

TOBACCO'S TARGET – YOU!

Topic Area: Tobacco industry manipulation, tobacco advertising

Audience: Middle School/High School

Method: Classroom Activity

Time Frame: 30 minutes plus discussion

Materials Needed: "Tobacco Industry Quote" cards, additional tobacco company quotes can be found at Campaign for Tobacco Free Kids at www.tobaccofreekids.org/research/factsheets/pdf/tobaccoquotes.pdf

Learning Objectives:

- Students will gain a better understanding of the tobacco industry manipulation that takes place in order to attract youth to their products and addict smokers.

Activity:

- Distribute the "Tobacco Industry Quote" cards to various students throughout the classroom.
- Explain that these are real quotes from internal memos of various tobacco companies and their employees.
- Have each student read his or her quote out loud to the class.
- Use the discussion ideas to lead a discussion with the students.

Discussion Ideas:

- What are your initial feelings after hearing some of these quotes?
- Why does the tobacco industry target youth?
 - 10.9 million people quit smoking every year. Over 400,000 people die every year from tobacco use. That means the tobacco companies need to find more than 11 million replacement smokers every year!
 - Almost 90% of adult smokers started smoking before they were 18 years old.
 - Once youth start smoking, 1/3 of them will go on to become long time smokers.
- Why do you think tobacco companies want to get people addicted to cigarettes faster and easier? (To make money.)
- How does it make you feel knowing that the tobacco companies hid many of their "secrets" from the public, especially knowing those "secrets" were harmful?
- In 1998 several states sued the tobacco companies and one of the results of that settlement was that tobacco companies could no longer directly market to youth. Do you think they have stopped marketing to youth? How do they continue to market to youth?

TOBACCO INDUSTRY QUOTES

Copy or cut and paste each quote on card stock and laminate.

“It’s important to know as much about teenage smoking patterns and attitudes. Today’s teenager is tomorrow’s potential regular customer”

Phillip Morris, Inc
Makers of Marlboro Cigarettes
Internal Memo

“The success of Newport has been fantastic during the last few years...the base of our business is the high school student.”

Lorillard, Inc
Makers of Newport Cigarettes
Internal Memo

“Realistically, if our company is to survive and prosper over the long term, we must get our share of the youth market. In my opinion, this will require new brands tailored to the youth market.”

RJ Reynolds Tobacco
Maker of Camel Cigarettes

“[Brown & Williamson] will not support a youth smoking program which discourages young people from smoking.”

Tobacco Institute Memo

"The adolescent seeks to display his new urge for independence with a symbol, and cigarettes are such a symbol since they are associated with adulthood and at the same time adults seek to deny them to the young."

Marketing Research Report

"...the lower age limit for the profile of young smokers is to remain at 14."

RJ Reynolds

“To ensure increased and longer term growth for Camel Filter, the brand must increase its share penetration among the 14-24 age market...which represents tomorrow’s cigarette business.”

RJ Reynolds

“If you are really and truly not going to sell to children, you are going to be out of business in 30 years.”

Bennett LeBow

CEO Brook Group LTD

Owners of Liggett Tobacco Company

“Would disclosure of urea as a tobacco additive have a negative effect on consumer perception given that it is a constituent of urine?”

British American Tobacco Memo

“We have been asked by our client to come up with a package design...a design that is attractive to kids.”

Letter from Lorillard's (Newport) advertising agency

“Targeted efforts will be directed at younger adults, blacks, and Hispanics...”

Phillip Morris

“The secret of Marlboro is ammonia.”

Phillip Morris internal document

Phillip Morris has said that they add ammonia to their products for flavor. What they forgot to tell us was that when ammonia is added to cigarettes, it increases addiction. Ammonia guards nicotine from the body's natural filtering system, sending a fast, strong kick of nicotine directly to the brain.