads and promotions you see at counters, near products, and on store windows. One study found that 75% of teens go to a convenience store at least one time a week, and the tobacco advertisements and displays in the stores increase the likelihood a young person will experiment with tobacco and then gradually become a regular tobacco user.

Between 2006 and 2008, industry spending on point-of-sale promotional materials (e.g., ads posted at retail locations) fell from $242.6 million to $198.9 million. While it may seem encouraging that tobacco companies are spending less on in-store tobacco ads, the truth is they simply changed where the money is directed. In 2007 and 2008, tobacco
companies increased their spending on “promotional allowances,” which include paying cigarette retailers and wholesalers to reduce the price of their tobacco, ensure the shelves are adequately stocked, and prominently display tobacco products.176

TOBACCO ADS IN MAGAZINES & ALTERNATIVE NEWSPAPERS

As part of the 1998 MSA, the industry agreed to stop targeting youth in the advertising, promotion, or marketing of tobacco products. A 2001 study, however, revealed that magazine advertising expenditures in youth-oriented magazines in 1999 and 2000 were higher than the pre-MSA levels.177 In 2007, RJR launched a massive campaign for Camel No. 9 cigarettes. According to the Campaign for Tobacco Free Kids, the Camel No. 9 campaign estimated to cost between $25 and $50 million.178 The campaign included full-page color ads in women’s magazines. The Camel No. 9 marketing campaign proved to be successful a couple years after its launch; 44% of teen girls reported having a favorite cigarette ad, an increase from 34% in the pre-Camel No. 9 years.179

Today, some tobacco companies continue to advertise their brands and new products in popular magazines. Visit trinketsandtrash.org to view current and old advertisements, free giveaways, and other materials from tobacco companies.

INDUSTRY MAGAZINES In 1996, the tobacco giant had introduced its own magazine, Unlimited, considered to be a “lifestyle” publication targeting young male tobacco users. The popular magazine featured Marlboro colors and other elements of brand identity on the cover and throughout the publication. Printing and distribution of the magazine is believed to have ceased in 2005. A few years after Unlimited debuted to nearly 2 million readers, R.J. Reynolds released CML. Unlike Philip Morris, RJR filled its magazine with more images of smoking and included fewer brand images (specifically, Camel brand identity). RJR also ceased the printing and distribution of CML. These two cigarette companies weren’t the only ones to produce lifestyle magazines targeting young males.180 Tobacco companies have created many more magazines over the years, including Basic Times (Basic cigarettes), Heartland (USST), Flair and Real Edge (Brown & Williamson), P.S. (Newport cigarettes), and All Woman (Virginia Slims cigarettes).181
Industry WeBSites: a California Youth Advocacy Network Review

Tobacco companies are now advertising their products on brand-specific websites. Additionally, some companies have their own corporate websites, where information about their products and brands can be accessed. The corporate sites also provide details on the companies and highlight how “responsible” they are because of their “youth smoking prevention” activities, investments in local communities, and support in reducing cigarette litter in the environment. Brand promotion and advertising are left to the flashy sites developed by the companies. Several of the major brands (e.g., Marlboro, Camel, Copenhagen, Camel Snus) have their own websites where users can log in, participate in contests, download coupons, and provide feedback to tobacco companies on their likes and dislikes related to the brand.

In order to access these websites, one must have a Personal Identification Number (PIN) or login ID and a password. The PIN is typically given to users on mailed coupons or via email. Users can register for the websites by going directly to the site. Anyone who accesses the sites must verify that they are 18 or older.

Brand-specific websites are an easy way for tobacco companies to collect personal information from users as well as conduct market research. On these sites, users can share what brands they use, how often they use tobacco, their thoughts on packaging, flavors they like and dislike, and price. In 2006, R.J. Reynolds used the Camel Snus website to learn what snus users thought of the company’s new product. Message boards were created that allowed individuals to share their thoughts about Camel Snus. From the message boards, the tobacco company was able to learn more about product perceptions and use—what flavors people liked and disliked, the size and strength of the snus pouches, price of the product, how people were using the product, and the demand for Camel Snus.

Where is tobacco in your community? Do you see a lot of ads on store windows? If so, what do the ads look like (e.g., color, graphics)? Where are the ads in the stores? Are they placed high or closer to the ground (eye-level with children)?

Do you notice a difference in store ads by community? For example, do you see more ads in low-income neighborhoods or communities of color? Do you see a lot of ads near schools and parks?

R.J. Reynolds still does a ton of advertising in magazines. Its full-page color ads can be found in women’s magazine, sports magazines, and even cooking magazines. Spend a little time in a bookstore and look through the vast display of magazines to see what tobacco ads you see in the different magazines.

Do you have an alternative weekly newspaper in your community? If so, look through it for tobacco ads. Pay close attention to ads from Big Tobacco and local tobacco shops advertising products like hookah and pipe tobacco.
BAR & NIGHTCLUB PROMOTIONS

As part of the MSA and FDA law, tobacco companies are limited as to how and where they can promote their products. One area where they can advertise and give out free goods is at adults-only facilities. These facilities include bars, nightclubs, and tents that are not accessible to individuals under 18 years old and where any advertisements are not visible to persons outside the facility.183

Bars are a popular place to advertise tobacco. The industry knows that smoking and alcohol use go hand in hand. Alcohol may reduce a person’s inhibition, making them more likely to use tobacco even if they do not self-identify as being a “smoker”.184 Tobacco companies capitalize on the bar environment in remarkably different ways. According to California Youth Advocacy Network observations, Philip Morris has been relatively discreet with its sponsored events: Typically, bar patrons may not know the company’s employees are present until a young, attractive individual approaches and asks if they are a tobacco user. If the individual replies “yes,” they are asked a few more questions, their driver’s license is swiped through a hand-held computer, and they are given a small “thank-you” gift (e.g., a Zippo lighter) for completing the verbal survey. A week or two after the bar promotion, the individual will start to receive coupons and other items in the mail from Philip Morris. The type of coupons received depends on how the industry answered the questions (e.g., expressed a preference for Marlboro, Skoal, etc.). R.J. Reynolds is a bit more overt with its events.185 When Camel No. 9 cigarettes were first introduced, RJR held parties at popular nightclubs in large cities throughout the United States to give out free samples of the products along with fancy pink-and-black promotional items.186 Promotional items distributed include Camel No. 9-themed napkins, jeweled lighters, pink-and-black wristbands, lip gloss, cell-phone accessories, and a “fashion emergency kit.”187

MAILINGS & COUPONS

As states increase their tobacco taxes, the industry has sought ways to make its products more affordable. Distributing coupons is a means the tobacco industry can use to subvert one purpose of increased taxes which is to make tobacco products less affordable. Different coupons are sent via mail, email, and through brand websites—buy one get one free, buy three packets of cigarettes for a lower price, buy two cartons and get the third for less, etc.

In addition to mailing coupons, tobacco companies send consumers appealing products. The California Youth Advocacy Network found that, depending on how the industry collected an individual’s information (e.g., at a bar, through a website), companies sent users Visa or MasterCard gift cards, cigarette cases, messenger bags, ashtrays, and even drink recipes (so users can match their favorite cigarette with a mixed drink).188

MOVIES & TELEVISION

Exposure to smoking in movies increases the risk of initiation among youth.189, 190 Each year, 390,000 American youth start smoking, in part because of the tobacco use they see in movies. It’s estimated that these newly recruited smokers are worth $4 billion in lifetime sales to tobacco companies.191 Philip Morris’ products appear in the most movies. Marlboros have been featured in at least 74 top-grossing Hollywood films in the past 15 years.192
TOBACCO INDUSTRY MARKETING PRACTICES AND YOUTH TOBACCO USE

- In 2008, tobacco companies spent $9.94 billion on the marketing of cigarettes and $547 million on the marketing of smokeless tobacco.
- Tobacco company expenditures have become increasingly concentrated on marketing efforts that reduce the prices of targeted products.
- There is a causal relationship between the advertising and promotional efforts of tobacco companies and the initiation and progression of tobacco use among young people.
- Tobacco companies have changed the packaging and design of their products in ways that have increased products’ appeal to adolescents and young adults.
- The tobacco companies’ activities and programs for the prevention of youth smoking have not demonstrated an impact on the initiation or prevalence of smoking among young people.
- There is a causal relationship between depictions of smoking in the movies and the initiation of smoking among young people.

Source: Office of the Surgeon General, “Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General”
The tobacco industry is no stranger to deceptive marketing tactics. These companies spend billions of dollars advertising their many products with the goal of getting new users addicted and prolonging the addiction of current tobacco users. The industry uses mass marketing strategies to sell their products as well as carefully designed advertising campaigns to reach vulnerable populations. Below are a number of populations who are regular targets of the tobacco industry (just a few of many).
YOUTH  Youth have always been an important market to the tobacco industry. Here are some examples, in the words of Big Tobacco, of what the industry has thought about young people over the years:

“Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens ... the smoking patterns of teenagers are particularly important to Philip Morris.” —Philip Morris, 1981

“Evidence is now available to indicate that the 14-18 year old group is an increasing segment of the smoking population. RJR-T must soon establish a successful new brand in this market if our position in the industry is to be maintained in the long term.” —R.J. Reynolds, 1976

“The base of our business is the high school student.” —Lorillard Tobacco, 1978

From 1989 to 1993, Camel’s market share among youth increased by more than 50% after the launch of a new Joe Camel campaign. The campaign had no impact on Camel’s adult market share.197

Today, the industry claims it doesn’t market to youth, yet the most heavily advertised brands (Marlboro, Newport, and Camel) are also the overwhelmingly preferred brands of high-school and middle-school students.198 As the quotes above demonstrate, the industry was historically very clear that it needed the youth market to ensure it stays in business. So, even though tobacco companies can no longer legally use cartoon images like Joe Camel to advertise to youth, they continue to market their tobacco products in creative and deceptive ways. Check out pages 30-34 to see how the industry is marketing its products today.

YOUNG ADULTS  After the signing of the MSA in 1998, young adults over 18 became the youngest legal target of the tobacco industry. Internal tobacco industry documents reveal exactly what the industry thinks of young adults. In 1981, a Philip Morris researcher stated, “the overwhelming majority of smokers first begin to smoke while still in their teens. In addition, the ten years following the teenage years is the period during which average daily consumption per smoker increases to the average adult level.”199 Philip Morris isn’t the only company that values young adult smokers. An R.J. Reynolds researcher noted, “Younger adult smokers have been the critical factor in the growth and decline of every major brand and company over the last 50 years. If young adults turn away from smoking, the industry will decline, just as a population which does not give birth will eventually decline.200

Research from the University of California, San Francisco (UCSF) uncovered tobacco industry documents that reveal precisely why the industry has marketed to young adults. The industry views the transition from smoking the first cigarette to becoming an addicted smoker as a series of stages that extends to the age of 25. The use of tobacco is encouraged during transitional periods in a young person’s life—such as moving away from home, going to college, joining the military, and entering a new workplace. If the tobacco industry can infiltrate the physical and social environments where young adults reside during their transitional stages, they can influence their tobacco use.201
AFRICAN AMERICANS  African Americans have been adversely affected by the tactics of tobacco companies for centuries. Tobacco first came to America thanks to the slave trade: Because tobacco crops take so long to prepare and grow, early settlers depended on slave labor to cultivate tobacco cheaply. By 1860, an estimated 350,000 enslaved African Americans were involved in tobacco cultivation.202

Following the Civil War and the abolition of slavery, former slaves continued to grow tobacco and many moved into new positions as factory workers, sharecroppers, and eventually landowners of tobacco fields. By the 1930s, almost half the people working in the tobacco manufacturing industry were African Americans.203

Between the 1930s and 1950s, the industry sought opportunities to develop strong ties within African American communities. One way of doing so was by hiring African American workers and desegregating tobacco facilities. Companies such as Philip Morris and R.J. Reynolds also gave financial support to African American cultural events, colleges, elected officials, and civic and community organizations in order to align themselves with community leaders.204

By the 1950s, Big Tobacco had successfully immersed itself in African American communities. The companies had ties with prominent organizations, role models (e.g., Louis Armstrong), and community leaders. Tobacco advertisements could be seen throughout black communities on billboards, in African American magazines, and on radio stations.205, 206

Today, African Americans continue to be an important market, and, as a result, the tobacco industry has made them a target for marketing new and existing tobacco products.207 A recent study found that predominantly black neighborhoods had 2.6 times as many tobacco ads per person as white neighborhoods.208 This higher level of exposure can increase the likelihood that tobacco use is seen as acceptable in African American communities.209, 210

Tobacco companies not only market their products to African Americans, they continue to immerse themselves into black communities by giving money to groups and organizations that represent the community. Industry documents reveal that the industry strategically seeks out people and groups of influence in the community as a way of increasing support for tobacco companies and, therefore, decreasing support for tobacco control laws.211, 212, 213

The industry is guilty of all sorts of devious marketing campaigns aimed at African Americans.

Menthol X
In 1995, Menthol X, a cigarette brand targeting African Americans, was sold on the East Coast in mostly black communities. The Menthol X boxes were black, red, and green, and featured a large white X on the front of the pack. These cigarettes were associated with Malcolm X and were believed to lure African American buyers. After protests from African American communities and tobacco control advocates, the cigarettes were pulled from stores and are no longer made.214

Here are some examples of how the industry has
Kool Mixx Campaign
In 2004, Brown & Williamson launched the Kool Mixx Campaign, a hip hop promotion that was commonly associated with the African American community. The campaign included a hip hop DJ competition in major U.S. cities, a series of cigarette packs featuring artist renditions of DJ-ing, and lots of free giveaways (interactive CDs, collectable bags, lighters, and cigarettes). The company used this campaign to promote its Kool brand cigarettes as well as its new (at the time) products Caribbean Chill, Mocha Taboo, and Midnight Berry. Fortunately, Brown & Williamson’s campaign caught the attention of youth advocates and attorneys general from several states, who argued that the many elements of the campaign violated the MSA. As a result of the legal complaints, several objectionable aspects of the campaign were eliminated.

Hoodwraps: “So Hood. So Good.”
In 2011, Trendsettah USA, a California-based company, started promoting flavored cigars to inner-city youth. The cigars, called “Hoodwraps,” come in flavors like “Da Bomb Blueberry” and “Swag Berry.” The company recruits urban youth to be part of a street team that gives away free samples.

HISPANICS/LATINOS Hispanics historically have low rates of tobacco use compared to most other ethnic groups, although certain groups within the Hispanic population have higher rates of tobacco use than others. This makes the Hispanic community a highly desirable target. Over the years, tobacco companies have sought out new Hispanic customers by placing full-page ads in magazines geared toward the community. In 2005, R.J. Reynolds placed an eight-page color ad in a Latina magazine that featured phrases like “It’s about pursuing your ambitions and staying connected to your roots.”

Community and cultural events are also an important venue for tobacco companies. In the 1994 Marlboro Hispanic Marketing Plan, Philip Morris noted that sponsorship of the largest Cinco de Mayo events in the United States would lead to the collection of more than 90,000 names for the corporation’s direct mail database. Recognizing that auto racing was a popular sport among Hispanics, Philip Morris created a racing theme for its direct mail campaign, for in-store advertising, and at Marlboro music shows at cultural festivals and fairs.

Brand sponsored events are now prohibited under the MSA and FDA law but it is important to stay alert and make sure none slip under the radar.

Tobacco companies have also identified Hispanics as an important group to align with to improve their corporate image. In 1999, Philip Morris launched a public relations campaign aimed at Hispanics, African Americans, opinion leaders, and active mothers. The goal of the campaign was to persuade the target groups to believe that the tobacco giant is a socially responsible manufacturer of tobacco products. Also in 1999, Hispanic magazine listed Philip Morris on its “Hispanic Corporate 100,” a list of companies providing the most opportunities for Hispanics.

Philip Morris and R.J. Reynolds have also worked to develop relationships with large Hispanic organizations such as the U.S. Hispanic Chamber of Commerce. In 1994, the two companies gave the Hispanic Chamber of Commerce a $75,000 contribution. That same year, the Hispanic Chamber of Commerce mailed 92,000 letters to business owners and employees lobbying against a proposed tobacco tax increase. Similarly, the National Council of La Raza (NCLR)—the largest Hispanic advocacy and civil rights organization in the country—has also received donations from the industry.

Tobacco industry contributions to Hispanic organizations continue today. In 2010, Altria Group (aka Philip Morris) gave financial contributions to the Hispanic Association on Corporate Responsibility, Virginia Hispanic Chamber Foundation, Hispanic Scholarship Fund, The Congressional Hispanic Leadership Institute, and the National Hispanic Caucus of State Legislators. Sadly, these are just a few of the many Hispanic organizations the industry supports.
Native Americans have the highest prevalence of tobacco use compared to any other ethnic group in the United States. Compared to white, black, Asian, and Hispanic adults, American Indian and Alaska Native (AI/AN) adults have the highest rate of smoking. Similarly, the past-month smoking rate among AI/AN adolescents ages 12–17 was highest among all racial groups. Use of smokeless tobacco products in AI/AN populations is substantially higher than in the U.S. general population. AI/AN communities in the United States represent a diverse mosaic of indigenous tribes and cultures; when AI/AN tribes are considered separately, this high rate of smoking prevalence is not constant across the board. The smoking prevalence in tribal communities in the Southwest is lower or comparable to the general population of the United States. The smoking prevalence in the tribal populations the Northern Plains is highest among all AI/AN tribes and well above the overall adult national smoking rate. In many American Indian cultures, tobacco has long played a sacred role in tribal spiritual life, and forms part of the social fabric of the community. Traditionally, dried tobacco is smoked or burned as a form of prayer—a way of communing with ancestors and with the spiritual world. It is also used for healing, and in gift-giving rituals among individuals and at powwows.

Commercial tobacco is another story altogether. AI/AN people did not even begin using commercial tobacco in significant numbers until after World War II. In fact, health problems associated with smoking—lung cancer, heart disease, and stroke—did not start to escalate among AI/AN people until the late 1980s. Only a few decades later, AI/AN people now smoke commercial cigarettes at a higher rate than any other population in the United States.

Not only does the tobacco industry target Native Americans with its products, the companies use cultural imagery to market their products within and outside the Native American community. Common cultural symbols used in advertising include warriors, feathers, and words like “natural” (e.g., American Spirit cigarettes).

