

START NOTICING

Cottonwood-Jackson-Redwood (CJR) - Reducing Youth Exposure to Tobacco Influences

Upcoming Events

- Presentation at Circles of Support in Jackson—December 1
In Windom—December 7
- Jackson Girl Scout Presentation—December 15



Tony the Tiger right next to the grape, berry, chocolate and peach cigarillos.

SPOTLIGHT

Local Retailers BLACK OUT tobacco ads

Start Noticing thanks the following stores for their partnership during our black out tobacco ads day on November 19th. See the details on the next page!

- Jackson**
- Expressway BP
- Jackson Municipal Liquor
- Lakefield
- Hage Oil
- Okabena
- Okabena Municipal Liquor
- Heron Lake
- PJ's
- Westbrook
- Maynard's
- Lamberton
- Meadowland
- Wabasso
- Meadowland
- Salfer's
- Morgan
- Wayne's C-Store
- Sanborn
- Expressway
- Windom
- Hy-Vee
- Sunshine Foods

The Effects of Tobacco Advertising

Advertising can influence people, including youth, in a variety of ways and venues, but the primary goal of advertising is to increase the probability that consumers who are exposed to an advertisement will behave as the advertiser wishes. Advertisers' main goal is to get consumers to purchase the product.

The tobacco industry is no exception. They spend more than \$34 million everyday in the United States promoting their products in hopes of affecting consumer purchase habits.¹ Tobacco companies spend the majority of this money advertising their tobacco products at the place where they can influence youth openly and often: the place where tobacco is sold. In fact, cigarette companies increased their spending on point-of-sale marketing by more than \$60 million between 2005 and 2006, and spent the majority of their marketing dollars (90 percent, or \$11.2 billion) on strategies that affect retail sales, such as price discounts and ad placement.²

While it may seem harmless, research has demonstrated that advertising placed at the point-of-sale is particularly effective in influencing youth tobacco usage. On average, teens visit convenience stores at least twice a week. Weekly or frequent exposure to retail tobacco marketing is associated with a 50 percent increase in the odds of ever smoking³ and 78 percent of youth (ages 13-18) usually smoke the three most marketed brands – Marlboro, Newport, and Camel.⁴ Furthermore, a comprehensive report on the media and tobacco use, released by the National Cancer Institute (NCI) in June 2008, describes how tobacco company advertising targets youth by relaying messages that resonate with them. Many tobacco company advertisements suggest that smoking can satisfy the need to be popular, feel attractive, take risks and manage stress. The NCI report concluded

that tobacco company advertising and promotion is causally linked to increased tobacco use and youth smoking initiation.⁵

Tobacco companies also use non-traditional means to advertise, including the internet and movies. Tobacco use in movies can be seen in about 85% of movies, with specific brands seen in about 28% of these movies.⁶ The popularity of tobacco in movies suggests that tobacco use is a normal, everyday behavior. Many youth watch movies frequently and as a result see tobacco use on screen. A number of studies have shown that smoking in movies influences youth to start using tobacco. Additionally, online social networking sites are a hot spot for youth under the age of 18 and have become a key tool in tobacco marketing campaigns.

While tobacco companies claim they have stopped intentionally advertising to youth, their advertising strategies continue to reach and influence youth. Start Noticing continues to work with youth, parents, local community leaders and retailers to educate people to start noticing tobacco advertising and its effect on youth. Through education and action, our goal is to eliminate the tobacco companies' strategy of using in-store advertising to influence youth tobacco use, including an event held in conjunction with the American Cancer Society's Great American Smokeout encouraging retailers to cover tobacco advertising for one day. See article on page 2 for more information.

