

# EXPOSE BIG TOBACCO

BIG TOBACCO'S LIES ARE EVERYWHERE

Big Tobacco's lies are everywhere. They're in advertising messages like "Be Kool," "Pleasure for Wherever" and "Light and Luscious." They're in the magazines we read, the movies we watch, even the stores where we shop ... and they are killing nearly half a million Americans every year.

The tobacco industry addicts more than 1,000 youth every day – and one in three of them will die prematurely because of tobacco use.

So what does Big Tobacco see when they look at teens? They see "replacement customers" for the smokers they kill every day. As a 1981 Philip Morris marketing report noted, "Today's teenager is tomorrow's potential regular customer."

Well, we'll see about that. Today's teens are turning the tables on Big Tobacco by exposing their lies and manipulations. On Kick Butts Day and throughout the year, youth are choosing to STAND OUT ... SPEAK UP ... and SEIZE CONTROL AGAINST BIG TOBACCO!

Youth are telling the real story about tobacco. They're spreading the word that tobacco use is the number one cause of preventable death and disease in the United States. In fact, tobacco use kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides COMBINED.

Worldwide, tobacco use kills one person every 6.4 seconds – that's 600 people every hour and 14,400 every day. In the U.S., that's one dead American every 72 seconds.

Big Tobacco knows people wouldn't buy their deadly products if they told the truth, so they spend more than \$13.3 billion a year on deceptive advertising and marketing. In the two minutes it takes you to brush your teeth, they spend more than \$50,000. In the hour you spend watching American Idol, they spend more than \$1.5 million targeting you.

Publicly, Big Tobacco denied for years that their products are addictive, but their own documents tell a different story. As early as 1963, Brown & Williamson said (privately, of course), "Nicotine is addictive. We are then in the business of selling nicotine." In 1994 however, executives from the seven major tobacco companies testified in front of Congress that they did not believe nicotine is addictive. That's interesting, eh?! Philip Morris was pretty clear about what they really thought about nicotine back in 1972, "The cigarette should be conceived not as a product, but a package. The product is nicotine ... think of the cigarette pack as a storage container for a day's supply of nicotine ... think of the cigarette as a dispenser for a dose unit of nicotine ... think of a puff of smoke as the vehicle of nicotine."

Big Tobacco knows nicotine gets and keeps people addicted to their products. And once addicted, people are constantly exposed to all the dangerous chemicals in tobacco. With every puff of a cigarette, a smoker breathes more than 4,000 chemicals including ammonia (a poisonous gas and a powerful toilet cleaner), arsenic (a potent rat poison), acetone (a poisonous solvent and paint stripper), formaldehyde (used to preserve dead bodies), toluene (a poisonous industrial solvent), polonium-210 (a highly radioactive element) and carbon monoxide (a poisonous gas). Totally disgusting ... but totally true! Check out [www.whatareyousmoking.org](http://www.whatareyousmoking.org) for more information.

Now you know the facts. It's time to spread the word and get people excited about making a change! Use this guide as a ... well, guide! It has tons of helpful info in it. You can also check out [www.tobaccofreekids.org](http://www.tobaccofreekids.org) to get more OUTRAGEOUS info about Big Tobacco and what young people are doing to fight back!

**So what does Big Tobacco see when they look at teens? They see "replacement customers" for the smokers they kill every day.**

# TOBACCO 101

## General Facts

- Each day about 3,500 kids (under 18) try smoking for the first time, and another 1,000 kids become new regular, daily smokers.
- Adult male smokers lose an average of 13 years of life.
- Adult female smokers lose an average of 14 years of life.
- The chemical nicotine – found in cigarettes and other tobacco products – is an addictive drug, which is why it is so hard for people to quit using tobacco once they start.
- Lung cancer, throat cancer, heart disease, stroke and emphysema are just some of the painful, life-threatening diseases linked with smoking. Smoking is also associated with cancers of the mouth, larynx, esophagus, pancreas, cervix, kidney, stomach and bladder.
- Smoking limits the amount of oxygen in the blood, reducing your stamina for sports and other physical activities.
- Smoking turns your teeth and fingernails yellow, and causes premature wrinkling of the skin. It also makes your hair, clothes, and breath smell gross.

## Secondhand Smoke

- Secondhand smoke is a complex mixture of over 4,000 chemicals that are produced by the burning materials of a cigarette.
- Secondhand smoke contains more than 250 chemicals known to be toxic or cancer-causing, including formaldehyde (embalming fluid), arsenic (a poison), and cyanide (also a poison).
- According to the U.S. Surgeon General, "secondhand smoke exposure causes respiratory symptoms, including cough, phlegm, wheeze, and breathlessness, among school-aged children."
- Secondhand smoke exposure is a known cause of lung cancer, heart disease, and respiratory problems, as well as other health problems.
- Exposure to secondhand smoke results in at least 38,000 deaths a year in the United States and causes over 1 million illnesses in children.