Legacy recognizes and honors the fact that tobacco has a sacred cultural place in American Indian life in parts of North America. Many Native American tribes use tobacco for spiritual, ceremonial, and medicinal purposes. Legacy, therefore, distinguishes traditional, spiritual, and medicinal use of tobacco from its commercial use. Legacy promotes tobacco control efforts that are not geared toward targeting traditional tobacco. Legacy only supports programs and activities designed to address the issue of manufactured, commercial tobacco use in communities, including Native American Indian communities, in the United States.

Asian Americans and Pacific Islanders Among the larger racial groups, Hispanic communities and Asian Americans and Pacific Islanders have the lowest rates of tobacco use. However, this may be changing as the tobacco industry aggressively markets to Asian American (AA), Native Hawaiian (NH), and Pacific Islander (PI) communities. Companies market their products through similar channels used in other ethnic communities: through product marketing and sponsorship of AA, NH, and PI organizations and cultural events. The efforts of Big Tobacco are paying off as more and more AA, NH, and PI youth are reporting tobacco use. In 2000, Asian American youth had a sevenfold increase in smoking from 7th to 12th grades, the highest increase of any ethnic group. Within AA, NH, and PI communities, tobacco use rates vary by ethnicity. For example, among Asian American adult males, Cambodian Americans and Laotian Americans have alarmingly high rates of smoking. Cambodian American male smoking rates range from 32% to 71%, and Laotian American male smoking prevalence ranges from 48% to 72%.
As it did in other ethnic communities, the tobacco industry misused cultural imagery to promote its products. In 2004, RJR began marketing and selling "Kauai Kolada" and "Twista Lime" cigarettes to a national audience. The Kauai Kolada cigarettes were hyped as “Hawaiian hits of pineapple and coconut”. On the orange, yellow, and green ads for the two products, a tan, thin woman with long, dark hair, a grass skirt, bikini top, and a flower in her ear lay atop two enormous boxes of the flavored products with a drink and cigarette in hand and an umbrella overhead. The ads and products caused quite a stir in Hawaii and were removed from the market shortly thereafter.

THE LESBIAN, GAY, BISEXUAL, AND TRANSGENDER (LGBT) COMMUNITY

Smoking in Lesbian, Gay, Bisexual, and Transgender (LGBT) communities is considerably higher than in the general population. A study conducted in California found that men in the LGBT population smoked 50% more than the general population, and women in the LGBT community smoked almost 200% more. Even with these astonishingly high prevalence rates, tobacco isn’t considered to be a pressing health issue by LGBT community leaders.

Tobacco companies have invested a lot into their relationships with the LGBT community. The industry sponsors big events such as Gay Pride parades and prominent organizations like the Gay and Lesbian Alliance Against Defamation (GLAAD). The industry also supports issues important in the LGBT community such as AIDS prevention and education. This financial support of LGBT community initiatives, organizations, and issues has paid off: A study from 2003 to 2004 found that LGBT adults viewed the support from tobacco companies indicated social acceptance, inclusion, and legitimacy. Bars and clubs have traditionally been one of the few safe spaces for LGBT people to meet and socialize. As part of their campaigns, youth tobacco control activists should target these places to reach this population.

Apart from financial support and gifts to organizations and initiatives, the tobacco industry commonly markets its products to LGBT communities. In 1995, R.J. Reynolds came up with a marketing plan called “Project SCUM” (Sub-Culture Urban Marketing). The proposed project targeted the urban San Francisco population, including LGBT individuals. Today, Big Tobacco continues to place direct and indirect advertising in gay and lesbian newsmagazines such as Out and The Advocate, Broadway playbills, in movies, and at community events.

Similar to its marketing tactics in other communities, Big Tobacco targets LGBT populations. There are a variety of risk factors that contribute to higher smoking prevalence among LGBT groups, including higher rates of psychological stress and higher rates of other types of substance abuse. Many common myths about tobacco exist in LGBT communities—tobacco use equals masculinity, tobacco makes you sexy, tobacco isn’t a big deal compared to other issues like AIDS and discrimination, tobacco use is just part of being gay—and the tobacco industry profits from this misinformation.

LOW-SES POPULATIONS Tobacco disproportionately affects populations with low socioeconomic status (SES). Overall, the prevalence of smoking in the United States has decreased significantly over the last few decades. However, the smoking prevalence among low-SES individuals has remained higher compared to those with greater income. People with lower incomes and lower levels of education are still smoking at a greater rate than individuals at higher income and education levels. In the United States, a majority of tobacco users are from demographic groups representing low-income and low-education segments of the population, indicating that tobacco use is becoming more and more concentrated in these groups. Tobacco use can be directly linked to income levels; the highest rates of tobacco use occur among people with the lowest levels of income. In 2010, 28.9% of people living below the Federal Poverty Line (FPL) smoked compared to 18.3% of those above it.

High rates of tobacco use also go hand in hand with low education levels. 45.2% of adults with a GED smoke, as compared with just 6.3% of adults with a graduate-level degree.

Moreover, compared to people with higher incomes and education, low-SES tobacco users have limited access to and make limited use of effective tobacco prevention and cessation services. Comparatively, they face multiple socioeconomic barriers in accessing evidence-based tobacco cessation and prevention services that are available to those in the high-SES bracket.

As a result, people at the lower levels of socioeconomic status are more likely to face a preventable and modifiable risk of mortality and morbidity caused by commercial tobacco use. In addition to bearing increased health-related effects, people with lower incomes suffer from greater economic consequences of tobacco use. Increased tobacco use worsens their limited economic ability to meet day-to-day needs. Higher rates of tobacco use in low-income families mean a greater percentage of family income being spent on tobacco. This creates a burden on the already scarce financial resources of low-income families.

Low-income neighborhoods across the country are often targeted by the tobacco industry for marketing and sales campaigns. Individuals living in low-income communities are relatively more exposed to tobacco products and secondhand smoke at work and in their homes, and they are less likely to be protected by strong smoke-free policies. Legacy views tobacco use as a social justice issue. According to Cheryl G. Healton, President and CEO of Legacy, “Tobacco use is not an equal-opportunity killer, and the link between smoking and low income and lower levels of education cannot be overemphasized.” Research shows that the poor are more likely to smoke, less likely to quit, and more likely to lose their lives to lung cancer.

WOMEN The tobacco industry has been targeting women since the 1920s. Early advertisements geared...
toward women included messages like “Reach for a Lucky instead of a sweet” to associate tobacco with being thin. During World War II, advertisements featured glamorous women such as fashion models and Hollywood stars. It was during these early years of advertising that women’s smoking significantly increased.261

Big Tobacco’s marketing efforts toward women include the development of cigarette brands exclusively for women (e.g., Virginia Slims, Camel No. 9, Capri). Many of these products are marketed with social messages that relate to women’s freedom, emancipation, and empowerment. In 1968, Philip Morris marketed Virginia Slims cigarettes with the slogan “You’ve come a long way, Baby,” then later in the 1990s with “It’s a woman thing,” and more recently the “Find your voice” campaign, which featured images of beautiful women of diverse racial and ethnic backgrounds.262

Tobacco marketing campaigns targeting women evolve regularly. In 2008, Philip Morris redesigned Virginia Slims cigarette packaging into “purse packs.” The mauve and teal packs are sleek, modern, compact, and are sold in “Super Slim Lights” and “Super Slims Ultra Lights” versions.263 RJR’s Camel No. 9 product comes in a black or mint-green box with a small pink camel on the front. The name, Camel No. 9, is a play on Chanel No. 5 perfume and is meant to invoke the idea of “getting dressed to the nines” or a “cloud nine” feeling. Camel No. 9 features the slogan “Light and Luscious” in marketing materials, and RJR wants to connect the flashy product to fashion, beauty, and sex appeal.264 Ads for these and other female-focused tobacco products are featured in magazines targeted to women such as Cosmopolitan, Vogue, Glamour, and Marie Claire.265

THE HOMELESS It’s estimated that between 70% and 99% of homeless adults smoke. There are a number of factors believed to contribute to the high rates of smoking in this population, including mental illness, low income, high stress levels, less education, and physical disabilities. This combination of characteristics and behavior makes the homeless population an attractive market for tobacco companies.266

Industry documents dating back to the 1970s identify the homeless as “downscale” customers. The term “downscale” was used to illustrate that cigarette smoking was losing popularity as a social activity among affluent and educated people. At that time in the United States, increased information about the health effects of smoking was made public and, as a result, adult smoking rates started to decrease. The tobacco industry made the best of this reality by concocting marketing campaigns to attract certain subsets of the population and heightening marketing activities to the marginalized. Campaigns targeting the homeless focused on marketing in stores located in low-income communities and communities of color; increased promotion of “value” brands; and offering free samples of products in homeless shelters, mental hospitals, and homeless service organizations.267 Philip Morris also made numerous charitable contributions to the homeless community by donating branded blankets to homeless shelters and homeless individuals. The free blankets were adorned with the Merit cigarette brand label, Philip Morris’ value brand.268 In the 1990s, R.J. Reynolds also identified homeless individuals as a target population in its Project SCUM campaign, the same campaign that targeted the LGBT community in San Francisco.269

HOMELess YOUTH Similar to homeless adults, runaway and homeless youth have extraordinarily high smoking rates. No national data could be found on smoking rates of homeless youth, but findings from an assessment in Maine estimate that 80% to 90% of homeless youth in that state smoke cigarettes.270
Tobacco control advocates have been fighting back against the industry for decades. In recent years, there have been three major legal and political victories that continue to influence the way tobacco products are manufactured, marketed, and sold. Below is a brief overview of the national legal victories with links to organizations that offer more in-depth information.

Note: In the next section you’ll learn new strategies you and your peers can use to fight back against the tobacco industry. The suggested Activities are tried-and-true tactics used by youth and young adults throughout the country. In Section Three you’ll see real-life examples of successful youth-led campaigns. As you learn about the victories of attorneys general in various states, the U.S. Department of Justice, and the federal government, think about how you can use these legal tools to fight Big Tobacco in your community.
The Master Settlement Agreement (MSA) is a multistate tobacco settlement signed in 1998. The participating tobacco companies agreed to pay 46 states, Puerto Rico, the U.S. Virgin Islands, American Samoa, the Commonwealth of the Northern Mariana Islands, Guam, and the District of Columbia an estimated $206 billion over many years and disbanded industry groups that attorneys general argued conspired to conceal damaging research from the public. The signing states agreed to set aside a portion of their recovery to fund a public health foundation (which became the American Legacy Foundation) to fight tobacco use. The four states that were not part of the MSA (Florida, Minnesota, Mississippi and Texas) settled with tobacco companies separately. Additionally, the cigarette companies publicly agreed to change the way they market and advertise their products. At the same time the MSA was executed, the states signed the Smokeless Tobacco Master Settlement Agreement (STMSA), which set similar advertising and marketing restrictions.

**KEY MSA INDUSTRY RESTRICTIONS**

**No Youth Targeting:** Cigarette companies are prohibited from marketing to youth under 18.

**Outdoor and Transit Advertising:** Cigarette companies cannot place outdoor advertisements including billboards and transit; signs and placards in arenas, stadiums, shopping malls, and video arcades; and other ads that are outdoors or on the surface of a window facing outward. However, ads less than 14 square feet placed outside a tobacco retail store or on a window facing outward are still allowed, as are ads inside a tobacco retail store; ads located inside or outside adult-only facilities.

**Brand Sponsorship Restrictions:** Cigarette companies cannot sponsor events with the name of a brand (e.g., Marlboro) if the event is a concert; youth event;
event with paid participants or contestants who are youth; or a football, basketball, soccer, or baseball game. Sports arenas and stadiums cannot be named after a tobacco product. Companies are allowed one brand name sponsorship every 12 months. The FDA law subsequently eliminated this loophole. However, corporate (not brand) sponsorships are still permitted.

**Sampling:** Cigarette companies can only give away free samples of their products in adult-only facilities.

**INDUSTRY DOCUMENTS** As part of the MSA, tobacco companies had to make over 62 million pages of internal tobacco industry documents available to the public. These documents currently reside at the University of California, San Francisco, in the Legacy Tobacco Documents Library. Most of the documents can be viewed online at [legacy.library.ucsf.edu](http://legacy.library.ucsf.edu). Public health researchers have been examining these industry documents since their release in 1998. As a result, more than 600 scholarly papers have been published that give us an in-depth look into the tobacco corporations and their deceptive and manipulative practices.276

These documents provide a lot of compelling material, all in the tobacco industry’s own words. Catalyst, a statewide movement of young people in Minnesota has launched a Killer Quotes text messaging campaign
to make the most of this information. Youth throughout the state can text “killerquote” to a number and they will be texted back a quote from Big Tobacco. Catalyst travels around Minnesota and holds Killer Quotes activities to educate youth on what the industry is saying about them. Youth are encouraged to get involved with tobacco document activism projects in their communities. Want to learn more about Killer Quotes or how to navigate through previously secret tobacco industry documents? Check out bethecatalyst.org/killerquotes and bethecatalyst.org/tobacco/docs.

DEPARTMENT OF JUSTICE RICO LAWSUIT In 2006, a U.S. District Court judge found the tobacco industry guilty of violating the Racketeer Influenced and Corrupt Organizations (RICO) Act. In simpler terms, the court concluded that for more than 50 years, the major U.S. tobacco companies defrauded the American people by lying about the health risks of smoking and marketing tobacco to young people. In her opinion, Judge Gladys Kessler stated, “Defendants have marketed and sold their lethal products with zeal, with deception, with a single-minded focus on their financial successes, and without regard for the human tragedy or social costs that success exacted.” The case went all the way to the US Supreme Court which did not disturb the conclusions.

AS A RESULT OF THE LAWSUIT, THE JUDGE IMPOSED THE FOLLOWING REMEDIES:

- Tobacco companies are prohibited from committing acts of racketeering in the future or making false, misleading, or deceptive statements about cigarettes.
- The terms “low tar,” “ultra light,” “light,” “mild,” and “natural” can no longer be used in relation to cigarettes.
- Companies are required to make corrective statements about the health risks of smoking and secondhand smoke although, as of June 2012 this remedy hasn’t been implemented and the parties are still litigating what the statements should look like.
- Annually, tobacco companies must submit marketing data to the government.
FAMILY SMOKING PREVENTION AND TOBACCO CONTROL ACT In 2009, the Family Smoking Prevention and Tobacco Control Act became federal law. The law gives the FDA the authority to regulate the manufacturing, distribution, and marketing of tobacco products to protect the public health. The bill marks the first time in history that cigarettes are regulated by the federal government.

What the FDA Law Does: The law gives authority to the FDA to regulate products that contain tobacco. The law contains several restrictions on tobacco sales and marketing, establishes product standards, and requires tobacco companies to report certain information to the FDA.

The Law Also:

- Restricts cigarettes and smokeless tobacco retail sales to youth by directing the FDA to issue regulations that require proof of age (customers must be at least 18 years old) and face-to-face sales (no vending machines or self-service displays), and ban the sale of packs that are composed of fewer than 20 cigarettes;
- Restricts tobacco product advertising and marketing to youth by limiting the design elements of packaging and advertisements (including audiovisual ads), bans tobacco product sponsorship of sporting and entertainment events, and bans free cigarettes and promotional products;
- Prohibits “reduced-harm” claims including “light,” “low,” or “mild”;
- Bans the sale of flavored cigarettes, with the exception of menthol;
- Requires bigger, bolder warning labels for cigarettes and smokeless tobacco products including new, graphic images on cigarette packages; and
- Requires tobacco companies to disclose information on ingredients and additives.

What the FDA Law Does Not Do: While there are strengths to the FDA law, there are also some limitations. Under the existing law, the FDA does not have the authority to:

- Ban an entire class of tobacco products;
- Require the total elimination of nicotine from tobacco products; and
- Ban tobacco sales in any particular type of sales outlet.
Tobacco companies have deceived the American people for decades. In the RICO case, Judge Kessler stated that the industry continues to carry out conspiracies that defraud the American public. Look around your community. How is Big Tobacco deceiving your peers?

Before these legal victories, the industry blatantly targeted youth. Since the MSA, the companies stopped using cartoon images and cleaned up many of their obvious marketing tactics aimed at individuals under 18. However, this doesn’t mean the industry stopped targeting youth. Think of campaigns like Kool Mixx and Camel No. 9. For the last decade, tobacco companies have said that they are “committed to preventing youth smoking.” In her opinion, Judge Kessler held that the industry’s youth programs were ineffective. Checkout the youth smoking prevention programs established by the different companies. Look at them closely. Do you think these programs really dissuade young people from trying tobacco, or are they watered-down programs that do nothing but give the tobacco industry a good name? (Hint: Search for “youth smoking prevention” along with a company name to see the industry programs. You will also see many other youth programs supported by tobacco companies like “Life Skills Training.”)

Additionally, there are some controversial areas where the FDA will have to take administrative action:

- The Act itself does not ban the sale of menthol cigarettes although the FDA does have the authority to ban menthol cigarettes by regulation;
- The statutory ban on flavorings only applies to cigarettes although, again, the FDA can expand the ban to other products by regulation;
- Warning label and packaging requirements only apply to those products that are currently regulated;
- Cigars and other products are not automatically included in the law (the FDA must take measures to assert its jurisdiction on these products); and
- The sale of flavored component parts of cigars, such as blunt wraps.

It’s important to note that FDA does have the authority to ban menthol cigarettes; however, they have yet to do so. In 2011, the Tobacco Products Scientific Advisory Committee recommended to the FDA, “Removal of menthol cigarettes from the marketplace would benefit public health in the United States.”
PART 2: ACTION GUIDE

Now that we know more about the tobacco industry and their products, it’s time to apply what we know to fight back. In this section, we’ll introduce activities that you can use to advocate for tobacco-free schools and communities. This section will offer tips for taking action, plus the knowledge and tools necessary for successfully advocating for change on your college or high-school campus, in your neighborhood, or in your larger community.

THE ACTION GUIDE SECTION IS DIVIDED INTO FIVE PARTS:

1 JOIN THE MOVEMENT Youth and Young Adult Engagement reveals the power of young people in the fight against Big Tobacco. In this section you’ll learn ways you can get involved in local and regional tobacco prevention movements.

