Introduction to Tobacco 101

Welcome to TTAC’s Tobacco 101! Tobacco 101 is a self-guided tutorial that provides the information and resources necessary to understand why tobacco use is considered the #1 preventable cause of death in the US, as well as the evidence-based and promising strategies that can reduce tobacco’s toll. You can benefit from this course whether you are new to tobacco control and need an introduction to key topics, or are an experienced professional looking to refresh and update your knowledge.

Tobacco 101 was revised in the spring of 2013 to contain the latest information, resources, and tools available. The user-friendly self-guided format allows you to complete the tutorial at your own pace and explore the various external resources and tools as needed. Tobacco 101 is organized into two parts comprised of four lessons each. Optional review questions are offered at the end of each lesson to allow you to check your understanding of the content, try some of the resources, and reflect on how the information applies to your role in tobacco control.

You can start at the beginning and read through the course from beginning to end or simply select those sections that are of greatest interest.

Part 1: Introduction to Prevention and Control of Tobacco Use
- Lesson 1: The Evolution of Tobacco Control
- Lesson 2: Tobacco Use in the United States
- Lesson 3: Impact of Tobacco Use
- Lesson 4: Factors that Determine Tobacco Use

Part 2: Reducing the Problem of Tobacco Use
- Lesson 1: Credible Tobacco Control Resources and Key Partners
- Lesson 2: Tobacco Control Models
- Lesson 3: Effective Tobacco Control Policies
- Lesson 4: Strategies for Success

TTAC also provides tailored, on-site Tobacco 101 trainings for organizations who want to include it in conferences and workshops. To learn more, visit our website [www.tacenters.emory.edu](http://www.tacenters.emory.edu) or contact us at tacenters@emory.edu.
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Tobacco 101 Part One, Lesson Four

Factors That Determine Use

In Lesson Four, we will discuss the factors that influence people’s use of tobacco. By the end of this lesson, you will be able to:

1. **Discuss the physiological and psychological effects of tobacco use.**
   As we discussed in Lesson Three, the components of tobacco smoke affect nearly every organ in the body. For instance, carbon monoxide increases risk of heart attacks and hundreds of toxins can cause cancers and lung disease. In this section, we will discuss how nicotine causes addiction, and why addiction is so powerful.

2. **Describe the tobacco products created by the tobacco industry.**
   As more information comes out about the harms of tobacco use and fewer environments are available for smoking, tobacco companies have introduced a variety of products to attract young new smokers and keep smokers addicted.

3. **Describe how the tobacco industry influences tobacco use.**
   The tobacco industry, like any successful business, thrives on profits from its consumers. We will look at how the industry targets certain populations and markets differently to people of various races and ages to addict new customers.
Factors that Influence Tobacco Use: Nicotine Addiction

An estimated 45.3 million people still use tobacco despite what they know about its health consequences. There is no easy explanation for the persistent practice of tobacco use and no single thing we can do to reduce it. The factors that influence tobacco use range from the chemical addictiveness of the products to peer pressure and social acceptance of tobacco use. The reason people use tobacco is multifaceted, and a program to reduce the number of people who use tobacco must also be multifaceted.

To understand addiction, we first need to understand the chemical addictiveness of the product and the social and psychological factors that influence people to begin and continue using tobacco.
Nicotine is Addictive

People who smoke or use smokeless tobacco become addicted to nicotine, the psychoactive drug in tobacco products that produces dependence. Nicotine dependence is the most common form of chemical dependence in the United States. Several criteria must be met for a substance to be considered addictive, and nicotine meets many of them:

- **Compulsive Use**: Tobacco users continue to seek and use tobacco products, despite their knowledge of negative consequences.

- **Withdrawal**: Adverse physical reactions (e.g. headaches, irritability, and anxiety) occur when an individual stops using tobacco. *Nicotine abstinence syndrome*, as it is sometimes called, is a well-documented and established phenomenon.

- **Tolerance**: Over time, increasingly larger doses of nicotine are necessary to achieve the same effects. For smokers, smoking gradually increases from sporadic, social use to a need to smoke one or more packs daily.

- **Antisocial Behavior**: An addictive substance becomes a total necessity for its user, which can result in antisocial behavior. While most tobacco users do not resort to deviant behaviors to maintain their dependency, this is because they can easily obtain tobacco. When smokers are deprived access to cigarettes, the situation changes. For example, prisoners often use tobacco products as currency, trading items for cigarettes.