## Tobacco Advertising and Marketing

- The tobacco industry spends over \$13.3 billion a year, more than \$36 million a day, on advertising and marketing to attract new customers.
- Tobacco companies spend over \$23 million a year on lobbying the U.S. Congress and contributions to federal candidates and political parties.
- Cigarette and spit-tobacco companies continue to advertise heavily at retail outlets near schools and playgrounds, with large ads and signs clearly visible from outside the stores.
- Between 1989 and 1993, when advertising for the new Joe Camel campaign jumped from \$27 million to \$43 million, Camel's market share among youth increased by more than 50 percent. The adult share didn't change at all.
- In August 2006, U.S. District Court Judge Gladys Kessler stated in her Final Opinion of a landmark case against the tobacco companies that " ... [tobacco companies] continue to engage in many practices which target youth, and deny that they do so ... Defendants continue to track youth behavior and preferences and market to youth using imagery which appeals to the needs and desires of adolescents. Defendants are well aware that over eighty percent of adult smokers began smoking before the age of 18, and therefore know that securing the youth market is critical to their survival. There is therefore no reason, especially given their long history of denial and deceit, to trust their assurances that they will not continue ... their marketing to youth." In May 2009, Judge Kessler's ruling was upheld by the U.S. Supreme Court of Appeals.
- In 2007, R.J. Reynolds, the second largest tobacco company in the U.S. and producers of the Camel brand, began marketing a new line of "Light and Luscious" cigarettes – Camel No.9 – in slick, shiny pink and black packaging. R.J. Reynolds began its aggressive marketing of this new product by running colorful print ads with a floral motif in magazines popular among teenage girls such as Glamour, Vogue and US Weekly. It is estimated that R.J. Reynolds spent between \$25 and \$50 million to launch Camel No.9. Evidence has consistently shown that teens prefer to smoke the brands that tobacco companies spend the most money marketing. Check out [www.cancerno9.org](http://www.cancerno9.org) for more information.
- On November 15, 2007, R.J. Reynolds took out a nine-page ad in Rolling Stone Magazine that featured a four-page cartoon foldout. This is in direct violation of the 1998 state tobacco settlement that prohibits the use of cartoons to market cigarettes. R.J. Reynolds claims that the cartoons were not included as part of the ad but rather were editorial content from Rolling Stone. However, the ad fully surrounds the cartoon and even features a spiral notebook similar to those used by school kids, with doodles of a guitar, spaceships and other images a bored student might draw. The public health community responded with outrage and several state Attorneys General sued R.J. Reynolds. In California, Pennsylvania and Washington, the Courts have ruled against R.J. Reynolds. Judges in Maine and Washington, however, have ruled in favor of R.J. Reynolds. Several suits are still pending.
- In May 2008, R.J. Reynolds launched a new cigarette, the Camel Crush. Inside each cigarette is a blue pellet that the user can crush to turn the regular cigarette into a menthol one. The cigarette is packaged in a sleek black and blue box and this new innovation can be seen as marketing to youth.



## Spit Tobacco

- Spit Tobacco is known by many names including chew, chewing tobacco or snuff. The tobacco companies prefer to refer to it as smokeless tobacco, in hopes that consumers will see 'smokeless' and think 'harmless.'
- Spit Tobacco is addictive and harmful. It contains nicotine as well as additives that increase the rate at which nicotine is absorbed into the body.
- There are lighter products for beginners with sweet fruity flavors and easy-to-use pouches. After someone uses spit tobacco for a long time they will need to use products with more and more nicotine in order to achieve the same effect.
- People who consume 8–10 dips or chews per day receive the same amount of nicotine as a smoker who smokes 30–40 cigarettes a day.
- Spit Tobacco contains 28 known carcinogens.
- Spit Tobacco contains up to 100 times the level of nitrosamines, chemicals thought to cause cancer, than are lawfully permitted in regulated products like bacon or beer.
- Spit Tobacco users are up to fifty times more likely to get oral cancer than non-users, and using it increases a person's risk of cancers of the lip, tongue, cheeks, gums, floor and roof of the mouth, throat, larynx and esophagus. These cancers can form within five years of regular use.

**REACT**  
against corporate tobacco  
[www.reactmt.com](http://www.reactmt.com)

"CHERRY SKOAL  
is for  
**SOMEONE**  
who likes the  
**TASTE OF**  
**CANDY**  
if you know  
what I mean."