2 LEARN ABOUT ACTIVISM Forms of Action provides an overview of activism and steps for creating change.

3 TAKE ACTION IN YOUR NEIGHBORHOOD Activism Opportunities In the Community gives specific examples of ways you can create change in your local community, whether you want to promote tobacco-free events or advocate for enforcement of existing laws prohibiting tobacco sales to youth.

4 TAKE ACTION IN YOUR SCHOOL Activism on and Around K-12 Campuses describes what you need to know to promote change on or around a K-12 campus.

5 TAKE ACTION ON YOUR CAMPUS Activism on College Campuses introduces tobacco-related problems on college and university campuses and provides you with a variety of tactics for creating lasting change.

Based on restrictions in the MSA, Legacy does not participate in, fund, or support lobbying or political activities. This section discusses some of the many other ways to advocate for policy change. We also provide links to other organizations websites where you can find information about some of the other activities.
Youth-led activism is critical to reducing tobacco use on campus and in local communities. The Centers for Disease Control and Prevention (CDC) recently published guidelines for engaging youth in tobacco-free policy advocacy activities. The Best Practices User Guide: Youth Engagement was written to provide tobacco control professionals with information on the best practices for engaging youth as part of a comprehensive program.

The CDC recognizes the overwhelming power of youth in social movements, specifically in tobacco control. In the past, programs educated youth on the negative health effects of tobacco, but these programs did not engage young people as partners in campaigns to change policy. Today, youth have the role of partners, leaders, researchers, advocates, organizers, and innovators.

The CDC guide aims to provide the tools and knowledge to be an effective tobacco control activist. The same strategies in the Best Practices User Guide are featured in this section, but specific examples and tips are included to help you engage in and/or initiate tobacco-free activities in your local community.

**THE POWER OF YOUTH—HOW TO GET ENGAGED**

Even though there are a number of ways you can get involved in tobacco control activities, the CDC guide primarily focuses on engaging youth in policy campaigns since policy change affects social norms and tobacco use. There are four key approaches young people can follow in changing policy—policy advocacy activities, media advocacy activities, community engagement activities, and activities to fight pro-tobacco influences. Below is a brief description of each approach with examples of general activities. Think of ways to incorporate these activities into your advocacy efforts.

**FIGHT THE POWER: POLICY ENFORCEMENT ADVOCACY ACTIVITIES**

Policy advocacy activities are used to change community environments. For example, as a result of policy advocacy activities, a city may increase enforcement of laws that decrease minors’ access to tobacco, or a school may adopt a policy that prohibits tobacco use on campus. These activities include:

- Writing letters to your local department of health about the need to enforce laws prohibiting tobacco sales to minors and the harmful effects of tobacco in the community;
RAISE YOUR VOICE: MEDIA ADVOCACY ACTIVITIES

Media advocacy is a powerful strategy for countering pro-tobacco messages and gaining support for tobacco prevention initiatives. Media advocacy activities can range from the use of earned media (e.g., writing letters to the editor, inviting reporters to community events and pitching stories to your local newspaper and TV and radio stations) to designing advanced paid-media campaigns. Activities include:

- Advertising in school papers;
- Advocating against tobacco advertising and promotion in magazines, movies, and schools;
- Educating the public about smoking in movies by hosting community forums and interactive movie nights, distributing flyers, and placing warning ads in newspapers;
- Designing counter-marketing campaigns (e.g., PSAs, billboards, and websites);
- Using earned media to create awareness, promote policy, and highlight youth activities; and
- Attracting news coverage of events and other tobacco control activities. 292

Colorado youth mastered the use of media to fight Big Tobacco in their local communities. Go to page 101-104 to learn more about the successful media advocacy activities used by youth throughout Colorado.

- Attending school board meetings to promote comprehensive tobacco-free school policies;
- Promoting policies restricting retail advertising;
- Promoting volunteer tobacco-free policies at restaurants, bars, and other businesses;
- Collecting signatures for petitions to support voluntary policies;
- Organizing protests and demonstrations to raise public awareness about the tobacco industry’s marketing practices;
- Organizing to implement volunteer tobacco-free policies in college stadiums; and
- Engaging social networks by talking to friends, family, and community members. 291
MOBILIZE YOUR PEERS AND PARTNERS: COMMUNITY ENGAGEMENT ACTIVITIES

Partnerships are critical in policy campaigns. Not only is it important to have supporters, it’s important to have passionate people who can help you advocate for change. Community engagement activities include:

- Coordinating efforts with local organizations (e.g., state and community tobacco control coalitions, health agencies, youth organizations);
- Promoting tobacco-free initiatives at community events;
- Recruiting university and college campus advocates; and
- Performing community assessments.293

Turn to pages 105-108 to see how youth in North Carolina engaged their local communities to support 100% tobacco-free policies at high schools throughout the state.

EXPOSE THE INDUSTRY: ACTIVITIES TO COMBAT PRO-TOBACCO INFLUENCES

It’s estimated that in just one year, the tobacco industry may profit as much as $894 million from new smokers influenced to smoke by movies.294 Youth and young adults are important targets of the tobacco industry and, therefore, are critical partners to fighting Big Tobacco and other pro-tobacco influences. There are numerous fun and creative ways to counter pro-tobacco influences such as:

- Monitoring tobacco industry activities and reporting MSA violations (e.g., targeting youth, product placement, sponsorship) to health authorities;
- Creating counter-marketing campaigns and materials to advocate against advertisements in magazines with high youth readership;
- Exposing tobacco industry efforts that create disparities in specific populations;
- Protesting tobacco use in youth-rated movies to reduce tobacco product exposure; and
- Fighting to reduce store product placement and marketing efforts through “Operation Storefront” and “Store Alert” type projects.295

Youth activists in Kansas developed an innovative project to educate teens on the tactics of the tobacco industry. Check out pages 109-112 to learn more about this fun and creative youth-led project.
LEVEL OF ENGAGEMENT

Not only are there different ways to get involved in tobacco control activities, there are also differing levels of participation. We recognize not all activists have the same amount of time to dedicate to tobacco control campaigns, so before you decide what activity you want to commit to, determine the amount of time you have to give to the activity. Use the following guide to help you determine your level of commitment based on your time availability.

HIGH INTENSITY

- Multifaceted projects and campaigns
- More resources

CAMPAIGN (s): Organizing the efforts of several groups to support a broader goal; multifaceted projects and actions. Timeframe: months/years

PROJECT (s): Has an action plan with several actions; effects measurable change. Timeframe: months

ACTION (s): Part of a larger effort; usually a one-time activity with the goal of raising awareness (e.g., collecting petition signatures, participating in a cigarette litter cleanup). Timeframe: hours/days

LOW INTENSITY

- One-time actions and/or projects
- Minimal to no resources

Source: “Environmental Prevention Projects and Campaign Development for Youth Tobacco Advocates,” Youth Leadership Institute, San Francisco, CA.
What is activism?

Activism is the process of taking action to address a problem or issue. People often associate activism with controversial activities or issues, but activism actually comes in many forms. The following definitions are from Legacy’s framework on activism. It’s important to note that definitions of “activism” and “advocacy” may overlap.

Advocacy is a form of activism used to speak on behalf of an affected group to demand action on a particular issue.

Education is another form of action used to inform people of the threat and consequences of a problem in order to influence attitude or behavior change, and inspire collective action on an issue.

Organizing builds power among a collective group of leaders and community members directly affected by an issue to advance systemic change.

Service provides relief and support to people directly affected by an issue.
The different forms of activism can be used alone, and they can also be used together. You may want to lead an advocacy campaign to enforce existing smoke-free policies or change a local voluntary policy. In order to get support for the policy, you will have to organize your peers to help advocate for the policy to be adopted. In order to get your peers engaged, you need to educate them on the problem and why it’s important to create change.

**ADVOCACY**

“Advocacy is defined as any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others. Lobbying is only one kind of advocacy. Not all advocacy is lobbying, but all lobbying is advocacy.”

— Alliance for Justice, Washington, D.C.

**ACCORDING TO THE ALLIANCE FOR JUSTICE, THE FOLLOWING ACTIVITIES COMPRIS ADVOCACY:**

- **Organizing**: Build power at the base
- **Educate legislators**: Provide information on issues
- **Educating the public about the legislative process**: Introduce communities and constituencies to the legislators who represent them
- **Research**: Produce relevant resources that reflect the real story of your community
- **Organizing a rally**: Mobilize for your cause
- **Regulatory efforts**: Take action at the agencies
- **Public education**: Educate the community on the issues
- **Nonpartisan voter education**: Inform the electorate on the issues
- **Nonpartisan voter mobilization**: Encourage citizens to vote
- **Educational conference**: Gather, network, share information, and plan for the future
- **Training**: Structured educational activity designed to build knowledge and skill
- **Litigation**: Win in court for your cause or your community
- **Lobbying**: Advocate for or against specific legislation.

Legacy does not participate in or support any form of lobbying activities. If you are interested in finding out more about lobbying and how you can engage in lobbying activities to address tobacco use in your community, you can check out the following organizations’ websites:

- **Campaign for Tobacco-Free Kids**: [tobaccofreekids.org/take_action](http://tobaccofreekids.org/take_action)
- **American Lung Association**: [lung.org/stop-smoking/tobacco-control-advocacy](http://lung.org/stop-smoking/tobacco-control-advocacy)
- **American Heart Association**: [heart.org/HEARTORG/Advocate/Advocate_UCM_001133_SubHomePage.jsp](http://heart.org/HEARTORG/Advocate/Advocate_UCM_001133_SubHomePage.jsp)

Depending on your level of engagement (see page 54) and the issue you want to address, you may be more interested in participating in one form of activism over another. Say, for example, your high school already prohibits tobacco use on campus but you still have a lot of friends who smoke. It’s likely your friends smoke for a number of reasons, but one may be because they can easily buy tobacco and another may be because they are uneducated on the tobacco industry and its tactics. If you have limited time, resources, and support to lead a policy advocacy campaign to tackle enforcement of laws prohibiting tobacco sales to minors, you may want to educate your peers on the industry’s tactics to target youth. Using the terms we noted on page 54, let’s take a look at some low-intensity and high-intensity activism activities.
**LOW-INTENSITY ACTIVITIES** Remember, low-intensity activities are one-time actions or projects used to raise awareness. These are things you can do in a couple of hours or days, and they tend to cost little to no money. Low-intensity activities can be a component of high-intensity projects, but they may also be a stand-alone action. Here are a few examples of low-intensity activities.

- Organize a tobacco litter cleanup in your community. Use the collected butts to educate your peers or decision makers.
- Create signs or banners with tobacco control messages and hang them throughout your campus.
- Make a large poster or wall that people can write messages on. Messages can either be in support of a proposed tobacco-free policy, a message to the tobacco industry, or a note about a family member or friend who died from a tobacco-related disease.
- Play games on campus or at a community event such as tobacco “Jeopardy!”—a quiz contest on the health effects of tobacco use, tobacco industry facts and history, and so forth. Give away prizes and share tobacco control messages.
- Host a tobacco exchange. Ask tobacco users to exchange a pack of cigarettes or a can of smokeless tobacco for a quit kit, t-shirt, or another cool item that might help them quit using tobacco.

These examples are just a few of many. Keep reading to learn specific low-intensity activism activities you can use in your community and on your high-school or college campus.

**PROS AND CONS OF LOW-INTENSITY ACTIVITIES**

**PROS:**
- It’s easier to recruit individuals to help coordinate one-time activities;
- The time commitment for the actual activity is usually only a few hours;
- You can share a lot of good information in a limited amount of time; and
- The overall costs to hold an event or activity may be low.

**CONS:**
- It may be difficult for people to travel to the activity (e.g., a tobacco litter cleanup in a park);
- Some low-intensity activities take a lot of planning and resources (e.g., creating a tobacco-free event on campus); and
- There may be no results from the activity if further education or advocacy activities are not planned. For example, if you do a tobacco litter cleanup but do nothing with your findings, your efforts may go unrecognized.
HIGH-INTENSITY ACTIVITIES Tobacco control campaigns can take months or even years to build and complete. If you don’t have much time to develop to a full-blown campaign, consider participating in low-intensity activities used throughout the campaign to achieve success. However, if you’re ready to jump in and organize a bigger project or campaign, use the model below to guide your efforts. Let’s look at a few examples of initiatives you can pursue in building a campaign.

- Advocate for tobacco-free campuses (K-12 or college).
- Organize your peers to support the enforcement of smoke-free outdoor laws.
- Partner with a local tobacco control organization to advocate for the enforcement of laws prohibiting tobacco sales to minors.
- Work with local movie theaters to show anti-smoking Public Service Announcements voluntarily before any movie that features smoking or tobacco use.

PROS AND CONS OF HIGH-INTENSITY ACTIVITIES
Consider the following when planning larger-scale actions or activities.

PROS:
- High-intensity projects are a great way to get your community organized around a tobacco-related issue; and
- Your efforts will create lasting change.

CONS:
- Projects and campaigns may take years to complete;
- You may need to recruit individuals for your campaign regularly as youth go to college, students graduate, etc; and
- High-intensity projects may need a lot of resources and funding.
HOW TO GET STARTED: BASIC STEPS FOR CREATING CHANGE

Well-intentioned activists can lead poorly executed activism campaigns. In order to avoid burnout and failure, it’s important to understand the steps needed to create change and be prepared for anything that might come up along the way. This information will guide you through finding an issue, developing a game plan, and carrying out your plan to reach success. There are six steps to advocating for change; some are much more time-consuming than others, but all are equally important.

STEP 1: UNDERSTAND THE PROBLEM.

You can’t solve a problem unless you know what it is. If you’ve decided to fight for change, there must be a problem you found that you want to address. What is it? At this stage of the process, you may not know the exact problem, but you can certainly note what you think it is.

To help you move forward, consider the following:

• Define the problem you see. For example, your underage peers are able to get tobacco. The problem is greater than illegal sales to minors; it may be that stores aren’t checking IDs or stores in certain neighborhoods are selling single cigarettes to youth.

• Define the impact of this issue. Why is it important to address this problem? Who is harmed by this problem? How does it affect them? Be prepared to make a case for why other people should care about your issue.

• Identify your personal connection to the issue. There was something that led you to get involved with this issue. What was it? Why is tobacco or, more specifically, the issue you want to address, important to you? It’s important that you believe in what you’re doing. Your story will help you along the way and may help others connect with the issue.

STEP 2: GATHER INFORMATION, ASSESS THE ENVIRONMENT.

Once you have a general idea of the problem, you need to determine how serious it is. During this stage, you should gather as much information as you can about the tobacco-related problem you’re addressing. This step is important for two reasons: It will help you craft a solution, and it will give you information you can use when advocating for change.

There are a number of different ways to collect information. The type of data collection you use depends on where you are doing it and what you want to learn.

TOOLS FOR COLLECTING DATA

• Paper, pen/pencil, and clipboard
• Digital or film camera
• Video camera
• Web-based survey tool such as Zoomrang
• Tape recorder
GOOD WAYS TO COLLECT DATA:

- **Surveys and Questionnaires**: Used to collect information quickly about people’s behavior, attitudes, and beliefs about a particular subject or topic. Before handing out a survey, check to see if you have to get approval to distribute a survey or questionnaire in your area. For example, if you want to survey on a college campus, you may have to get approval from an Institutional Review Board (IRB). An IRB is a group of people that monitors and approves research studies and surveys designed to gather information from or about humans. An IRB group consists of members from different research disciplines and from communities in which the survey or research is being done. To find out more about how to create and conduct surveys, visit ctb.ku.edu/en/tablecontents/sub-section_main_1048.aspx.

- **Mapping**: Used to define your community. Community mapping can be done to identify assets within the community as well as point out problems in particular areas of the community. For example, by mapping tobacco retailers in your town, you may see a greater number of stores that sell tobacco in low-income neighborhoods compared to middle- and high-income neighborhoods.

- **Observations**: Used to see physically what’s happening in your community, such as tobacco advertising in stores, smoking near buildings, and excessive amounts of cigarette litter.

- **Interviews**: Used to talk with people who may know about your issue or individuals who can provide you with information that will help your efforts.

- **Document Review**: Used to get information that can help your activities. You can review policies, literature on a certain topic, and case studies or stories from others who have done similar work to what you are doing (like the case studies in Part 3 of this toolkit).

STEP 3: DETERMINE A SOLUTION.

Once you’ve done your research, you can determine the best solution to the problem. Consider how the solution will affect your community. Even if the solution is the best for your community, there will most likely be people who don’t agree with you. Be prepared to defend your solution (e.g., a new policy) so you can clearly communicate the need for change.

Also be aware that your solution may have some unintended consequences or outcomes. For example, if you advocate for a tobacco-free policy on your campus, this may lead to an increase in people wanting to quit using tobacco, therefore, a greater demand for cessation services. Or, if you work on enforcement of a tobacco retail ordinance, stronger enforcement may decrease sales (and income) for retailers. This is a real consequence for store owners and one your group will have to address. Be sure to identify all good and bad outcomes or consequences that might result from your activities so you can be prepared to address them.

STEP 4: BUILD A STRATEGY.

Now that you have data on the problem and your community, you can use it to create a strategy. This is a relatively quick step but one of the most important. The strategy you develop will help you understand exactly what you want to do, who has the power to change what needs to be changed (e.g., policy), what obstacles you may face, potential partners, and the tactics you’ll use to encourage change. Think of your strategy as your road map. It’s much easier to know where you’re going if you have a tool that tells you how to get there.

There are five basic elements you need to include in your strategy - goals, resource considerations, allies and opponents, targets, and tactics. Your goals are what you want to accomplish or win. It’s best to identify long-term, intermediate,
and short-term goals. Your long-term goal will be the “win,” and your short-term goal may be something simpler, like finding five people to help you advocate for change.

Resource considerations simply means, what resources do you and your partners have to help you achieve your goals? Resources may include money, materials, and people. Also consider what other strengths you might have such as strong evidence to support your cause and local partners. Finally, you need to identify potential weaknesses such as limited time, money, or community support of your issue.

Allies and opponents are those individuals and groups/organizations with you or against you. Allies are those who support the issue and may want to help advocate for change as well as people/groups who care enough about the issue to support you. Identify any individual or group that may be positively affected by the issue you are working on, as they may be willing to support your activities. Opponents are individuals or groups who may do things to prevent you from being successful. When identifying opponents, list actual and potential opponents.