An exploration of how nicotine impacts the brain sheds some light on why it is so addictive.
The Biology of Nicotine Addiction

The addictive nature of nicotine is related to how the drug interacts with the human body. First, nicotine is a stimulant, making users feel alert. Upon entering the bloodstream, nicotine immediately stimulates the release of epinephrine (adrenaline). In turn, epinephrine stimulates the central nervous system, increasing blood pressure, respiration, heart rate, and the release of sugar into the bloodstream.

Second, nicotine produces feelings of pleasure by increasing levels of dopamine in the brain. Normally, dopamine levels increase as a result of natural life-sustaining rewards (such as eating), activating the brain’s reward system. When this reward pathway is activated, the brain notes that the behavior should be remembered and repeated.

Drugs like nicotine use the same reward system, but release several times the amount of dopamine as natural rewards do, and with longer-lasting results. This overstimulation of the reward system produces the pleasurable feelings experienced by smokers and teaches them to repeat the behavior. The reward sensation is so powerful that it motivates people to use nicotine over and over again.
Other Factors Related to Addiction

Nicotine may not be the only ingredient in tobacco that affects its addictiveness. Researchers have found that other toxic chemicals are found in tobacco, such as acetaldehyde and ammonia. These chemicals not only increase the properties of nicotine, they increase the risk of cancer and other harmful effects of tobacco use. Adolescents appear to be more sensitive to this effect, suggesting that the brains of adolescents may be more vulnerable to tobacco addiction.

In addition, research shows that another unknown ingredient seems to affect levels of monoamine oxidase (MAO), the enzyme responsible for breaking down dopamine in the brain. The decrease in MAO levels results in higher dopamine levels, and may be another reason that smokers continue to smoke.

Finally, many behavioral factors related to the severity of withdrawal symptoms can affect addictiveness. For some people, the feel, smell, and sight of a tobacco product and the ritual of obtaining, handling, using it are associated with the pleasurable effects of smoking. Since using tobacco becomes a part of an individual’s routine, feelings, places, and objects can trigger cravings and make withdrawal symptoms worse.
**Quitting Tobacco - Physiological Effects**

Over time, the human body increases its tolerance for nicotine’s effects and the user needs increasing amounts of tobacco to experience the desired effect. This process is called developing a tolerance. One reason for developing a tolerance is that the body adjusts to the nicotine by adapting its neurotransmitter receptors.

When a person stops using nicotine, the brain still has the neurons that adapted to nicotine by increasing or decreasing their number of receptors. Withdrawal symptoms happen because the body has been altered and, without the drug, cannot function as it has become used to functioning.

Withdrawal symptoms begin when nicotine has left the system, within a few hours after tobacco use. The worst symptoms are usually over in two or three days, but some people report feeling symptoms for much longer. Over time the withdrawal symptoms subside, and the brain reverses to its original state.

Currently, there is a lot of research focusing on understanding how exactly the brain rewires itself to adjust to nicotine, as we know that using tobacco changes brain chemistry. As scientists learn more, they’ll be better able to develop ways to help people quit and even ways to determine who is likely to become addicted.

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**For More Information**....about how nicotine affects the brain, check out these resources from the National Institute on Drug Abuse:

Addiction and Quitting Tobacco

Most people who use tobacco want to quit—among current U.S. adult smokers, 70% report that they want to quit completely. However, quitting tobacco use is difficult and may require multiple attempts; users also often relapse because of unpleasant withdrawal symptoms, including:

- Irritability
- Depression
- Anxiety and tension
- Difficulty concentrating
- Increased appetite
- Headaches
- Sleep disturbances

Even though quitting smoking is challenging, its benefits far outweigh its difficulty. People who stop smoking greatly reduce their risk of dying prematurely. Also, the younger a person is who stops smoking, the greater the benefits experienced—although quitting is beneficial at all ages.

Brief interventions by health care providers increase the chance that a user will quit, as does counseling and behavioral therapy. Phone counseling is available to all U.S. tobacco users through the 1-800-QUIT NOW service. There are also pharmacologic therapies that have proven to be effective at treating tobacco dependence including: nicotine replacement products (e.g., gums, inhalers, patches) and non-nicotine medications (Zyban® and Chantix®).

