

# TAKE IT TO THE STREETS

Grab your whole community's attention when you take it to the streets and spread interesting tobacco company quotes and tobacco facts all across your town.

**AGE GROUP:** Middle school, high school and above.

**NUMBER OF PARTICIPANTS:** It's up to you - the more people you recruit, the more people you will get your message to.

**TIME:** 1-2 weeks for media outreach, just days for the actual event.

**RESOURCES:** Paper and copy machine.

**COST:** \$0 - \$20.

One of the simplest and most effective ways to take it to the streets is to make flyers featuring an outrageous tobacco company quote and hand them out at busy places so people can learn the truth about Big Tobacco. Here is one quote that will grab people's attention: In 1990, Terrence Sullivan, a sales representative for R.J. Reynolds said:

*"We were targeting kids, and I said at the time it was unethical and maybe illegal, but I was told it was just company policy." Sullivan remembers someone asking who exactly were the young people R.J. Reynolds was targeting - junior high school kids or even younger? The reply was: "They got lips? We want them."*

## First thing's first - find tobacco industry quotes:

Since the Master Settlement Agreement in 1998, hundreds of thousands of tobacco company documents have become public record. You can use the following web sites to find your own tobacco company quotes. We have also included some of the more despicable quotes below to get you started.

- For links and search tips for various sites go to [www.cdc.gov/tobacco/industrydocs/](http://www.cdc.gov/tobacco/industrydocs/)
- Legacy Tobacco Documents Library [www.legacy.library.ucsf.edu/](http://www.legacy.library.ucsf.edu/)
- To search several sites at once, visit [www.tobaccodocuments.org](http://www.tobaccodocuments.org)
- Search old and new tobacco ads for slogans and other quotes at [www.roswell.tobaccodocuments.org/](http://www.roswell.tobaccodocuments.org/) (Click on Pollay Tobacco Ad Collection)
- For free posters ready to download visit [www.bethecatalyst.org](http://www.bethecatalyst.org) and view their killer quotes posters.

## Where to distribute your flyers:

- School parking lots
- Car windshields
- Lamp posts
- Store windows
- Bathroom stalls
- People's hands - ANYWHERE (with permission of course) to spread the truth. If there's a big event in town, like a skater's tour, football game, concert or festival, you can hand out thousands of flyers there.

## Event Follow-up:

- Make sure the message you leave includes a way to get more information. Linking to a web site is a good idea. You could use your group's web site, [KICKBUTTSDAY.ORG](http://KICKBUTTSDAY.ORG) or [tobaccofreekids.org](http://tobaccofreekids.org).
- Flyers can also advertise the date of your next activity. Include date, location and a web site if possible.



... THE BASE OF OUR BUSINESS IS THE HIGH SCHOOL STUDENT.



## **SOME WARM N' FUZZY QUOTES FROM OUR FRIENDS IN BIG TOBACCO ...**

*"... the base of our business is the high school student."*

– Lorillard memo, August 30, 1978

*"Today's teenager is tomorrow's potential regular customer."*

– Myron E. Johnston, Philip Morris Researcher, 1981

*"It's a well-known fact that teenagers like sweet products. Honey might be considered."*

– Brown & Williamson Memo, 1972

*"Cherry Skoal is for somebody who likes the taste of candy, if you know what I'm saying."*

– Former UST sales representative, 1994

*"Brown & Williamson will not support a youth smoking program which discourages young people from smoking."*

– Tobacco Institute Memo, 1983

*"Comic strip type copy might get a much higher readership among younger people than any other type of copy."*

– R.J. Reynolds marketing memo, 1973