Your targets are the decision makers. These are the individuals who can give you what you want (e.g., policy change). In addition to your main targets, identify secondary targets: These are individuals or organizations that have influence over your main targets.

The advocacy activities you use are your tactics. These are the things you and your partners will do to influence change. These activities may include collecting petition signatures, speaking at public hearings, writing letters to the editor, etc.

When developing your strategy, keep in mind that activism campaigns don’t always go the way we expect. You will most likely need to make small tweaks to your strategy as you start implementing your activities.

Also develop a timeline with specific dates and roles for everyone working on the initiative. Every individual should be given a specific task and a date the task needs to be completed. This will allow for everyone to accomplish their individual goals and move your efforts forward in a reasonable amount of time. Think about it: Would you stay up late to turn in a research paper tomorrow if there were no due date on it?
STEP 5: IMPLEMENT YOUR STRATEGY, TAKE ACTION.

Once you know what you want to do and how you plan to do it, it’s time for action! Throughout the campaign, revisit your strategy frequently and update as necessary.

SHARE YOUR EXPERIENCE & YOUR SUCCESS!

There are a number of reasons to set goals—to know what your group wants to accomplish, to have something to work toward, and to celebrate when you reach one, even a small victory to keep the momentum! Activism campaigns can run into bumps in the road and certainly take some time, so it’s important to celebrate your successes along the way. It’s just as important to evaluate your efforts and their impact on a regular basis.

When your campaign is over and you’ve reached your goals, share your activities with other tobacco control activists in your community. You’re now an expert on creating change, and many others can learn from your experiences. In fact, most of what you are learning in this guide comes from youth and young adult activists who have taken action against tobacco in their communities.
ACTIVISM OPPORTUNITIES IN THE COMMUNITY

There are numerous ways to get involved with tobacco issues in your local community. Depending on the state you live in and the level of tobacco control funding available, there may already be an active campaign in your town, city, or county.

WHAT YOU NEED TO KNOW

Before you do anything, it’s important to learn whether someone else in your community is already working on a tobacco issue. If so, find out how you can get involved. Many counties and cities have tobacco-free coalitions, and they would love to have youth partners. If the local organization or coalition is working on an initiative that doesn’t interest you, meet with them to discuss what you care about and how they can help you create change.

POTENTIAL PARTNERS All across the country people are advocating for stronger tobacco-free policies. Below is a brief list of organizations that typically have tobacco control programs. Don’t be afraid to reach out to any of these groups. If they don’t have a tobacco program, they probably will be able to refer you to an agency that does.

- County health department
- City health department
- State health department
- American Lung Association
- American Heart Association
- American Cancer Society
- Community & Youth Organizing groups

Before you reach out to an organization, get to know who they are and what they are able to do. Not all organizations can work toward policy change (due to lobbying restrictions or other constraints), so they may not be able to support advocacy efforts but may be able to help you conduct an educational campaign.
WHAT ARE THE ISSUES? Every community has to deal with tobacco. The extent of tobacco-related problems is truly dependent on where you live and what work has been done in the past. Where are you seeing tobacco or the tobacco industry in your community? What issue(s) made you pick up this toolkit?

HERE ARE SOME COMMON ISSUES TOBACCO CONTROL ADVOCATES ARE ADDRESSING IN THEIR LOCAL COMMUNITIES:

Tobacco Sales to Minors: The sale of tobacco to youth under 18 is an ongoing problem. It’s estimated that each year, individuals under 18 smoke a total of more than 800 million packs of cigarettes, with a majority of these cigarettes being sold illegally to youth. There are a number of ways to solve this problem.

- **Compliance Checks:** Local law enforcement or others with the authority can frequently make compliance checks to ensure retailers aren’t selling tobacco to minors.
- **Enforcement:** Law enforcement agencies can actively enforce local and state laws designed to prevent tobacco sales to minors.
- **Education:** Merchant education campaigns are an effective way to decrease sales to minors. These educational efforts include information on tobacco laws, resources for retailers, and tips for checking IDs.

Secondhand Smoke Exposure: Exposure to secondhand smoke is hazardous to one’s health regardless of whether it occurs indoors or outdoors. Here are a few examples of voluntary policies local communities are adopting to decrease exposure to secondhand smoke.

- **Voluntary Smoke-Free Indoor Air Policies:** Implementing voluntary smoke-free policies in indoor areas, including schools, workplaces, hotels, restaurants, bars, and casinos protects people from exposure to secondhand smoke.
- **Voluntary Smoke-Free Policies for Outdoor Areas:** Voluntary outdoor air policies prevent people from smoking in outdoor settings such as parks, fair grounds, community events, dining areas, bus stops, etc. These voluntary policies can make an entire outdoor area smoke-free or can designate certain areas smoke-free. For example, specific smoke-free areas in parks can be designated smoke-free, such as playgrounds, sports fields, and dining areas.
  - **Smoke-Free Multi-Unit Housing (MUH):** MUH voluntary policies identify areas in apartment and condo units where people can and cannot smoke. A multi-unit housing owner or manager can adopt voluntary policies designating common outdoor areas as smoke-free as well as all or a majority of apartments.
- **Smoke-Free Events:** These voluntary policies designate an event as smoke-free rather than a location. For example, a town fair may be a smoke-free event even though it is held at the county fairgrounds, a location that allows smoking.

Note: Outdoor air policies not only address secondhand smoke exposure, they also deal with tobacco litter. Many people who advocate for tobacco-free parks and beaches do so because of the environmental impact of cigarette litter.
Tobacco Industry Advertising, Marketing, and Sponsorship:
Tobacco companies are known to advertise and market their products aggressively. Their marketing tactics have changed over the years as tobacco control laws get stronger. Let’s take a look at ways communities can fight back against Big Tobacco.

• Tobacco-Free Community Events: Event organizers can adopt comprehensive voluntary tobacco-free events policies, which prohibit the use of tobacco, the advertising and marketing of tobacco products, and tobacco industry sponsorship of events.

• Tobacco Advertising and Marketing: Local voluntary policies can restrict the placement, marketing, and sale of tobacco in certain neighborhoods or areas of your community. Restrictions can be specific to advertisement locations (e.g., in store windows, at store counters), color, size, etc. Advocates can work with stores to adopt voluntary policies decreasing or limiting outdoor tobacco advertisements. Or fight tobacco placement, marketing, and sales in neighborhoods with high youth populations, low-income communities, and people of color.

CREATING CHANGE Earlier in this section you learned some general ways to get involved in tobacco control activities. We’re now going to revisit some of those suggested activities and connect them to specific tobacco control problems you can address in your local community. To make things a bit easier, we’re going to break up activities by the amount of time it may take to achieve your expected outcome. Look back on page 54 if you need a refresher on low and high-intensity activities.

• Smoke-Free Movies: Advocates across the country are asking the film industry to change the way tobacco is seen in films. The four simple solutions include: 1) giving all new movies that feature smoking an “R” rating; 2) certifying that no one involved with the production of a movie received anything of value from a tobacco company; 3) requiring strong anti-tobacco ads run before any film with any tobacco presence; and 4) stopping the identification of tobacco brands in films. Locally, activists are working with their community theaters to feature anti-smoking commercials before films, grade youth-rated films based on instances of smoking, and collect endorsements for the national campaign. For more information about this issue or to join the national smoke-free movies campaign, visit smokefreemovies.ucsf.edu.
LOW-INTENSITY ACTIVITIES

If you’re not ready to get involved in a full-blown tobacco-free campaign or project, there are still a lot of things you can do to educate your peers, serve your community, or advocate for voluntary policy change. We don’t need to go through all six steps for creating change (explained on pages 60-63), but let’s review a few things to make sure you’re ready to go. Take a moment to go through the checklist and answer the following questions.

1. What problem do you want to address?
2. Did you check to see if any other group or organization is already working on a tobacco-free issue in your community? If so, what did you learn?
3. Realistically, how much time do you have to commit to this effort (hours, days, months)?
4. What type of activity do you want to accomplish?
   - Help advocate for a new voluntary policy?
   - Educate your peers and community on a tobacco-related issue?
   - Serve your community by participating in a tobacco-free activity?
   - Organize your community to support a local tobacco control policy?
5. What is your ask? In other words, what do you want people to do (e.g., support a policy, change behavior, join a movement)?

SAMPLE ACTIVITIES FOR QUICK ACTION:

Organize a tobacco litter cleanup at a local park. After the cleanup...
- **Educate**: Display the butts at a community event to increase awareness about the problem of smoking in parks.
- **Advocate**: Show pictures from the cleanup or the collected waste to decision makers in the parks and recreation department and ask them for stronger enforcement of the smoke-free parks ordinance.

Contact local decision makers regarding the enforcement of existing tobacco-free laws.
- **Educate**: Share information with local decision makers about tobacco problems in your community.
- **Advocate**: Ask decision makers to enforce existing tobacco-free ordinances.
- **Organize**: Invite your friends, family, and other community members to local meetings to speak on behalf of a tobacco-free initiative.

Write a letter to the editor or an opinion editorial for your local paper.
- **Educate**: Provide information on tobacco problems in your community.
- **Advocate**: Use media to ask community members to support effective implementation and enforcement of tobacco-free initiatives.
• **Organize**: Use media to invite members of the community to participate in the discussion about a new tobacco-free ordinance.

**Participate in community events.**

• **Educate**: Use the event to educate your peers and community members about tobacco in your town or city. Have fun with the event and think of creative ways of educating people such as having tobacco-free games (e.g., tobacco Jeopardy!) at your table or booth.

• **Advocate**: Collect petition signatures, letters of support, or written testimony supporting education and enforcement of local tobacco control policies and activities.

• **Organize**: Invite community members to participate in local tobacco control activities.

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Join a coalition.

• **Educate**: Join the local tobacco-free coalition and educate them on ways youth can get involved with their activities. Or, join other coalitions and educate them on how tobacco affects youth and why they should support local tobacco control activities.

• **Organize**: Invite your peers to join the coalition and help create change in your community.

**Make a video.**

• **Educate**: Tell your story about how tobacco affects you and your community. Make your story into a video and share it with your family, friends, and community.

• **Advocate**: Present your digital story to decision makers and ask them to enforce existing tobacco-free policies.

• **Organize**: Collect stories from others in the community about how tobacco affects them or someone they love.
ADDRESSING THE ISSUE OF TOBACCO SALES TO MINORS IN YOUR COMMUNITY

We just laid out a lot of information about potential tobacco problems in your community and ways to address them. Let’s focus on one issue in particular—tobacco sales to minors.

1. UNDERSTAND THE PROBLEM.
   • What does your issue area mean? Tobacco sales to minors is a serious problem that leads to youth experimenting with tobacco, increased youth smoking, and long-term addiction. Not to mention, it’s illegal.
   • Why is addressing this issue important? Every day, more than 3,500 kids under 18 try their first cigarette, and 1,000 other kids who have already experimented with tobacco become regular smokers. Numerous studies have found that making it more inconvenient or difficult for young people to buy cigarettes has an impact on the number of youth who experiment with tobacco, the number of youth who become regular smokers, and the amount of tobacco used by those who do smoke regularly.
   • Why is it important to you? Think about why you got involved. Did you hear about a local activity like a tobacco sting that made you want to help? Do you have a personal connection to tobacco? Whatever the reason, you have a connection to the issue that is unique and just your own. Be sure to share it. Tell your friends, talk to your family, encourage others to get involved or support the issue. If it’s important to you, it’s probably important to others, too.

2. GATHER INFORMATION, ASSESS YOUR COMMUNITY.

Now’s the time to collect whatever information you can about tobacco in your local community.

Consider using the following tools and strategies:
   • Environmental Scans
      ◦ Walk around neighborhoods, events, or your town/city scanning for tobacco ads and products.
      ◦ Note what you see, when you see it, and specific details.
   • Interviews
      ◦ Talk to people about the problem.
      ◦ Do you have friends who smoke whom you can ask about buying cigarettes? Is it pretty easy for them to get access to tobacco? Are there certain stores that are more likely to sell tobacco than others?
   • Store Observation Survey
      ◦ Monitor stores and how they advertise, market, and sell tobacco.
      ◦ Keep track of the time you visit the store, the store type (e.g., gas station, drug store, small market), if a tobacco retail license is posted, location of tobacco products by type (e.g., smokeless tobacco, cigarettes, cigars), location and type of “proof of age” signage, location and type of advertisements, and presence of ads or products at a young child’s eye level (approximately 3 feet).
As you do your research, think like a journalist and ask yourself who, what, where, when, and why questions. Many existing sources of information will help provide answers to these questions. For example, if you want more information on tobacco sales to youth, check out your state’s annual Synar Report (samhsa.gov/prevention/synar.aspx), a report detailing sales to minors and successes of existing laws designed to prevent youth from buying tobacco.

**WHO...**
- Is selling tobacco to minors?
- Is buying tobacco?
  Example: youth of a certain age, race, gender

**WHAT...**
- Types of stores are selling tobacco to minors?
  Examples: gas stations, small food markets, etc.

**WHERE...**
- Are the stores located?
  Examples: near schools, close to parks, in certain neighborhoods

**WHEN...**
- Are the most sales occurring?
  Example: shortly after schools let out, in the evening, late at night

**WHY...**
- Are stores selling to minors?
  Consider whether they are being encouraged to sell to youth by tobacco companies or if the store clerks have limited knowledge of tobacco laws.
3. DETERMINE THE BEST SOLUTION.
What did you find in your community? Was there only one store selling tobacco to minors? What’s different about that store than other stores? Or, is the sale of tobacco to minors a problem city- or county-wide? The difference between the two means the difference between conducting a merchant education campaign and advocating enforcement of ordinances prohibiting tobacco sales to minors (it’s a big difference!). If the issue of tobacco sales is a city- or county-wide problem, you need to focus on the enforcement of city or county ordinances rather than just doing a merchant education campaign.

• How is the solution going to affect the community? If a law that makes it more difficult for youth to purchase cigarettes is effectively enforced, how will youth smoking be affected? How will stores be affected by increased enforcement? Let’s consider briefly the good that enforcement will do but also the potential or perceived negative effects it may have on the community.

Remember, these are perceived negative effects stemming from the enforcement of laws that make it harder for youth to buy tobacco. Even if the arguments against increasing enforcement of existing laws are not true, people may still use them to get decision makers to work against them. Therefore, be sure to prepare answers to concerns others may raise about the activities your group is proposing. Work with your partner organization to identify these concerns and brainstorm answers and/or solutions to the concerns (e.g., provide training materials for employees on the existing laws).

POSITIVE EFFECTS
• A decrease in youth access to tobacco products
• A decrease in youth initiation of smoking
• A change in social norms around tobacco use among youth

PERCEIVED NEGATIVE EFFECTS
• Higher costs for retailers
• More work for store owners, who may have to spend extra time training employees

• What have other communities done? Decreasing youth access to tobacco is not a new issue. In fact, local communities, counties, and states have been addressing this issue for a long time. Do learn what other communities and other organizations in your area have done around this issue. Don’t be afraid to use similar ideas, tactics, and resources developed by others. Why start from scratch when there are proven, effective strategies for addressing tobacco sales to minors?
4. DEVELOP A STRATEGY.

• What are your goals?
  Consider what you want to achieve. Do you want local law enforcement to increase enforcement of an existing retail ordinance? Should retailers improve the appearance or placement of their “we card” signs? Consider your long-term goal and then work backwards and think up the smaller goals you want to achieve along the way. Be sure to identify at least three to five measureable goals.

• Examples:
  SHORT-TERM GOALS
  • Recruit at least five youth to join a coalition to work on this project.
  • Conduct 25-50 store observations.
  • Create a map of tobacco retailers around schools and parks.

  INTERMEDIATE GOALS
  • Conduct a youth purchase survey.
    Meet with each city council member individually to educate on the issue of tobacco sales to minors.

  LONG-TERM GOALS
  • Local law enforcement will actively enforce existing laws prohibiting tobacco sales to minors.

• What do you have? What do you need?
  Think of all the resources and support you have. Consider partner organizations, other youth groups, city council members or other elected officials, and any other individual or organization that supports your initiative. Also consider the resources each of these groups can offer. For example, do they have materials they can contribute to your campaign or people who can help conduct store observations? List everything you know you have, including people, support, funding, and resources. Don’t forget to include “information” as something you have. There is a lot of great information available on tobacco and youth; this information will be critical to your campaign.

  Just as you list things you have, make a list of things you need. In the same way you identified partners, resources, and information, list what partners you may still need, what resources you lack, and what information may be missing.

• Who supports you? Who’s against you?
  Brainstorm all the individuals and groups who support you. It’s okay to be general here. For example, you know this is an issue parents can support. It’s okay to list a general group of people such as parents versus identifying names of parents. At the same time, identify those who may not support what you’re trying to do. Also, think about individuals who may be neutral on the issue. These people may not currently support you or be against you, but you may be able to convince them to care about your issue. Who are these people or organizations?

• Who are the decision makers?
  There are two sets of decision makers: primary and secondary. If you’re advocating for the enforcement of existing laws prohibiting tobacco sales to minors, the primary target may be enforcement agencies (e.g., police), and secondary targets will be those affected by your activities (e.g., retailers).
What are your key activities?

Your key activities, or tactics, will lead you to accomplishing your goals. Thinking back to our goals, what activities will need to be completed to recruit five youth to the coalition? Do you need to make presentations to high-school classes to get more of your peers involved? As you list tactics, consider all of your goals and the activities you must complete to reach them. Do your homework before you implement your tactics. For example, if you are going to write a letter to a city council member to get their support for stronger enforcement, find out what issues they care about and how those issues tie into the work you are doing. Following are a few ideas to get you started.

POLICY ENFORCEMENT ADVOCACY ACTIVITIES

• Write letters to city council members asking them to support enforcement of local and state laws prohibiting tobacco sales to minors. Educate your community on the problem of youth tobacco sales in your community.
• Collect signatures for petitions supporting active enforcement of existing laws.
• Speak at city council meetings to advocate for the enforcement of laws on tobacco sales to minors.
• Share what you are doing with your friends, family, teachers, neighbors, and anyone else you come in contact with to spread awareness about the issue.

USE YOUR VOICE: MEDIA ADVOCACY ACTIVITIES

• Write letters to the editor of your local newspaper with information about the problem of tobacco sales to minors in your town.
• Invite the local media to community events to create awareness, and highlight your activities.
• Organize a press conference to release the youth purchase survey results.