We will talk more about tobacco cessation services in Part Two.

For Further Information...about tobacco cessation, take a look at:

- CDC: Smoking Cessation:
  http://www.cdc.gov/tobacco/data_statistics/fact_sheets/cessation/quitting/index.htm
Factors that Influence Use: Tobacco Products

Now that we have covered the effects of nicotine on the body and brain, let’s take a look at the products themselves and how they are engineered to be attractive and addictive. The tobacco industry knows a lot about addiction, and it carefully engineers its products for maximum effect. In the next section, we will talk briefly about each of these tobacco products:

- Cigarettes
- Cigars and cigarillos
- Hookah
- Chew tobacco, snuff, and snus
- Strips, Orbs, and Sticks
Cigarettes

A cigarette is defined as a small roll of tobacco, wrapped in paper (or other substance that does not contain tobacco). Cigarettes are lit on one end for the purpose of inhaling its smoke. The industry engineers its products to make them more attractive to consumers. These are some of the design features added to cigarettes to make them “better” by industry standards:

- **Additives**, such as ammonia or formaldehyde, are added to raise the pH of smoke, which frees up the nicotine and increases the amount that can be absorbed into the body.
- **Anesthetic additives** are used to numb the mouth and throat and disguise the irritating effects of smoking. Menthol is the classic example of this type of additive.
- **Filters** reduce burning sensations
- **Burn rate** is controlled through the design and composition of the paper to regulate nicotine dosing and make the product convenient to use

Many additives are dangerous whether or not they are burned, and some are dangerous only when burned. Additives are not listed on cigarette packages, and smokers therefore have no way of knowing what is in the cigarettes they’re smoking.
Impact of Tobacco Control Act on Cigarette Additives

As of 2009, The Family Smoking Prevention and Tobacco Control Act requires tobacco product manufacturers to disclose ingredients in tobacco products, including tar, nicotine and harmful smoke constituents. It also prohibits the sale of flavored cigarettes, with the exception of menthol.

The Act also gives FDA authority to require product changes that FDA finds are “appropriate for the protection of the public health.” The FDA has the authority to require manufacturers to reduce or eliminate harmful substances, including those found in tobacco smoke – whether they are added or occur naturally.

*We will talk further about the details of the Family Smoking Prevention and Tobacco Control Act in Part Two of the training.*
Cigars and Cigarillos

Cigars are defined as tobacco wrapped in tobacco or a substance that contains tobacco. One large cigar can contain as much tobacco as an entire pack of cigarettes. Cigarillos are smaller versions of cigars.

While cigarette consumption declined from 2000 to 2011, cigar consumption doubled. Historically, primarily older men have smoked cigars. But there is a recent trend of adolescents taking up cigar smoking. In 2009, 14% of school youth smoked cigars, with use among boys at nearly 19%. Researchers believe that these increases can be attributed to:

Tax Differences
Large cigars, cigarillos, and cigarettes are all taxed at different rates. Recent tax data show that the tobacco industry is adapting how it produces cigars to minimize federal and state excise taxes and reduce the price of these products compared to cigarettes. By adding weight to small cigars, they will be classified as lower-taxed large cigars—while still retaining a size and shape very similar to cigarettes.

Flavorings
Cigars and cigarillos are exempt from Food and Drug Administration restrictions on flavorings, and are often marketed in a wide variety of kid-attracting flavors. Two in five adult cigar smokers smoke flavored cigars, and flavored cigar smoking is highest among females, young people, less educated, less wealthy, and LGBT populations.

Marketing
Tobacco companies promote cigars as symbols of a luxurious and successful lifestyle. Endorsements of cigars by celebrities, the proliferation of cigar-friendly magazines (e.g., Cigar Aficionado), magazine articles about well-known women who smoke cigars, and product placement in movies have contributed to the increase in cigar smoking.

For Further Information...about cigars and cigarillos, read:

- Centers for Disease Control and Prevention, Cigars:
  http://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/cigars/
Hookah

**Hookahs, or water pipes, are used to smoke specially** made tobacco that is available in a variety of flavors, like apple, mint, chocolate, and licorice, among others. Hookah is usually groups, with a shared mouthpiece passed from person to person. A typical hookah comprises a head, a metal body, a water bowl, and a hose with a mouthpiece (see diagram).