*Each year  
2 MILLION  
tobacco users either quit or  
die from using tobacco products.  
To make up for these losses, the  
tobacco industry recruit youth as  
'REPLACEMENT SMOKERS'  
by appealing to them with flavored products.*

This is a statement made by a U.S. Smokeless Tobacco Representative 1994



## Youth Smoking Rates

- Almost 90 percent of adults who have ever been regular smokers began smoking by the time they were 18.
- More than 6 million children under age 18 alive today will eventually die from smoking-related disease, unless current rates are reversed.
- 13.4 percent of U.S. high school boys and 2.3 percent of high school girls currently use spit tobacco products.
- Approximately 11.7% of middle school students are current tobacco users. Of the 11.7% of middle school students who use tobacco, 8.1% smoke cigarettes, 5.2% smoke cigars, and 2.9% use spit tobacco.

## Ethnicity and Smoking

- 20 percent of high school students are current smokers.
- Among African-American high school students, 11.6 percent are current smokers.
- Among Hispanic high school students, 16.7 percent are current smokers.
- Among Native Americans and Alaskan Native high school students, 56.5 percent are current smokers.
- Among Asian-American high school students, 7.3 percent are current smokers.

# BIG TOBACCO'S GLOBAL EXPANSION

Now that you know what Big Tobacco is up to in the United States, it's time tell you what they are doing around the world. With declining sales in the U.S. due to all the successful anti-tobacco advocacy and state government action, the tobacco industry has to go overseas for its future markets. In 1996, former Philip Morris CEO Geoffrey Bible said, "We are still in the foothills when it comes to exploring the full opportunities of many of our new markets."

Worldwide, nearly 5 million people die each year from tobacco use. If current trends continue, tobacco use will kill 10 million people a year by 2020 and 70 percent of those deaths will be in developing countries.

Fewer than five percent of the world's smokers live in the U.S., so Big Tobacco has taken their savvy marketing strategies abroad where they portray smoking as a glamorous, sophisticated and popular habit imported from the U.S. and the Western world. For example, there are cigarette brands named after American cities such as Houston, and they use English words such as Liberty, Hope, Champion and even American Dream.

When it comes to marketing their products to youth around the world, the tobacco companies promote their cigarette brands through every possible medium. Some of the more obvious methods include television, magazines and newspapers, billboards, and the Internet – but the companies also have a whole lot of "indirect advertising" techniques in their bag of tricks, none of which are still allowed in the U.S. These include sponsoring sporting events and teams, promoting rock concerts and discos, and placing their brand logos on t-shirts, backpacks and other merchandise that attract youth. Here are some more scary stats:

- Tobacco use killed one hundred million people in the 20th century and, if current trends continue, will kill one billion people in the 21st century.
- Worldwide, approximately 4 million people die from tobacco-related illness each year. This is the equivalent of twenty-seven 747 airplanes full of passengers crashing every day. By the year 2030, 10 million people will be dying each year from tobacco use.
- Almost one billion men (35 percent in developed countries and 50 percent in developing countries) and 250 million women (22 percent of women in developed countries and 9 percent in developing countries) smoke cigarettes.
- Worldwide, over 15 billion cigarettes are smoked every day.
- Every day, some 80-100,000 young people around the world become addicted to tobacco. If current trends continue, 250 million children alive today will die from tobacco-related disease.
- China consumes more than 30 percent of the world's cigarettes and almost 70 percent of males in China smoke.
- The top five cigarette-consuming countries are: China, United States, Russia, Japan and Indonesia.
- Philip Morris International, British American Tobacco (BAT), and Japan Tobacco are the world's three largest multinational tobacco companies.
- In 2004, Philip Morris captured about one-sixth of the world cigarette market by operating in 160 countries and selling cigarettes worth more than \$57 billion.
- China is the largest cigarette manufacturer, followed by the U.S.

The sources for all of these facts, and other useful tobacco use information, can be found in the Campaign for Tobacco-Free Kids factsheets available on the Campaign's website at [www.tobaccofreekids.org](http://www.tobaccofreekids.org), <http://tobaccofreekids.org/research/factsheets> or <http://tobaccofreecenter.org/>. Additional information is available from the U.S. Centers for Disease Control & Prevention website at <http://www.cdc.gov/tobacco/>, with CDC state-specific data available at [www.cdc.gov/tobacco/data\\_statistics/index.htm](http://www.cdc.gov/tobacco/data_statistics/index.htm).

More information regarding spit tobacco can be found at the American Dental Associations website at [www.ada.org/public/topics/smoking\\_tobacco\\_faq.asp](http://www.ada.org/public/topics/smoking_tobacco_faq.asp), at the Mayo Clinic's site [www.mayoclinic.com/health/chewing-tobacco/CA00019](http://www.mayoclinic.com/health/chewing-tobacco/CA00019). Help regarding quitting can be found at [www.chewfree.com](http://www.chewfree.com) and more information regarding spit-tobacco activities that can be used during KBD can be found at [www.throughwithchew.com/](http://www.throughwithchew.com/).