MOBILIZE YOUR PEERS AND PARTNERS: COMMUNITY ENGAGEMENT ACTIVITIES

• Educate and collaborate with other groups with similar interests. For example, parent groups who care about youth smoking.
• Engage student organizations that may care about this issue. Invite members of these groups to join your coalition at community events and city council meetings.

EXPOSE INDUSTRY TACTICS: ACTIVITIES TO FIGHT PRO-TOBACCO INFLUENCES

• Monitor tobacco advertising and marketing at local stores.
• Create counter-marketing campaigns and materials to advocate against tobacco advertisements in store windows, on billboards, or other outdoor areas near schools and parks.
5. IMPLEMENT YOUR STRATEGY.

KEYS TO SUCCESS

- **Find partners.** This is a tricky issue, and you need a lot of support. Be sure to find adult partners who can provide guidance and leadership as you all advocate for enforcement of laws affecting tobacco sales to minors.
- **Be prepared.** If you are asking a city council to increase enforcement of laws requiring a license for selling tobacco, expect to get a lot of pushback from local retailers. If you expect opposition, you can have a plan for addressing it. It’s better to be over-prepared than to be caught off guard.
- **Make it fun.** As you know by now, this is a complicated issue. If you want to get more youth involved, you need to make this issue more fun. Think again about why you got involved. Did you notice all the ads in your local store targeting youth? Do you have a lot of friends who buy their own cigarettes? Think about why your peers might care about this issue and find fun ways for them to get involved.

**POTENTIAL ROADBLOCKS AND CHALLENGES**

- **Retailers:** More likely than not, retailers will oppose anything that will cost them money. Be prepared to address their concerns.
- **Tobacco Industry:** The tobacco industry, both directly and through groups it supports, has advocated against efforts that make it more difficult for youth to buy tobacco.303, 304, 305

6. EVALUATE ACTIVITIES AND SHARE SUCCESSES.

Were you successful in achieving your goals? If so, great! If not, don’t worry—go back and rethink your strategy. Consider the following:

- What went well? Why?
- What challenges did you experience? Why?
- How did you overcome the challenges?
- Did you reach all your goals?
- If not, what can you do differently to move your activities forward?
- Are all of your goals still relevant?

Regardless of whether you have reached your long-term goal, it’s important to celebrate the little (and big) successes along the way. Tobacco-free policy initiatives are rarely easy, which is why it’s important to acknowledge the things you do well and rethink the activities that need improvement. Be sure to keep track of everything you do so you can share what you’ve learned with others.
ACTIVISM OPPORTUNITIES ON & AROUND K-12 CAMPUSES

WHAT YOU NEED TO KNOW

K-12 campuses are a great place for youth to take action against tobacco. There are numerous opportunities to advocate for policy change as well as educate your peers on the dangers of tobacco and the deceptive marketing tactics of the tobacco industry. Before you tackle a tobacco issue on your campus, do some research to see if there are others working on similar issues. Look on campus as well as in your community. There may already be activists working to make your campus tobacco-free or a student club starting an education campaign on youth and smoking.

POTENTIAL PARTNERS You know the old saying, “the more the merrier”? Well, now is the perfect time to bring in more people to help make your tobacco-free journey more fun and effective. Below is a brief list of potential partners who may already be working on a tobacco-related issue or might be interested in joining you in your efforts.

- County health department
- City health department
- County office of education
- School district offices
- Parent groups [e.g., Parent Teacher Association (PTA)]
- Student health clubs
- Student environmental clubs
- Health education teachers
- School counselors
WHAT ARE THE ISSUES? The Centers for Disease Control (CDC) has developed guidelines for school health programs to prevent tobacco use and addiction. The guidelines include seven recommendations aimed at preventing youth tobacco use. These include policy, instruction, curriculum, youth and teacher trainings, family involvement, tobacco cessation, and evaluation. Highlighted below are a few of the recommendations.

On K-12 Campuses

Tobacco-Free Policy: Develop and enforce a 100% tobacco-free policy. The policy should prohibit the use of tobacco products on campus property, in school vehicles, and at school functions—including after-hours events like football games. The ban should apply to everyone, including teachers and those visiting the school. Tobacco-free policies should also prohibit tobacco advertising in school buildings and publications and at events. Schools should provide access to quit-smoking programs to students and staff.

If a school already has a policy in place but there’s no enforcement, it’s appropriate to work with school or district administrators on increasing policy compliance through enforcement.

Tobacco Education and Curriculum: Provide education on the dangers of the negative impact of tobacco. Educational activities and/or health classes should focus on the health and social consequences of using tobacco, skill development (e.g., refusal skills), and resisting pressure from media and peers to use tobacco. Let’s take a look at topics around which students can educate students:

• Big Tobacco: who they are, what they sell, what they say, and who they target;
• Tobacco’s Toll: the health effects of tobacco, cost of tobacco, and lives lost due to tobacco;
• Tobacco Marketing: deconstructing tobacco ads, tobacco branding, advertisement locations (e.g., youth magazines, store windows, etc.); and
• Tobacco and Social Justice: tobacco and the environment, tobacco marketing overseas, tobacco farming, targets of the tobacco industry in the United States.

Have fun with education. Education doesn’t have to be lecture-style only (i.e., you reciting information to people). Think of creative ways to educate your peers, teachers, parents, and community on tobacco issues.

CREATING CHANGE

As you’ve been reading, there are a lot of different ways you can take action against the tobacco industry. We’re now going to focus on activities you can conduct on your high-school campus. Let’s first take a look at some low-intensity activities, or short-term activities/projects, and then we’ll walk you through the six steps to developing a tobacco-free campus policy campaign.
LOW-INTENSITY ACTIVITIES

There’s a lot you can do in a short amount of time on your school campus to increase awareness about the dangers of tobacco and ways the tobacco industry targets youth. We’ll provide some sample activities, but first go through the checklist and answer the following questions.

1. What problem do you want to address?
2. Did you check to see if any other groups are already working on tobacco issues on your high-school campus? If so, what did you learn?
3. Realistically, how much time do you have to commit to this effort (hours, days, months)?
4. What type of activity do you want to accomplish?
   - Help advocate for a new policy?
   - Educate your peers on a tobacco-related issue?
   - Serve your community by participating in a tobacco-free activity?
   - Organize students to support a tobacco-free policy or initiative?
5. What is your ask? In other words, what do you want people to do (e.g., support a policy, change behavior, join a movement)?
SAMPLE ACTIVITIES FOR QUICK ACTION

Organize a tobacco litter cleanup on your campus. After the cleanup...

- **Educate**: Display the butts at a school event to increase awareness about the problem of tobacco use on campus.
- **Advocate**: Show pictures from the cleanup or the collected waste to decision makers and ask them to adopt a tobacco-free policy.

**Testify at a school board meeting.**

- **Educate**: Share information with school board members about tobacco use on campus and why high schools should prohibit tobacco.
- **Advocate**: Ask decision makers to adopt and/or enforce 100% tobacco-free policies.
- **Organize**: Invite your friends, family, and other community members to school board meetings to speak on behalf of a tobacco-free policy.

**Write a letter to the editor or an opinion editorial for your local paper.**

- **Educate**: Provide information on youth tobacco use and the need for tobacco-free schools.
- **Advocate**: Use media to ask community members to support tobacco-free schools.
- **Organize**: Use media to invite your friends, parents, and members of the community to participate in the discussion about youth and tobacco and encourage them to write letters to the editor showing their support for tobacco-free schools.

**Host outreach and educational events on your campus.**

- **Educate**: Use the event to educate your peers about tobacco. Have fun with the event and think of creative ways of educating people such as having tobacco-free games (e.g., tobacco Jeopardy!) at your table or booth.
• **Advocate:** Collect petition signatures, letters of support, or written testimony supporting a tobacco-free schools policy.

• **Organize:** Ask your friends to participate in tobacco control activities on campus.

**Make a video.**

• **Educate:** Tell your story about how tobacco affects you. Make your story into a video and share it with your family, friends, and teachers.

• **Advocate:** Present your digital story to your administrators and school board and ask them to adopt a 100% tobacco-free policy.

• **Organize:** Collect stories from your peers about how tobacco affects them or someone they love.

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**HIGH-INTENSITY ACTIVITIES: ADVOCATING FOR A TOBACCO-FREE SCHOOL**

**WHAT’S THE ISSUE?** Let’s tackle the toughest issue for high-school campuses—making your campus 100% tobacco-free. Even if your school is already tobacco-free, walk through this section to see how you can apply the model to other issues on campus.

**1. UNDERSTAND THE PROBLEM.**

• **What does your issue area mean?**
  Tobacco use on campus has a big impact on youth. If people can use tobacco on a high-school campus, students and staff are exposed to secondhand smoke, the school may experience problems with cigarette litter, and youth may perceive tobacco use as normal.

• **Why is addressing this issue important?**
  Among adults who have ever been daily smokers, 88% had their first cigarette by age 18, and 99% had their first cigarette by age 26. The earlier a young person starts smoking, the more likely they are to become a regular smoker. School districts have an opportunity to prevent youth from initiating tobacco use. The CDC has outlined seven guidelines to prevent tobacco use among youth, the first guideline being to develop and enforce comprehensive tobacco-free school policies.

• **Why is it important to you?**
  Consider how tobacco use on campus affects you. Are you bothered by secondhand smoke or tobacco litter? Or, are you concerned about your friends who are starting to experiment with tobacco because they think smoking or chewing is a normal behavior? What’s your connection to tobacco? What about this issue makes you want to take action? Write down your answer and make it personal. When you advocate for policy change, people will want to hear your story and understand why you care so much about making your school tobacco-free.
2. GATHER INFORMATION, ASSESS YOUR K-12 SCHOOL COMMUNITY.

The problem you’re addressing is pretty straightforward: Your high-school campus is not tobacco-free. During this step, you don’t need to research the problem; you need to research the solution. Who has the authority to change the policy? Does a tobacco-free policy come from the school district (board), or can your individual school adopt its own policy? What have other high-school campuses done around this issue?

• **Key Informant Interviews:** Key informant interviews are a fancy way of saying talk to people. Schedule a meeting with school decision makers (e.g., your principal) to find out why your school still allows smoking on campus. Ask school leadership who has the power to create change. Do they support a tobacco-free policy? Why or why not?

• **Internet Searches:** It may seem easy to do a web search of how other K-12 campuses have gone tobacco-free, but don’t let the search results fool you. Many K-12 schools are tobacco-free because of a state law. Of course, you want to look at these schools and learn what arguments they used to support going tobacco-free, but you also want to find schools with local tobacco-free policies. At those schools, who adopted the policy—the school district? The county office of education? What did those schools do to get their decision makers to adopt a tobacco-free policy? Can you find any case studies on tobacco-free schools? While looking through websites and reports, also look for contact information for people who worked on tobacco-free school campaigns; you may want to call them and ask them a few questions about their successes and challenges.

Also check search engines for your own school. Does your school have a policy that is not being enforced? Or, does the school have a weak policy that can be updated? Also, look up the decision makers on your campus and in your school’s district. Who are they? What issues do they care about? Do they have a personal connection to your school? For example, maybe they have kids at your school or another school in the district.

• **Litter Cleanups:** Get together a group of friends and clean up cigarette and tobacco litter (e.g., cigarette butts, cigarette packs, smokeless tobacco cans, etc.) on and around your campus. Keep track of how many butts, cigarette packs, etc., you and your friends collect. Do a little math, and you can tell your school how long it takes one person to clean up tobacco litter on your campus every day. Keep the tobacco waste in well-sealed containers and then display the collected waste at meetings with decision makers.
3. DETERMINE THE BEST SOLUTION.

The solution here may seem pretty straightforward—the adoption of a 100% tobacco-free policy. However, before you jump in and start advocating for a new policy, look back at what you learned through your research. Is there a policy that no one knows about that is not being enforced? Is there something preventing your school from going tobacco-free (e.g., someone at the district doesn’t support a policy change)? Use all the information you collected to determine the best solution for your school (and possibly all the schools in your district).

• **How is the solution going to affect the community?** If the local school district adopts a 100% tobacco-free policy (indoors and out), how will that affect students and staff? How will it affect the community? Think about all the pros and cons of a new policy. As passionate advocates, we often think about all the pros of a policy and are caught off guard when someone has concerns about what we’re trying to do. Prepare yourself: Think of reasons why people may not support a new policy.

• **What have other communities done?** As previously mentioned, note every argument you can think of against the policy. Once you do so, you can see what other schools or districts have done to address these concerns. You aren’t the first K-12 campus to consider going tobacco-free, so take the opportunity to learn from the successes and challenges of those before you. What you learn may help you as you draft talking points, meet with decision makers, and advocate for a new policy.
4. DEVELOP A STRATEGY.

- **What are your goals?:** What do you want to accomplish? The big goal is the adoption of a 100% tobacco-free policy. This goal will be your long-term goal; everything you do will move you closer to achieving this goal. Along the way, there are other things you will want to accomplish to reach your ultimate goal. Let’s outline some of those goals (examples). Remember to list at least three to five measurable goals.

- **What do you have? What do you need?:** List all the materials, funds, and support you have. These are things that will help you advocate for policy change. You know you have good evidence on the need for tobacco-free policies and information from other school districts and states with strong policies. Look around your school and determine what else you have. Think of things like teacher and student support, and a dedicated group of people who will help advocate for the policy. Or, maybe you also have access to the school copy machine, a friend who is creative and can develop artistic flyers, and another friend who is the editor of the school paper. Identify everyone and everything you can think of that can help your efforts.

At the same time, think of those things that you need. You may have a lot of support on your campus but not at the other schools in your district. Or, you may have access to the school copy machine, but you don’t have colored ink or paper for printing.

- **Who supports you? Who’s against you?:** Who do you think would support a tobacco-free policy on your campus? Why would they support it? List everyone you can think of who would support a policy change and why. For example, parents (and parent groups) would support the policy because they don’t want their kids exposed to tobacco or secondhand smoke. Also think about those individuals that may not support a policy change and their reasons for being against it. It’s really important to brainstorm why people may be against the policy so you can be prepared to address concerns. It’s equally important to know why people support the policy initiative. If you have this information, you can use it to help advocate for a new policy. Think about this scenario: A student tells you she supports the policy because she has asthma and whenever she is exposed to secondhand smoke she is at risk of having an asthma attack. How can you use this information to support your efforts?

- **Who are the decision makers?:** It’s most common for school districts to adopt 100% tobacco-free policies. Individual schools can voluntarily making their schools tobacco-free, but official policies usually come from the district. If you are advocating for a policy at the district level, the primary decision maker will be the district school board. Secondary decision makers will be those who influence the school board such as school principals, parents, and community leaders.

- **What are your key activities?:** After you lay out what you want to do, the next step is to determine how you plan to do it. Your key activities should help you achieve your goals. For example, one of the goals we identified is to gather 500 signatures on a tobacco-free school petition; therefore, the activity will be to organize a petition drive.

### EXAMPLES

#### SHORT-TERM GOALS

- Organize a coalition of at least five students and one teacher.
- Submit at least two letters to the editor of the school paper about tobacco use on campus.

#### INTERMEDIATE GOALS

- Gather petition signatures from approximately 10% of students and staff.
- Hold five educational events on all the campuses in the school district.
- Collect survey responses on tobacco use at your school from 5% to 10% of the campus community.

#### LONG-TERM GOALS

- The school district adopts and enforces a 100% tobacco-free policy.
LET’S TAKE A LOOK AT SOME TACTICS THAT CAN BE USEFUL WHEN ADVOCATING FOR A 100% TOBACCO-FREE SCHOOL POLICY.

POLICY ADVOCACY ACTIVITIES
• Meet with your campus leaders to discuss the need for a new policy.
• Present to the district school board data and information about tobacco use on campus and ask them to adopt a new policy.
• Organize a petition drive and collect signatures supporting a new policy.

EXPOSE INDUSTRY TACTICS: ACTIVITIES TO FIGHT PRO-TOBACCO INFLUENCES
• Educate your peers on how the tobacco industry targets them by displaying industry quotes around campus in creative ways.
• Demonstrate tobacco’s deadly toll in your community by revealing how the tobacco industry markets to youth. For example, take pictures of store marketing, retail displays, and placement of tobacco products around schools.

USE YOUR VOICE: MEDIA ADVOCACY ACTIVITIES
• Invite a reporter from the school paper and/or community paper to tobacco-free events.
• Create a school- or city-wide media campaign to increase awareness of the problem of tobacco on campus.
• Write letters to the editor about tobacco on campus and the need for a stronger policy.

MOBILIZE YOUR PEERS AND PARTNERS: COMMUNITY ENGAGEMENT ACTIVITIES
• Collaborate with tobacco control organizations in your broader community.
• Recruit students from your school and other schools in the district to get involved in the policy campaign.
• Host a tabling event on campus and distribute information on the dangers of tobacco and resources to help people quit.
- **HAVE FUN.** You have an assortment of compelling information on tobacco and the tobacco industry. Use that information in creative and fun educational activities. For example, post tobacco industry quotes around campus that reveal why and how tobacco companies target youth. Or, use chalk to draw life-size human body outlines around campus, and inside each outline list facts about tobacco (ask permission from your school before you do this). Whatever you do, make sure you and your audience are having fun!

- **ENGAGE YOUTH AND ADULTS.** Tobacco-free school policies affect everyone on campus, not just youth. Therefore, include teachers, students, parents, and community partners (e.g., county health departments) in your efforts. The benefit of doing so is extra support, resources, and people working toward a new policy.

- **FOLLOW A TIMELINE.** Every activity you identify should have a deadline attached to it. If you are gathering petitions, have a date when you want to start the petition drive and a date when you want to have all the signatures collected.

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**5. IMPLEMENT YOUR STRATEGY.**

This is the fun part. You’ve spent hours collecting information about the problem and brainstorming about how to address it. You can now start the action component of your campaign and implement the strategy you just developed.