Hookah is a traditional Middle Eastern and Asian practice that has become more popular worldwide, especially among youth. Some people think it is less risky than other forms of tobacco use. However, it is just as harmful, or maybe even more harmful, than other forms of tobacco. A typical hour-long smoking session involves inhaling 100 to 200 times the volume of smoke inhaled from a single cigarette. Hookah smoke contains numerous toxic substances known to cause lung, bladder, and oral cancers.

The number of Hookah bars or cafes, where people share a hookah, have increased in recent years, adding to the social acceptability of hookah smoking. Hookah bars are often exempt from smoke-free laws, as they can be considered “tobacco retail establishments” or “tobacco lounges.”

For Further Information... about hookahs, take a look at:

Chewing Tobacco, Snuff, and Snus

The main types of smokeless tobacco on the market in the United States include chewing tobacco, snuff, and snus. Smokeless tobacco is not exempt from the 2009 FDA Act, so these products are all available in a variety of flavors.

Chewing tobacco comes in loose leaf, plug, or twist form. It is used by placing a piece in the mouth between the cheek and gums.

Snuff is finely ground tobacco that can be dry, moist, or in sachets like tea bags. The dry form of snuff can be sniffed or inhaled into the nose. The moist or sachet versions are used by placing the product in the mouth between their gum and cheek.

Users of these forms of smokeless tobacco suck on the product and spit out the tobacco juices, which is why smokeless tobacco is often called spit or spitting tobacco.

Snus contains moist ground tobacco in teabag-like pouches which are between the upper lip and the gums. Snus can last hours in the mouth no spitting necessary, making it gain popularity as an alternative to smoking cigarettes or using other forms of smokeless tobacco.

Using smokeless tobacco poses a significant health risk and is not a safe substitute for smoking cigarettes. Smokeless tobacco is riddled with many same carcinogens that are in cigarette tobacco, and can cause cancer, oral issues, and nicotine addiction.

For Further Information... about smokeless tobacco, check out:

- Centers for Disease Control and Prevention, Smokeless Tobacco Facts: 
Dissolvable Tobacco Products

Above are a few examples of the new dissolvable tobacco products that were introduced by the tobacco industry in the past few years. These products are available in several forms, such as tablets, strips, and sticks. Typically, they are flavored and packaged in a manner to appeal to youth and young adults. These products are often placed at convenience stores next to candy or other items that youth purchase.

At first, youth experiment with tobacco use, and these products may serve as a gateway to regular cigarette use. The 2012 Surgeon General’s Report states that concurrent use of multiple products is prevalent among youth. Among current tobacco users, nearly one-third of high school females and more than one-half of high school males report using more than one tobacco product in the past 30 days.
Factors that Influence Tobacco Use: Tobacco Industry Influence

As you can see from the previous section, the tobacco industry has developed a wide array of products designed to addict consumers. To attract new users and sustain current ones, the tobacco industry spends a lot of money swaying public opinion and influencing social customs about tobacco use. Before we discuss these tactics, we will begin by explaining how social factors relate to tobacco use. Every community has a set of attitudes, beliefs, values, and customs that make up that community’s culture.

Individual behaviors in a community are often influenced by what people believe is normal or typical. A community’s normal standards of behavior are called social norms.

A behavioral norm is a social group’s most common action or behavior in a given situation. Most people in a social group engage in behavioral norms.

An attitudinal norm is the most widely shared belief or expectation of a social group about how members of the group ought to behave.
Social Norms and Tobacco Use

There is a large and growing body of research that supports the idea that social norms have a powerful influence on behaviors such as tobacco use, and these social norms, particularly those related to use, have been shaped over centuries.

So how do social norms affect tobacco use?

If people believe that smoking is the social norm, are more likely to smoke. Young people (adolescents or adults) greatly overestimate how many people smoke, which gives them the perception smoking is more acceptable than it actually is. Many research studies examined the phenomenon of social norms and found that using public awareness campaigns to correct misperceptions about behavior are successful. Policies can also define social norms. For example, smoke-free air policies have changed society’s attitudes toward smoking and created the expectation that smokers should consider how their secondhand smoke may affect the health of others.
Social Norms among Youth and Young Adults

Adolescents and young adults are greatly influenced by social norms. Peers and family members have a profound effect on young people’s tobacco use. Middle schools, high schools, and colleges have set up programs to educate their students about social norms in order to increase students’ healthy behaviors. Social norm campaigns addressing tobacco use and binge drinking have yielded promising results.