¹ Campaign for Tobacco Free Kids Factsheet, "Tobacco Company Marketing to Kids" September 22, 2009.
² Ibid.
³ Heniksen, L. et al., "Association of Retail Tobacco Marketing with Adolescent Smoking," *AJPH* 94 (12): 8-10, December 2004.
⁴ U.S. Centers for Disease Control and Prevention (CDC), "Cigarette Brand Preference Among Middle and High School Students Who Are Established Smokers—United States, 2004 and 2006," *Morbidity and Mortality Weekly Report (MMWR)* 58(05):112-115, February 13, 2009. <http://www.cdc.gov/mmwr/preview/mmwrhtml/mms5805a3.htm>
⁵ National Cancer Institute, *The Role of the Media in Promoting and Reducing Tobacco Use, Smoking and Tobacco Control Monograph No. 19*, NIH Pub. No. 07-6242, June 2008. http://cancercontrol.cancer.gov/tcrb/monographs/19/m19_complete.pdf
⁶ Sargent, J. et al., "Brand Appearances in Contemporary Cinema Films and Contribution to Global Marketing of Cigarettes," *Lancet* 357(9249): 29-32, January 2001. http://pdf.thelancet.com/pdfdownload?uid=lan.357.9249.original_research.14762.1&x=x.pdf



Local Retailers Black Out Tobacco Ads

On November 19, 16 tobacco retailers in Cottonwood, Jackson and Redwood Counties joined Start Noticing, a local youth group, in an effort to raise awareness of tobacco marketing strategies in the community by blacking out all tobacco advertisements in their stores and asking people to start noticing. The act coincided with the Great American Smokeout®, a day-long event sponsored by the American Cancer Society, which encourages all smokers to quit smoking for one day.

Start Noticing has been working since 2007 with youth, parents, local community leaders and retailers to educate people to start noticing tobacco advertising and its effect on youth in an effort to take action to eliminate the tobacco companies' strategy of using in-store advertising to influence youth tobacco use. The coalition is supported by several national and community organizations, school boards, and medical facilities.

To build on the Great American Smokeout® event this year, Start Noticing asked retailers to cover all tobacco advertisements in their stores to reduce the influence of tobacco advertising on youth for the day. "While it may seem harmless, research has demonstrated that in-store tobacco advertis-

The following stores signed on to participate in the ad blackout in partnership with Start Noticing:

- Jackson
- Expressway BP
- Jackson Municipal Liquor
- Lakefield
- Hage Oil
- Okabena
- Okabena Municipal Liquor
- Heron Lake
- PJ's
- Westbrook
- Maynard's
- Lamberton
- Meadowland
- Wabasso
- Meadowland
- Salfer's
- Morgan
- Wayne's C-Store
- Sanborn
- Expressway
- Windom
- Hy-Vee
- Sunshine Foods

ing is particularly effective in influencing youth tobacco usage," said Susan Vileta, Program Coordinator. "By covering all advertisements for one day, we [Start Noticing] believe members of this community will start noticing the efforts taken by tobacco companies to reach current and potential smokers."

Tobacco use is a very serious health issue affecting our community. These retailers are helping Start Noticing to confront the tobacco industry at the place where they can influence youth openly and often – the place where tobacco is sold. Why is this important? On average, teens visit convenience stores at least twice per week. Weekly or frequent exposure to retail tobacco marketing is associated with a 50 percent increase in the odds of ever smoking.¹

"According to the Center for Disease Control, today's average 14 year old has been exposed to more than \$20 billion in tobacco imagery, advertising and promotions since age 6, creating a familiarity with tobacco products and an environment in which smoking is seen as glamorous, social and normal," said Vileta. "We're working with our retailers to mitigate this exposure with the goal of reducing youth tobacco use."

¹ Henriksen, L, et al., "Association of Retail Tobacco Marketing with Adolescent Smoking," *AJPH* 94(12): 8-10, December 2004.

Pictured below: Shawna Grupe and Chelsey Herrig (JCCHS) helping a local retailer black out tobacco ads hanging from the ceiling.

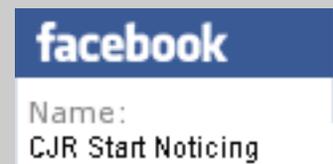


Did YOU Know?

The holiday season is a time that we put forth an attitude of gratitude and give thanks for the things that we have accomplished since this time last year.

Start Noticing would like to thank everyone who has shown their support in our efforts to reduce tobacco advertising in our communities.

Show your support by clicking on the links below.



To learn more or to get involved with Start Noticing

Contact:

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800-622-5207

Start Noticing groups in MN.