**POTENTIAL ROADBLOCKS AND CHALLENGES**

- **Addiction:** Seems simple, right? People who use tobacco are addicted to tobacco. Those who smoke a pack a day most likely smoke one cigarette every hour. If a staff person works eight hours a day on school campus, it can be assumed that they are smoking approximately eight cigarettes during the work day. These individuals may argue that they can’t take longer breaks to walk off campus to smoke, so they need to smoke on campus. Understand these individuals are addicted to tobacco and they may need an alternative to smoking during the day. This is a great opportunity to talk about cessation and share information on local cessation resources. Explain to them the serious effects of tobacco use on their health and let them know that there is help available for them to quit smoking. Remember, using smokeless tobacco is not a safe alternative to smoking, so it’s important that policy advocacy activities are paired with cessation messaging (e.g., “Prepare for a tobacco-free campus, quit smoking today!”).

- **Compliance:** Ensuring compliance with tobacco-free policies can be challenging. Often, a school will adopt a policy but have no plan for increasing compliance. Without policy education and promotion, many people may be unaware of the policy. Without knowledge of the policy, individuals may violate it, making the policy ineffective. Work with your school to develop a communication and education plan before the policy is adopted.

- **Neighbors:** If people can’t use tobacco on campus, they will have to walk to neighboring properties to smoke. This may cause a problem with businesses and individuals who live near the campus. When developing a policy, include neighbors in the discussion. Also, develop a plan for cleaning up off-campus litter and preventing tobacco users from smoking on private property.
• **Safety:** Individuals who cannot use tobacco on campus may have to walk to unsafe areas to use tobacco. For example, the campus may be in a not-so-safe area. Tobacco users may have to go off campus to an unsecured location or unsafe neighborhood to smoke. Or, a person may have to walk to an unlit or isolated area to use tobacco in the evening.

6. **EVALUATE ACTIVITIES & SHARE SUCCESSES.**

Throughout the campaign, keep notes of what worked, what was challenging, and how you overcame barriers. Reflect on what went right and why. Also consider the roadblocks you ran into and what you did to get around them. Did you meet all your goals? Did you change your goals along the way? If so, what changes did you make and why?

**SHARE YOUR EXPERIENCE & YOUR SUCCESS!**

After you assess your activities, share your experience with others. You may have reused tools developed by other groups or similar tactics from youth at other schools. The experience your group had may be unique, and others will most likely benefit from learning about your activities and strategies. Share your efforts with other schools in the area that may not be tobacco-free as well as with local and state tobacco control advocates.

Last but not least, celebrate! It takes a lot of time and energy to advocate for change. As you accomplish any of your goals, throw a party. And, when your school goes tobacco-free, throw an even bigger party and celebrate what you and your peers were able to accomplish.
TAKING ACTION ON YOUR COLLEGE CAMPUS

ACTIVISM OPPORTUNITIES ON COLLEGE CAMPUSES

Similar to other communities, colleges and universities struggle with tobacco-related problems on campus.

WHAT YOU NEED TO KNOW

Before you dive into a policy campaign, spend a little time getting to know your campus. Even before you start investigating tobacco issues, understand the governance and politics of your campus. Every campus is unique, and the type of school you go to (e.g., public vs. private), the location, the size, and the governance may dictate how you educate, advocate, and organize around tobacco issues. Get to know as much as you can about your school, your campus leaders, and the college environment before you embark on a tobacco-related campaign.

WHAT ARE THE ISSUES? 

Tobacco (the product) and tobacco industry money can be found all over college campuses. Let’s take a quick tour to see where you might find it.

TOBACCO USE (INDOORS & OUTDOORS) This is the most obvious place you will see tobacco. Unless a college has a policy prohibiting tobacco use on campus (or a state law prohibits use), you most likely see people smoking all over. Of course, people may also be using smokeless tobacco products, but those products are much more difficult to detect. Where tobacco is used on campus depends on two things: policies for indoor and outdoor spaces and compliance with and enforcement of the policies.

TOBACCO SALES More and more colleges are banning the sale of tobacco on campus; however, that doesn’t mean it is no longer happening. Typically, if a college is selling tobacco products, they are sold at the campus bookstore, convenience stores, or student co-ops.

SPONSORSHIP Tobacco companies are known to sponsor campus events and organizations by providing financial support. Sponsorships range from contributing thousands of dollars to club sports programs to giving free tobacco products and merchandise (e.g., company-branded shot glasses, necklaces, t-shirts, etc.).
TIP  Get to know everything you can know about your college’s tobacco use policy. Does the general tobacco-free or smoke-free policy apply to all areas on campus or just class and office buildings and common outdoor areas? Does student housing have its own policy for indoor and outdoor spaces? If so, is this policy the same for on-campus undergraduate housing as it is for off-campus married and graduate student housing? Does the college allow smoking indoors during dramatic performances (e.g., smoking by actors)? Does the tobacco use policy cover all tobacco products or “just” “cigarette smoking”? Does the policy cover unregulated nicotine products such as e-cigarettes?

ADVERTISING AND MARKETING  The industry has a history of advertising and marketing its products on college campuses; however, more recently, most tobacco ads you will see on campus are from local tobacco shops. As alternative products such as hookah and roll-your-own tobacco increase in popularity and decrease in price, expect to see more tobacco advertisements in your campus newspaper.

CAREER FAIRS  Altria attends college career fairs to recruit young employees.\(^{316}\) In years past, you could find tobacco companies distributing print materials to students walking from table to table at a career fair. Today, the companies have gotten much smarter about recruitment. In order to avoid controversy and students protesting Altria’s presence on campus, the tobacco giant now hosts private information sessions on select campuses. The closed information sessions are designed to prevent tobacco control advocates from disturbing the recruitment event.\(^{317}\) Want to know if they are recruiting at your campus? Check out cantbeattheexperience.com/en/cms/Student_Center/default.aspx to see what campus Altria will visit next.

INVESTMENTS  College campuses may invest in tobacco stocks through their endowments and foundations. Unless a college has purposely divested from tobacco holdings, it’s very possible your campus invests in tobacco stocks.
LOW-INTENSITY ACTIVITIES
Before you plan anything, take a few minutes to consider the following.

1. WHAT PROBLEM DO YOU WANT TO ADDRESS?

2. DID YOU CHECK TO SEE IF ANY OTHER GROUP OR ORGANIZATION IS ALREADY WORKING ON A TOBACCO-FREE ISSUE ON YOUR CAMPUS? IF SO, WHAT DID YOU LEARN?

3. REALISTICALLY, HOW MUCH TIME DO YOU HAVE TO COMMIT TO THIS EFFORT (HOURS, DAYS, MONTHS)?

4. WHAT TYPE OF ACTIVITY DO YOU WANT TO ACCOMPLISH?
   - Help advocate for a tobacco-free policy?
   - Help advocate for the enforcement of existing policies?
   - Educate your peers and campus community on a tobacco-related issue?
   - Serve your college community by participating in a tobacco-free activity?
   - Organize students, faculty, and staff to support a tobacco-free policy?

5. WHAT IS YOUR ASK? IN OTHER WORDS, WHAT DO YOU WANT PEOPLE TO DO (E.G., SUPPORT A POLICY, CHANGE BEHAVIOR, JOIN A MOVEMENT)?
CREATING CHANGE

There’s a lot you can do on your college campus in relation to tobacco. Even if your school has a strong tobacco-free policy, college students are a great population to educate. Revisit the Background section of this toolkit and highlight some information you think your peers can benefit from learning. Following are some ideas for a few low-intensity or short-term activities/projects to get you started. Or, if you’re ready to start a tobacco-free policy campaign on your campus, jump down to High-Intensity Activities on page 91-98.

SAMPLE ACTIVITIES FOR QUICK ACTION

Organize a Tobacco Litter Cleanup on Campus.
Count How Many Cigarette Butts You Collect So You Can Share This Information with Others

- **Educate:** Display the butts and littered tobacco containers at a tabling event to increase awareness about the problem of tobacco on campus.
- **Advocate:** Show pictures from the cleanup or the collected waste to decision makers and ask them to support or adopt a tobacco-free campus policy.

Testify at Governing Board Meetings

- **Educate:** Share information with campus decision makers, such as your student senate, faculty senate, and academic senate about tobacco problems on campus.
- **Advocate:** Ask decision makers to support or adopt stronger tobacco-free policies.
- **Organize:** Invite your other students, faculty, and staff to governing board meetings to speak on behalf of a tobacco-free initiative.

Write a Letter to the Editor or an Opinion Editorial for Your Local Paper

- **Educate:** Provide information on tobacco problems on your campus.
- **Advocate:** Use media to ask students to support a stronger tobacco-free policy.
- **Organize:** Use media to invite individuals from your campus to participate in the discussion about a new tobacco-free policy and encourage them to write letters to the editor showing their support for a stronger policy.

Participate in Campus Events

- **Educate:** Use the event to educate students about tobacco on campus.
- **Advocate:** Collect petition signatures, letters of support, or written testimony supporting new tobacco-free policies or activities on campus.
- **Organize:** Invite students, faculty, and staff to participate in college tobacco control activities.

Reach Out to Organizations

- **Educate:** Meet with various student organizations and educate them on how tobacco affects their members and why they should support tobacco-free activities and policies on campus.
- **Organize:** Start a tobacco-free coalition and invite your peers to join and help create change on your campus.

Make a Video

- **Educate:** Tell your story about how tobacco affects you and your campus. Make your story into a video and share it with your campus community.
- **Advocate:** Present your digital story to decision makers and ask them to adopt stronger tobacco-free policies.
- **Organize:** Collect stories from other students, faculty, and staff and ask them how tobacco use on campus affects them or someone they love.
WHAT ARE THE ISSUES?

As you see above, college campuses can have all sorts of tobacco-related challenges. What’s unique about tobacco-free policy campaigns on campus is many of the allies, opponents, targets, and tactics are the same across issues. Let’s address three different problems using similar methods.

1. UNDERSTAND THE PROBLEM

What does your issue area mean?

• **Tobacco use** is a problem on campus. It may be problematic in buildings, near buildings, in all outdoor settings, and/or in student housing. Where is tobacco use a problem on your campus?

• **Is tobacco sold** on campus? It’s a legal product, so why is it problematic that it’s sold on campus? Easy answer: it’s addictive, can cause many serious illnesses, and kills half its users. Young adults have one of the highest rates of tobacco use of any age group, so it’s a good idea not to encourage use.

• **Tobacco sponsorship** on campus can lead to product promotion, free distribution of tobacco samples, and a partnership with tobacco companies. Do you want your college, student organizations, or sports clubs to be partners with Big Tobacco?

Why is addressing this issue important?

There are numerous reasons why it is important to advocate for tobacco-free, tobacco sales, and tobacco sponsorship policies on college campuses. These include reducing secondhand smoke exposure on campus, decreasing tobacco litter and waste, encouraging healthy behaviors among students, changing social norms around tobacco use, and supporting individuals who want to quit smoking.

Why is it important to you?

Most people know tobacco isn’t good for them, yet they continue to smoke or have little care about tobacco on campus. Why should your peers care about tobacco? Why should your administrators? Let’s start with why you care about it. What’s your story? Why do you want to fight tobacco on campus? Think about it, and remember why you got involved, as you make your way through your advocacy campaign.

2. GATHER INFORMATION, ASSESS YOUR COLLEGE CAMPUS COMMUNITY.

If you’re advocating for a new policy, you need to document the tobacco-related problems on your campus. Additionally, now’s the time to determine how to get a new policy passed. Getting information is generally not too difficult; however, it can be time-consuming. As you investigate smoking on campus, tobacco sales, and tobacco industry sponsorship, you will learn things like the school’s smoking policy, where people are smoking, where tobacco is sold on campus, and what groups or organizations tobacco companies sponsor.
THE FOLLOWING ACTIVITIES CAN ASSIST YOU IN GATHERING INFORMATION ON TOBACCO ON CAMPUS:

**Environmental Scans:** Scan the campus to see where tobacco use, specifically smoking, is problematic. Look to see if people are smoking near buildings, in heavily populated areas, and/or in designated smoke-free areas. Take pictures of cigarette litter on the ground, in planter boxes, and around drains. Document the location and quantity of ashcans and signage. For example, are ashcans located next to doorways even though the college prohibits smoking within 20 feet of buildings? Is there signage? If so, is it easy to see? Easy to understand?

**Surveys:** College decision makers may want to know if there is support for a tobacco-free policy. They may want to know people’s attitudes and beliefs about smoking on campus and the adoption of a stronger policy. They may also want to know if tobacco use really is a problem on campus. Do a lot of students smoke? What percent of staff use tobacco? How many people on campus have a health condition (e.g., asthma) worsened by secondhand smoke exposure? This is all information you can collect with a campus-wide survey. Before you launch a survey, check to see if someone else has already collected this data. Check with the student health center to see what tobacco-related surveys they have done in the past. If no surveys have been conducted and you need to do one, check with your college’s Institutional Review Board to see if you have to get approval to do a survey on campus.

**Key Informant Interviews:** Talk to people on campus who may be aware of tobacco problems there. Consider contacting the student health center, the buildings and grounds department or any department that cleans up cigarette litter, student government, peer health educators, public health or health science groups, and environmental organizations. Also talk to someone who knows how governance works on campus (i.e., how to get a policy passed).

**Internet Searches:** Conduct an online search to see if you can uncover any past discussions about making your campus tobacco-free. Look through student government and faculty senate meeting minutes. Also, investigate how easy it is to find the existing tobacco-free policy and what the policy says. Does the policy include language on enforcement? Does it designate an individual(s) to enforce the policy or ensure compliance?

**Litter Cleanups:** Organize a tobacco litter cleanup on campus to measure the amount of cigarette litter you pick up and the location of the litter. You can keep the cigarette butts (in a sealed container) to show your campus community how many butts you collected. You can also estimate how much money and the amount of time college staff spend cleaning up tobacco litter each day.

**Event Monitoring:** Go to events on or near campus where you might see the tobacco industry. If you see company representatives, take pictures and document their activities (e.g., giving out free samples, distributing surveys, scanning driver’s licenses). Keep track of everything the industry is doing at events to share with campus decision makers.
3. DETERMINE THE BEST SOLUTION.

What did you learn from your assessments? Are people smoking on campus because there is no outdoor air policy, or are they smoking on campus because no one is enforcing the policy? If there is no policy, the solution may be a new outdoor air policy. If there is a policy but it’s not being enforced, the solution may be to work with campus administrators to increase compliance.

How is the solution going to affect the campus?

If your college adopts a stronger outdoor air policy, how will it affect others on campus? What if your college stops selling tobacco? Consider how the change will affect people, both positively and negatively.

Be sure to list all the positive and potential negative outcomes you can think of. Don’t let this process overwhelm or discourage you. The more you plan, the better prepared you will be. It’s better to over think the issue than be caught off guard by people with serious concerns.

POSITIVE EFFECTS

• The elimination of secondhand smoke exposure on campus and a healthier campus environment
• A decrease in cigarette litter, freeing up time for buildings and grounds staff to work on other projects
• Less access to tobacco, creating an environment where people may change their tobacco usage and potentially quit

POTENTIAL NEGATIVE EFFECTS

• More smoking at neighboring properties, causing conflict between neighbors and the college
• Staff members taking longer breaks to smoke, causing conflict between staff groups and the college

What have other campuses done? The beauty of the Internet is that it can connect you with others from campuses across the country who have done exactly what you are trying to do. Look for colleges that prohibit tobacco use on campus, don’t sell tobacco, and/or don’t allow industry sponsorship. What resources do they have that you can use on your campus (e.g., surveys, resolutions, educational materials)? What messages did they use? What challenges did they face and how did they overcome them? If you can’t find a lot of information on the Internet, don’t be afraid to call the colleges and ask how and why they adopted the policy and about any issues related to compliance.
4. DEVELOP A STRATEGY.

What are your goals? Identify your end goal as well as the things you want to accomplish along the way. Identify short-term, intermediate, and long-term goals. You should have three to five measurable goals. Remember, your short-term and intermediate goals should lead to your long-term goal.

What do you have? What do you need? It’s important to understand what resources you have and what you need to support your efforts. List the things you have that will help your efforts, such as passionate students, a wealth of science that supports your issue, some funds to pay for printing of educational materials, and partnerships with organizations that can help advocate for the policy. Also note things you need and how you might attain them. For example, if you need funds to pay for ads in the student newspaper, reach out to the county department of public health to see if they can provide financial support.

SHORT-TERM GOALS
- Recruit 10 students to help advocate for a new policy.
- Develop five educational messages to display on campus.

INTERMEDIATE GOALS
- Present to the student government.
- Host 15 educational events.
- Hold two town hall meetings to get feedback from campus community on proposed policy.
- Meet with administrators to discuss policy.

LONG-TERM GOALS
- A 100% tobacco-free policy is adopted.
- Tobacco is no longer sold on campus.
- Tobacco advertising, marketing, and sponsorship are prohibited on campus and at all college-sanctioned events.
Who supports you? Who’s against you? Now’s the time to identify all individuals who might support your efforts and those who may be against them. Look back to the policy pros and cons you identified above. If you think a 100% tobacco-free policy may result in a smoking increase in areas right off campus property, the local community or neighboring businesses may oppose your initiative. If a tobacco-free policy decreases cigarette litter on campus, environmental groups may be supportive of the change. List everyone who may be affected by the policy, why they might care about this issue, and what role they may play (e.g., partner, advocate, opponent, etc.).

- **Common Allies:** public health students and faculty, health science departments, student health centers, peer health educators, counseling departments, environmental groups, students with disabilities, pre-med student organizations, former tobacco users, local health departments, voluntary health organizations (American Cancer Society, American Heart Association, American Lung Association)

- **Potential Opponents:** tobacco companies and industry front groups, people who think smoking is a right, individuals concerned about the cost and time associated with implementing a new policy, some tobacco users

Who are the decision makers? There are two levels of decision makers: the person who has the power to adopt the policy and those who influence that individual. On college campuses, the final decision maker is usually the college president or chancellor. Those who can influence the decision maker to adopt or reject a tobacco-free policy include the institution’s governing board, the academic senate or council, student government, faculty groups, staff councils, and other local or system governing bodies.

What are your key activities? Once you know what you want to do, the next step is to brainstorm what actions you need to take to influence change. Below is a list of recommended activities that will help you advocate for a new policy, influence change, and increase awareness about your issue.

**POLICY ADVOCACY ACTIVITIES ON OR AROUND A COLLEGE CAMPUS**

- Write letters to your campus leaders (including student government, president/chancellor, boards of trustees/directors/regents) asking them to adopt a tobacco-free policy.
- Attend student government meetings, academic senate or council meetings, and college board meetings to educate campus decision makers on the problem of tobacco on campus.
- Partner with campus leaders, the health center, and student organizations to promote the existing smoke-free policy. Work with partners to develop and post new signage, distribute policy reminder cards, and promote cessation services.
- Start the discussion. You may not have the resources and support to start a big policy campaign, but you can start a dialogue about the need for a stronger policy.
- Collect signatures for a petition asking the college to take action against tobacco on campus.
- Launch a social media page. Develop a Smoke-free [your college] Facebook page and ask people to get involved in the discussion about your college going smoke-free.

**USE YOUR VOICE: MEDIA ADVOCACY ACTIVITIES**

- Write letters to the editor of your school paper about the tobacco problem on campus.
- Submit an opinion editorial piece to your student newspaper.
• Place an advertisement in your campus paper promoting the policy and campus cessation services or an ad educating the campus on tobacco problems such as cigarette butt litter at your college.

• Develop a media campaign using photos, public service announcements, online video, or podcasts to increase awareness of tobacco problems on campus.

• Use earned media (e.g., articles in the school paper) to promote your policy efforts on campus.

• Invite the media to tobacco-free events to highlight the work you are doing on campus.

MOBILIZE YOUR PEERS AND PARTNERS: COMMUNITY ENGAGEMENT ACTIVITIES

• Engage partners who might care about tobacco issues. For example, peer health educators, nursing students, public health programs, environmental groups, students with disabilities, Colleges Against Cancer, etc.

• Hold campus events to increase awareness among your peers.

• Recruit student advocates, staff, and faculty who have an interest in a tobacco-free campus.

• Meet with community partners who may support the work you are doing on campus. These partners may include the county health department, American Lung Association, American Heart Association, American Cancer Society, and local tobacco control coalition.

EXPOSE INDUSTRY TACTICS: ACTIVITIES TO FIGHT PRO-TOBACCO INFLUENCES

• Monitor tobacco industry activities on your campus. Check to see if they are attending career fairs, giving money to any campus groups, sponsoring Greek events, or funding research.

• Monitor community events that your peers attend. Is the tobacco industry distributing free samples at bars near campus, sponsoring music events in town, attending large young-adult-focused events (e.g., raves)? Share your findings with your campus administrators and local tobacco control organizations.

• Expose tobacco industry activities on campus such as recruitment at career fairs, funding of academic research, and sponsorship of student organizations (e.g., fraternities or sororities).
KEYS TO SUCCESS

IMPLEMENT YOUR STRATEGY

- Be inclusive. Recruit a diverse group of students, faculty, and staff to participate in tobacco-free advocacy activities.
- Educate. Inform your peers about tobacco problems on campus such as cigarette litter and tobacco industry targeting. Educate the campus community on the dangers of secondhand smoke and what the college can do to promote a healthier environment.
- Start the discussion. Ask people what they think about the current tobacco-free policy and if they would support a 100% tobacco-free policy. Find out why people do or do not support a policy change. Use the information you collect to advocate for a stronger policy.
- Don’t give up. If you meet opposition or have a setback, don’t let it stop you from moving forward. Sit down with your peers and re-evaluate where you are and what you want to do to move forward. If you still believe in what you are doing, you can keep moving forward … you may just need a new strategy to do so. Therefore, don’t be afraid to revise your policy strategy.

POTENTIAL ROADBLOCKS AND CHALLENGES

- “Rights” People: The most common argument against tobacco-free policies is “people have the right to smoke.” Technically, there is no constitutional right to smoke; therefore, this argument has no foundation. Try to disengage from a “rights” argument and focus on the positive outcomes of the policy. Also, remind people that if the college goes tobacco-free, tobacco users can still smoke, they just can’t smoke on campus.
- Unions: In some states, tobacco use is considered a collective bargaining issue. If a college changes its smoke-free policy, it is changing the working conditions of staff members (where they can and cannot smoke). To avoid any negative reaction from unions, involve them at the beginning of your efforts and make an effort to understand and address their concerns.
- Money: Tobacco-free policies can be expensive to implement. The college may not want to spend a lot of money changing signage, printing new policies, and removing ashcans. When advocating for a policy, avoid recommending anything that will cost the college extra money. For example, if the college plans to set-up temporary designated areas before it goes completely tobacco-free, don’t recommend permanent signage for the transitional policy.

EVALUATE ACTIVITIES AND SHARE SUCCESSES

Reflect on your success, bumps you hit along the way, and the outcome of your efforts. Here are a few key things to consider:

- What went well? Why?
- What challenges did you experience? Why?
- How did you overcome the challenges?
- Did you reach all your goals?
  - If not, what can you do differently to move your activities forward?
  - Are all of your goals still relevant?
SHARE YOUR EXPERIENCE & YOUR SUCCESS!

Just as you may have learned from others, others can learn from you. Document what worked, what was challenging, and how you found success. Write it all down and share it with other campus advocates, put it on your group’s website, or give it to your partner organizations.
PART 3: CASE STUDIES

Youth throughout the United States have been leaders of tobacco control change for decades. We’re going to take a look at some of the amazing things youth activists have accomplished over the last ten years. Using the same four strategies we highlighted in the Action Guide section, we’ll look at specific examples of youth who used policy advocacy, media advocacy, community engagement, and activities against pro-tobacco influence to create lasting change.

EACH OF THESE CASE STUDIES FEATURES ACTIVITIES IMPLEMENTED BY LEGACY’S PAST GRANTEES USING ONE OF THE FOUR KEY STRATEGIES.

CASE STUDY 1, GET R!EAL: Exposing Industry Tactics Through Media Advocacy, features a multitude of innovative strategies youth used to fight back against Big Tobacco in Colorado.

CASE STUDY 2, COMMUNITY VOICES: Policy- Changing Stories From a Tobacco-Growing State, explores how youth and adult partners in North Carolina engaged community members and shared their personal stories to advocate for tobacco-free schools policies.

CASE STUDY 3, THE REALITY PROJECT: Speaking Up and Encouraging Action, looks at youth in Kansas who developed a commercial to expose industry marketing tactics and support youth in living a tobacco-free life.
GET R!EAL: EXPOSING INDUSTRY TACTICS THROUGH MEDIA ADVOCACY

MEDIA ADVOCACY CASE STUDY

*Information presented in this case study was collected from Get R!EAL’s Final Report to Legacy (2006) and an interview with Sally Casey, former Get R!EAL program director.

PROJECT OVERVIEW In 2001, Colorado launched Get R!EAL (Resist! Expose Advertising Lies), a statewide youth movement against the tobacco industry. The grassroots youth advocacy movement was designed to complement Legacy’s national “truth” campaign. The Get R!EAL program was a movement for youth, by youth that provided Colorado’s young people with the skills and information needed to counter tobacco industry advertising. Additionally, the program worked with young people to help them make educated decisions about tobacco use and advocate for social changes and policies that de-normalize tobacco use.

The goal of the statewide youth movement was to empower Colorado teens to take a stand against Big Tobacco by providing them with information and advocacy skills. Throughout the 10-year project, the Get R!EAL program successfully incorporated media tactics into numerous activities to engage youth and create local and statewide policy change.

FROM LOCAL COALITIONS TO A STATEWIDE MOVEMENT Get R!EAL had two main parts: local Get R!EAL coalitions and statewide advocacy activities. The local coalitions served as the foundation of the movement. During the planning phase of the Get R!EAL youth program in 2000, 26 local youth coalitions were established to conduct tobacco control assessments in their communities. In early 2001, the youth met at a statewide summit to share what they learned from the assessments. At the summit, youth leaders drafted a mission for the movement, identified the benefits of local grassroots coalitions, and branded the movement Get R!EAL. Less than two years after the start of the project, 65 local coalitions had been developed, and youth leaders throughout Colorado continued to work together to fight Big Tobacco in their communities and state. As the local movements grew, a youth leadership board was created to lead statewide advocacy efforts. The Get R!EAL Leadership Board was comprised of youth who were participants in existing statewide committees—Web and Beyond, Advocacy In Action, and Statewide Events. A smaller group of youth from the leadership board was selected to serve on the Anti-Tobacco Advocacy Council (ATAC Team), the Get R!EAL executive council that provided overall direction for the movement and all statewide activities.

The Get R!EAL Leadership Board met every other week by phone and two to three times a year in person to plan and coordinate regional and statewide tobacco prevention and control activities. Program staff and the youth who served on the leadership board were dedicated to ensuring the movement engaged young people as participants and as leaders, and that Colorado’s youth were represented as the face and voice of Get R!EAL.
**USING MEDIA TO...**

**ENGAGE YOUTH** The use of media was critical to the development of Get R!EAL coalitions. Media strategies were used to recruit youth, train advocates, and engage young people in anti-tobacco advocacy activities.

- **Youth Recruitment:** Local Get R!EAL advocates created recruitment cards to invite new youth to join coalitions and support advocacy activities. Get R!EAL also recruited new advocates by designing and displaying creative posters in middle schools and high schools and distributing a five- to six-minute promotional and recruitment video to local groups and organizations who work with youth.

- **Deconstructing Big Tobacco:** Once youth were recruited, one of the first activities volunteers engaged in was a tobacco ad analysis. The goal of this activity was to increase media literacy skills, or the ability to read and analyze media, by deconstructing a tobacco advertisement and exploring the subtle or not-so-subtle messages in the ad. The media literacy activity was designed to help students understand how tobacco companies target youth, identify what values and lifestyles are portrayed in industry advertisements, and decipher the messages tobacco companies use to attract potential customers.

- **Branding Get R!EAL:** Youth advocates used a bunch of different media tools to spread awareness of tobacco’s impact on youth and how Colorado’s young people were taking action against its use. A key strategy of the movement was to brand Get R!EAL. A CD featuring 15 Colorado bands was created with images and messages from Get R!EAL. The CD included a song from a local band about the Get R!EAL movement. The CD was distributed widely to youth and adults throughout the state.

**CREATE AWARENESS** Get R!EAL youth leaders used a number of media outlets to create awareness about the deadly impact of tobacco in the state.

- **Get R!EAL Website:** A website was designed by the youth-led Web and Beyond committee. The website was used to engage youth, promote Get R!EAL, and provide tools to help advocate against the tobacco industry.

- **Advocacy Video: “The Big Picture: Youth Advocates Fighting Big Tobacco”:** Get R!EAL created an advocacy video that highlighted their successes. Youth leaders scripted and narrated the 10-minute video, which was designed to educate youth and adults on tobacco issues as well as promote Get R!EAL advocacy strategies. The video serves as a time capsule of Get R!EAL’s advocacy efforts and successes. The advocacy video was distributed widely to local, state, and national coalitions and partners.

- **Mobile Marketing Campaign and Road Tour:** For a full year, Get R!EAL advocates traveled throughout Colorado on a road tour to promote their brand and increase awareness about tobacco use and its impact on the state. The mobile marketing campaign traveled from town to town and stopped at youth venues where they interacted with teens, played anti-smoking games and activities, and distributed free branded Get R!EAL gear.
ADVOCATE FOR CHANGE

Get R!EAL used media for more than engaging youth, spreading their message, and increasing awareness about tobacco’s impact on Colorado’s young people; they used media to create change!

ESPN WINTER X-GAMES In 2003, Lorillard tobacco company sponsored the ESPN Winter X-Games event in Aspen, Colorado, to promote its “Tobacco Is Whacko, If You’re a Teen!” campaign. Once Get R!EAL learned of the industry presence at the event, more than 40 youth from around the state headed to the Aspen to confront Lorillard. The advocates, wearing “We Don’t Buy It!” sweatshirts, took two approaches: 1) confront the tobacco industry about its anti-smoking youth campaign; and 2) educate event participants about youth smoking prevention initiatives funded by the tobacco companies.

Less than an hour after the youth advocates arrived at the event, local law enforcement told the Get R!EAL youth to leave the event, stop handing out their materials, and remove their sweatshirts. The advocates did leave the event, but their efforts were not ignored. Shortly after the X-Games, local media learned the youth were kicked out of the event and it became news. Soon after, the Campaign for Tobacco-Free Kids, a national tobacco prevention and control group, responded to Lorillard’s presence at the event by launching a national fax campaign, which generated thousands of faxes to ESPN demanding they drop Lorillard as a sponsor. One year later, Lorillard was officially removed as a sponsor and ESPN invited Get R!EAL to the event to educate participants on the dangers of tobacco use. At the event, ESPN gave Get R!EAL and the Centers for Disease Control and Prevention a booth valued at over $50,000 to promote their message.

BUTT-OUT BIG TOBACCO After great success at the Winter X-Games, Colorado youth joined forces again to educate their peers, communities, and state decision makers on the impact of tobacco in their state. Get R!EAL youth leaders organized a statewide media event that started locally. The Butt-Out Big Tobacco event began with local cigarette butt cleanups that were designed to educate the community on how and why the tobacco industry targets youth. Many of the cleanups gained local attention from the media.

Advocates took their collected cigarette butts to Denver to join other Get R!EAL youth at a statewide rally and press conference. Nearly 250 youth leaders and their adult partners rallied from a downtown pedestrian mall down to a press conference held at a popular skate park. At the press conference, advocates combined the butts collected throughout Colorado to fill body bags that they packaged and mailed directly to tobacco companies. The unique event attracted a large amount of media coverage that exposed tobacco industry marketing tactics designed target Colorado youth.

CHEAP AND DEADLY Get R!EAL continued to attract media attention by organizing innovative
LESSONS LEARNED Get trained on media. All Get R!EAL advocates received media literacy training as well as general information on what media is, the different forms of media, and how the tobacco industry uses media as well as what branding is and why branding is important to Big Tobacco. These skills were used to counter the tobacco industry and advocate for tobacco-free policy changes.

Local advocacy can lead to statewide change. Get R!EAL was a grassroots movement that started with local coalitions. The local advocacy efforts grew into statewide campaigns that supported groundbreaking policy change.

events at the state level. In early 2004, Get R!EAL hosted three regional tobacco forums where youth gathered to brainstorm ways to increase awareness about the low cost of tobacco in Colorado. In the months following the events, youth collected 4,300 handprints from community members to represent the 4,300 Coloradoans who die each year from a tobacco-related disease. Local coalitions collected the handprints on 3- by 3-foot canvas squares that were later connected to canvas squares collected throughout the state. While gathering handprints, youth advocates educated their peers and community members about the low cost of cigarettes in Colorado as well as the deadly consequences of tobacco use.

FINAL THOUGHTS Youth in Colorado didn’t let the well-funded marketing tactics of Big Tobacco dissuade them. Instead, the youth were encouraged to get organized and use media to expose the deceptive activities of the tobacco industry. Media advocacy was key to the success of Get R!EAL in Colorado. Media tools were used to engage youth, promote tobacco-free messages, and advocate for policy and social norms change. Even though Get R!EAL lost its funding in 2010, their efforts over the last ten years continue to affect tobacco use in Colorado. Best yet, because they documented their successes and created tangible materials to reach young people, their tobacco-free message will live on for many years to come.

THOUGHTS OF ADULT PARTNERS

- Policy makers want to hear from young people.
- Tobacco is an issue that affects teens. You die when you are old, but you get addicted when you are young.
- Youth have a right to have a voice.
- You don’t need permission to take action. You have the ability and the right to create change.

Note: Colorado youth advocates did their research to understand the issue, got to know their communities, and advocated lawfully for lasting change. The youth and their adult partners conducted a variety of creative activities to initiate change, but before doing any activity, they had a meaningful understanding of what activities they could and couldn’t do.
COMMUNITY VOICES: POLICY-CHANGING STORIES FROM A TOBACCO-GROWING STATE

COMMUNITY ENGAGEMENT CASE STUDY

*Information presented in this case study was collected from the North Carolina Tobacco Prevention and Control Branch (NCTPCB) Final Report to Legacy (2005) and an interview with Jim Martin, director of policy and program at NCTPCB.

PROJECT OVERVIEW Tobacco has a long history in North Carolina. Since the 17th century, the southern state has been growing and manufacturing tobacco, and today North Carolina continues to be the number one producer of tobacco in the United States. The long history of the industry in the Tar Heel State might make you think the state lacks effective tobacco control efforts; however, the opposite is true. North Carolina has a dynamic tobacco control program that successfully partners with young people to educate and advocate for strong, comprehensive tobacco-free policies.

TRU = A movement started by young people to stomp out teen tobacco use. TRU is about taking a stand and making a difference. It’s about living life and fighting the good fight; not puffing it away.

The state’s youth movement, TRU (an acronym for “Tobacco. Reality. Unfiltered.”), is dedicated to making North Carolina a 100% tobacco-free state. TRU includes a youth education and advocacy component as well as a powerful media campaign designed to prevent youth from using tobacco. Youth who participate in the movement pledge to themselves and their peers to stay tobacco-free. TRU youth also stand out in their communities as agents of change, serve as role models for other teens and younger children, and advocate for tobacco-free policy.

THE START OF THE MOVEMENT In 1999, then-Governor James Hunt asked the North Carolina Department of Health and Human Services (NC DHHS) to work with youth to find solutions for the high rate of teen tobacco use. A statewide summit was organized in January 2000 with about 500-600 participants, most of them youth. During the opening session, which was set up like a town hall meeting, the teens discussed ways to decrease smoking among their peers. The young activists and their adult partners identified tobacco-free school policies as an effective strategy.

The summit was the start of a movement that would take off and change the history of tobacco use in the state. Shortly after the youth came together for the summit, NC DHHS received funding from Legacy and the Robert Wood Johnson Foundation to build the statewide youth advocacy movement. At that time, a tobacco-free schools director was hired to set-up trainings, provide support, and work with organizations to engage youth partners. Youth were trained on tobacco problems, advocacy skills, and strategies for forming community relationships.
TOBACCO-FREE SCHOOLS: ONE BY ONE
In 1999, North Carolina had six tobacco-free school districts, a high-school smoking rate of 31.6%, and a middle-school smoking rate of 16.2%. Ten years later, 100% of K-12 schools in North Carolina were 100% tobacco-free, high-school smoking had dropped to 16.7%, and middle-school smoking had dropped to 4.3% (below the national average).322

As you might guess, schools didn’t go tobacco-free overnight. Youth advocates and their adult partners worked with school districts, one by one, for more than seven years on the adoption and implementation of strong policies. The local work started at the statewide summit in 2000, where youth drafted a resolution supporting tobacco-free schools. The teens took the resolution back to their communities to get support. The first resolution the youth presented to their communities asked the governor to make all North Carolina schools tobacco-free. The youth presented the signed resolutions and petitions to the governor. In turn, Governor Hunt sent a letter to all school districts that strongly encouraged them to adopt and implement a 100% tobacco-free policy.

When the youth went back to their communities, they participated in strategic planning meetings, found local champions, and built strong partnerships with individuals and organizations. In 2002, North Carolina established the Health and Wellness Trust Fund (HWTF), a teen tobacco-use prevention program, with MSA funding. This new statewide program re-energized and greatly enhanced the tobacco-free school movement. To create an organized movement, youth leaders set up clubs on their high-school campus or in their communities. The youth used these clubs to educate their peers on tobacco issues as well as engage them in advocating for a tobacco-free policy. The relationships the teens developed on their campuses, in their community, and with youth from throughout North Carolina strengthened advocacy efforts and led to widespread policy change on K-12 campuses.

By 2005, 50% of the school districts in North Carolina were 100% tobacco-free. The youth continued to advocate for policy change, and in 2007, 75% of school districts were 100% tobacco-free. That same year, data from the Youth Tobacco Survey showed that teen smoking rates at tobacco-free schools were significantly lower than at schools where people could smoke. This data, along with the policy successes at the local level, led the state legislature to pass a 100% Tobacco-Free Schools law: In August 2008, all K-12 schools in North Carolina became 100% tobacco-free.

To learn more about North Carolina’s tobacco-free schools work, check out tobaccofreeschoolsnc.com and nctobaccofreeschools.org.

FROM K-12 TO COLLEGE At the same time youth smoking was declining, young adult tobacco use in North Carolina was increasing. With momentum from the K-12 movement, a statewide tobacco-free college initiative was developed to promote healthier campuses. Today, the college movement uses the same strategies teens used to make their campuses tobacco-free: build community support, raise awareness, and advocate for comprehensive tobacco-free policies.

The North Carolina tobacco-free college initiative has experienced much of the same success the K-12 movement did. When the initiative first started in 2005, only one college had a 100% tobacco-free policy. By 2012, 44 colleges had a comprehensive tobacco-free policy.

To learn more about North Carolina’s tobacco-free college initiative, go to tobaccofreecollegesnc.com and explore how young adults in North Carolina are taking action on their campuses.
 USING STORIES TO CREATE CHANGE

Stories have been a really important part of North Carolina’s tobacco-free movement. Storytelling has been used to engage youth and young adults, educate communities on the impact of tobacco, and advocate for tobacco-free policies.

- **Stories on Screen:** As part of the statewide advocacy campaign, TRU created a media campaign to share the stories of North Carolinians that have been affected by tobacco. The TRU television ads feature youth and adults who talk about losing family members to tobacco or about their own battles for health after suffering from a tobacco-related disease. Every TRU ad features a true, emotional story of a teen or adult from North Carolina.

- **Stories on the Web:** TRU ads aren’t just shown on TV, they’re featured on the TRU website, more than 25 unique narratives from real people whose lives have been affected by tobacco. In addition to the video stories, the website has a page where teens can share their own stories or read the stories of other young people involved in or affected by the TRU movement.

- **Stories from the Community:** Personal stories not only give a face to the issue, they give purpose to the cause. Throughout the tobacco-free schools movement, teens shared stories about how tobacco affects them and why decision makers should adopt 100% tobacco-free policies.

- **Stories from Decision Makers:** Personal stories connected people to the issue and stories of success encouraged others to take action. Many K-12 school districts and colleges that went tobacco-free did so after learning about the successes of those that went tobacco-free before them. The NC DHHS, HWTF, and the North Carolina Department of Public Instruction and their community partners

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**STORY FROM ASHEVILLE, NC**

Prior to a school board meeting in Asheville, word got out that a school board member was going to vote against a tobacco-free policy for the local high school’s football stadium. His argument: If someone is bothered by secondhand smoke, they can move and sit somewhere else in the stands. Before the meeting, a youth advocate asked a student from the high-school band to attend the board meeting and talk about how secondhand smoke affects him. Before the full committee, the student, who suffered from asthma, talked about how he’s affected by secondhand smoke when he’s playing at his high school’s football game. After his testimony, the school board voted in favor of a tobacco-free policy (and the unsupportive school board member never shared his argument against the policy!).

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organized regional forums to empower schools in adopting and implementing stronger tobacco-related policies. At each forum, school board members, administrators, and students shared stories about the positive impact their tobacco-free school policy had on their local community. They also shared stories about how they advocated for policy change, implemented new policies, and communicated the change to community members.

LESSONS LEARNED

- **Policies work.** Education is important, but if you focus only on education, you will have to keep educating year after year. Policy change has a long-term impact on public health. For example, by making a school tobacco-free, you are encouraging people to quit using tobacco or never start. Social norms around tobacco use on campus will change, and eventually, fewer and fewer people will use tobacco. The policy work you do today will affect many generations.

- **A small group of youth can create change.** Even in the number one tobacco-producing state in the country, small groups of youth and adults advocated for powerful local policy change that eventually led to a statewide 100% tobacco-free law for K-12 schools. Quantity doesn’t always equal quality. In other words, don’t underestimate the power behind a few, well-organized advocates.

**FINAL THOUGHTS** From the beginning of the tobacco-free schools initiative in North Carolina, youth were empowered to educate and advocate for policy change. As the advocates quickly learned, one of their most powerful tools was the voices of their peers. From the student who shared his story about his asthma and secondhand smoke exposure at football games to the adults who shared their heartbreaking stories of tobacco affecting their health, the voices of the community coupled with the passion of the youth created lasting change in their state. Today, those stories live on and are used to show the faces of community members forever affected by tobacco and the tobacco industry.

For more information about this youth-driven initiative, visit:

- realityunfiltered.com
- nctobaccofreeschools.org
- tobaccofreeschoolsnc.com
- tobaccofreecollegesnc.com
- healthwellnc.com/tobacco.aspx
It’s the goal of The Reality Project to reduce the use of tobacco products by youth in Kansas while providing opportunities for young people to be empowered to THINK for themselves, SPEAK for themselves, and ACT in their communities.

**PROJECT OVERVIEW** In 2008, youth leaders from Wichita, and Derby, Kansas, created The Reality Project, an initiative designed to educate teens about the effects of tobacco use, the impact of tobacco production, and the tactics used by tobacco companies to promote their products. The youth-led project was part of Hope Street Youth Development (HSYD), a Kansas-based organization (closed in 2011) that strove to provide opportunities for young people. The organization was dedicated to giving youth the tools and resources to lead conversations in their communities. With funding from Legacy, HSYD and The Reality Project started a powerful conversation about tobacco, the tobacco industry, and the consequences of buying into Big Tobacco’s lies.

**PREPARING TO THINK** Before starting The Reality Project, HSYD had little experience with tobacco. Since it was a new topic for both the youth and adult partners, HSYD asked a project partner from the local county health department to educate team members on the effects of tobacco on the body, the environment, and communities around the world. The social justice issues associated with tobacco—such as tobacco farming in developing countries, tobacco industry marketing, Project SCUM, etc.—really shocked the youth and brought them closer to the issue.

Once the students had a better understanding of tobacco, they learned more about media. First, they learned about how media (advertising) is used to change behavior, and then they were trained on how to write, film, edit, and sell a commercial. After these trainings, the youth explored how the tobacco industry uses media to addict new users.

Infuriated by the activities of the tobacco industry, instead of focusing on health messages, the young Reality Project team members wanted to expose the dirty tricks of Big Tobacco and empower their peers to act.
THE REALITY PROJECT WAS A TWO-YEAR, MEDIA-FOCUSED PROJECT THAT HAD THREE PHASES.

PHASE 1: Education. Youth were trained on a variety of tobacco issues like tobacco industry tactics, tobacco production in low-income countries, and the personal and social consequences of using tobacco. The Reality Project team members also learned about group dynamics, documentary production, effective ways to use media, and project evaluation.

PHASE 2: Production. After receiving training in media development and on the history of tobacco, the youth created a 30-second television commercial that aired throughout Kansas.

PHASE 3: Evaluation. The last phase of the project was to evaluate the effectiveness of the commercial. The youth who created the commercial conducted online and in-person focus groups that gathered youth perspectives of the commercial and general responses to media and tobacco.

READY TO SPEAK, ENcouraged TO ACT The youth were clear about the message they wanted to convey in their commercial: anti-industry, not anti-smoker. The commercial would be used to engage youth, educate them on the deceptive practices of a very powerful industry, and encourage them not to buy into Big Tobacco’s lies.

Project participants created a 30-second commercial—by youth, for youth. The students were responsible for every part of the commercial: developing a concept, writing the script, acting, and producing and editing the final product.

The television commercial was a sarcastic “infomercial” about tobacco. Think of a Home Shopping Network-style show where consumers at home are invited to purchase a product and existing customers share their experience with the product. Imagine the scene: The commercial starts out with two people sitting behind a desk. The product of the hour was cigarettes. Existing customers (aka smokers) were portrayals of youth who used cigarettes and had a negative experience. One youth talked about having bad breath, so bad his girlfriend wouldn’t kiss him. Another character said, “I just started smoking, and I can’t wait to be like my mom!” Her sarcastic tone reveals a negative truth as the screen shows a picture of a woman in a hospital bed with a ventilator. At the end of the commercial, the announcers says, “If you call in the next five minutes, I’ll even throw in free cancer!” Suddenly, everything stops and there is a harsh sound. A voice comes over the screen that says, “Reality check: Don’t buy the lie.”
The hard-hitting commercial was aired on networks across Kansas. The humorous and sarcastic infomercial approach challenged youth to think for themselves. Brad Thomison, the HSYD project director, offered an interesting perspective: “Youth are always told not to smoke, don’t do drugs, but The Reality Project wanted to share a difference message—don’t buy into Big Tobacco!” The students wanted their peers to stop and think, about the reality of using tobacco and the consequences of smoking. They also encouraged other teens to consider the messages from tobacco companies critically.

**THOUGHTS OF ADULT PARTNERS**

- Don’t be afraid to think big.
- Your voice is powerful. Believe in it. Gather up your peers and friends who are willing to work with you. There are also a lot of resources out there to support you. Don’t be afraid, go for it!
- Learn the facts and be intentional with what you say and do because you have the ability to have a great impact.
- You have the potential to gain attention, both positive and negative.
- With every great hero, comes a big battle. Be prepared for battle, because you have the ability to do great things.
- Learn about what resonates with your peers and craft tailored messages.

**MEASURING IMPACT** After the commercial was launched, the students evaluated its impact on youth. They held focus groups and talked to teens about using tobacco and the impact the commercial had on their willingness to try cigarettes. The project also sent around an online survey with questions about what teens like to hear and see in TV commercials, their knowledge of the tobacco industry’s manipulative tactics, general thoughts on tobacco, and their tobacco use behavior.

The focus groups and surveys provided The Reality Project with a lot of feedback on the commercial and general information on other teens’ thoughts about tobacco. For example, the students learned their peers really like humor in commercials in favor of sad or heavy stories. They also learned that other teens think the most negative effects of tobacco use are cancer, death, yellow teeth, and smelling bad. Lots of great information to use for follow-up projects!
“There’s no place in the world that doesn’t need the advice, influence, and voice of young people. From the smallest towns to the biggest cities, young people’s voices need to be heard. So long as [young people] keep looking for the opportunities, they will come. There are people out there who want to help you and support your work.” — Brad Thomison, HSYD Project Director

LESSONS LEARNED

• Youth voices are powerful. The most effective way to share messages with young people is to let the youth be the ones who create and share the messages. “Given the opportunity,” says the project director, “youth will do a far better job sharing information with their peers than an adult ever could.”

• Partnerships are essential. The project would not have been successful without the support of local partners, who provided trainings and guidance to The Reality Project team.

• Be prepared. Planning is an obvious way to prevent the unexpected. This doesn’t mean there will never be any challenges, it just means you can be ready to deal with them or prevent them from getting too big. Because of the deliberate time The Reality Project participants spent planning, they were successful in the work they set out to do, which had a big impact on youth throughout Kansas.

FINAL THOUGHTS Like so many people, the youth of The Reality Project were unaware of tobacco’s impact in their community until they were educated on the tactics of Big Tobacco. Armed with knowledge and a newfound passion, the young activists created a youth-focused messaging campaign to educate their peers about the deceptive marketing activities of the tobacco industry. To strengthen their educational message, The Reality Project challenged youth to know the truth about tobacco and not buy into the lies of the industry. Even though the project is over, the message lives on, and youth throughout Kansas continue to see the anti-industry commercial on local television stations.
CONCLUSION

IT TAKES A SPECIAL PERSON TO DEDICATE HIS OR HER TIME AND ENERGY TO ADVOCATE FOR CHANGE IN THE COMMUNITY. YOU MUST BE ONE OF THOSE PEOPLE! AND, AS YOU CAN SEE FROM THE STORIES IN THE CASE STUDY SECTION, YOU’RE NOT ALONE.

Throughout this toolkit, we’ve covered a lot of information about tobacco products, how these products affect people and their communities, tobacco industry marketing tactics, and current laws and regulation aimed at curbing the deadly impact of tobacco. We’ve also looked at ways you, as a young person, can create change in your community or on your campus. Finally, we’ve heard real-life stories of how other youth throughout the country have been taking action against tobacco.

Now, it’s your turn. You obviously picked up this toolkit because you have an interest in tobacco prevention or cessation and you want to do something with it. So, go do it! Take the information you’ve read, the tools you’ve learned, and your great passion to create change in your local community.

Need help? Don’t forget to find out what’s already happening in your town or city before you start your advocacy efforts. Check to see if there is another group or organization already working on the issue that you can join. Or, if there isn’t anything going on yet, start something new. Use the tools in the Action Guide section to identify a problem, assess your community, strategize a plan of action, and then get to work. And remember, if you have to start something new (and even if you don’t), you don’t need to reinvent the wheel. As the preceding case studies show, there are a lot of incredible resources and materials out there. Contact groups and organizations who are conducting similar activities and ask if they have information or materials you can modify for your own local activities.

And, most importantly, have fun!
This is not an exhaustive list of state programs. For the most current information please contact your state health department, Legacy, or the Campaign for Tobacco Free Kids

RESOURCES

YOUTH-SPECIFIC ORGANIZATIONS AND COALITIONS (BY STATE)

Venomocity – Arizona | venomocity.com
Youth Extinguishing Smoking (YES) Team – Arkansas | yesteam.org
California Youth Advocacy Network (CYAN) – California | cyanonline.org
The Bacchus Network – Colorado | tobaccofreeu.org
Kick Butts Generation (KBG) – Delaware | ysmoke.org
Tobacco-Free Florida – Florida | tobaccofreeflorida.com/teens
Gwinnett United in Drug Education (GUIDE, Inc.) - Georgia | guideinc.org
The Real Message – Hawaii | therealmessage.net
I-STEP (Students for Tobacco Education and Prevention) - Iowa | facebook.com/groups/12982515708269
Teens Against Smoking in Kansas (TASK) – Kansas | ktask.org/
Defy – Louisiana | defythemlies.com
Maryland Teens Rejecting Abusive Smoking Habits (TRASH) – Maryland | marylandtrash.com
Maryland Students Together Organizing Prevention Strategies (STOPS) – Maryland | marylandstops.com
The 84 - Massachusetts | the84.org
Catalyst – Minnesota | bethecatalyst.org
Generation Free – Mississippi | generationfree.com
reACT Against Corporate Tobacco – Montana | reactmt.com
No Limits – Nebraska | nolimitsnebraska.com
Evolution – Nevada | theevolution.org
Dover Youth - New Hampshire | doveryouth.com
Multicultural Advocates for Social Change on Tobacco (MASCOT) Coalition – New Mexico | mascotcoalition.org
Reality Check - New York | realitycheckofny.com
Tobacco Reality Unfiltered – North Carolina | realityunfiltered.com
Questions Why – North Carolina | questionwhy.org
Project P.A.N.D.A. - Ohio | projectpanda.com
OK Students Working Against Tobacco (SWAT) – Oklahoma | ok.gov/okswat
Rage Against the Haze – South Carolina | rageagainstthehaze.com
South Dakota Tobacco-Free Kids Network – South Dakota | sdtobaccofree.org
Unfiltered Reality - South Dakota | tm068.k12.sd.us/SWAT.htm
Worth It – Texas | worthit.org
One Good Reason – Utah | onegoodreason.net
Our Voices Exposed – Vermont | ovx.org
Y Do You Think – Virginia | ydouthink.com
Y Street – Virginia | ystreet.org
Raze – West Virginia | razewv.com
Fighting Against Corporate Tobacco (FACT) – Wisconsin | fightwithfact.com

NATIONAL ORGANIZATIONS
Action on Smoking and Health | ash.org
American Cancer Society | cancer.org
American Heart Association | heart.org
American Lung Association | lung.org
Americans for Nonsmokers’ Rights | no-smoke.org
Campaign for Tobacco-Free Kids | tobaccofreekids.org | kickbuttsday.org
Legacy | legacyforhealth.org
National Networks for Tobacco Control and Prevention | tobaccopreventionnetworks.org
Tobacco Technical Assistance Consortium (TTAC) | ttac.org
truth – National | thetruth.com

U.S. GOVERNMENT RESOURCES
Centers for Disease Control and Prevention (CDC) | cdc.gov/tobacco
Food and Drug Administration (FDA) | fda.gov/TobaccoProducts/default.htm
U.S. Surgeon General’s Reports on Smoking and Tobacco Use | cdc.gov/tobacco/data_statistics/sgr/index.htm

TOBACCO INDUSTRY DOCUMENTS
Legacy Tobacco Documents Library | legacy.library.ucsf.edu
Philip Morris Documents Online | pmdocs.com
Tobacco Documents Online | tobaccodocuments.org

RESOURCES ON QUITTING
Smokefree.gov | smokefree.gov
SmokefreeWomen | women.smokefree.gov
EX | BecomeAnEX.org
North America Quitline Consortium | naquitline.org

OTHER RESOURCES
ATTACK | attacktobacco.net
Smoke Free Movies | smokefreemovies.ucsf.edu
Tobacco.org (Tobacco News and Information) | tobacco.org
Trinkets and Trash | trinketsandtrash.org
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