Children, adolescents, and young adults are particularly vulnerable to social and environmental influences to use tobacco. They see smoking in their social circles, the larger community, and in the media. This includes not just persuasive messages from tobacco advertisements, but also images in movies and video games.

The tobacco industry has a long history of influencing social norms about smoking and tobacco use, portraying tobacco use as a social norm to encourage use of their harmful and addictive products.

Next, we will look at how the tobacco industry influences social norms and targets youth and other populations while marketing its products.
Tobacco Industry Marketing Facts

The tobacco industry spends significant amounts of money on advertising its products. In 2010, the tobacco industry spent over **$8.5 billion** on advertising tobacco products in the US – nearly **$1 million** spent every hour. The majority of these marketing costs are for cigarettes, with annual smokeless products marketing costs averaging about **$500 million** since 2008.

Tobacco companies spend far more to market tobacco products than states spend to prevent and reduce tobacco use. In fiscal year 2012, the states spent **$456.7 million** on programs to prevent kids from smoking and help smokers quit. That means tobacco companies spend more than **$18** to market tobacco products for every **$1** states spend to reduce tobacco use.

In this section we will discuss how the tobacco industry uses these advertising dollars and respond to changes in social norms:

- Targeting specific populations, such as youth, young adults, women, and minorities
- Using deceptive advertising practices and enhancing products to respond to consumer concerns
- Employing other tactics like sponsorships, lobbying, and front groups
Target Population: Youth

The 2012 Surgeon General’s Report focuses on tobacco use in youth and young adults. Some major findings of the report that relate to the tobacco industry are:

- Tobacco advertising is crafted to fulfill many of the aspirations of young people by using themes of independence, liberation, attractiveness, adventurousness, sophistication, glamour, athleticism, sexual attractiveness, thinness, popularity, rebelliousness and being “cool.”
- The more young people are exposed to cigarette advertising and promotional activities, the more likely they are to smoke.
- Nearly 9 out of 10 smokers start smoking by age 18, and more than 80% of underage smokers choose brands from among the top three most heavily advertised.
- The extensive use of price-reducing promotions has led to higher rates of tobacco use among young people than would have occurred in the absence of these promotions.
- Many tobacco products on the market appeal to youth. Some cigarette-sized cigars contain candy and fruit flavoring, such as strawberry and grape.
- Many of the newest smokeless tobacco products are appealing to youth in part because they can be used without detection at school or other places where smoking is banned.

The evidence presented above is sufficient enough to conclude that there is a causal relationship between advertising and promotional efforts of the tobacco companies and the initiation and progression of tobacco use among young people.

For Further Information...about the industry targeting children, visit:

- Campaign for Tobacco-Free Kids – Tobacco Company Quotes on Marketing to Kids:
Appealing to Youth: Movies

“The tobacco industry has made it its business to glamorize smoking and make it culturally acceptable.”

-Stan Glantz, professor of medicine at the University of California, San Francisco

Movies are a powerful forum for influencing the public, especially youth. Although the Master Settlement Agreement prevents the tobacco industry from paying for product placement in films, the Massachusetts Public Interest Research Group (MASSPIRG) discovered that “tobacco products and their use have increasingly found their way into movies geared toward and accessible to teenagers.” Here are more of the report’s findings:

- Smoking in the most popular, youth-oriented, PG-movies has increased since the Master Settlement Agreement.
- Teenagers are more readily influenced by tobacco advertisements or tobacco use in films other age groups.
- Tobacco companies stand to benefit financially from people who start using tobacco at an early age (90% of all adult smokers begin before they are 18).
- Tobacco companies violated the Master Settlement Agreement in other ways and have a long history of marketing their products toward young and adolescents. In June 2002, RJ Reynolds was fined for continuing to advertise in magazines with a high readership of young people.

The National Cancer Institute has concluded that studies indicate a causal relationship between exposure to depictions of smoking in movies and youth smoking initiation. Advocacy to reduce smoking in the movies has been successful. Between 2005 and 2010 total on-screen incidents of smoking have decreased by 71%.
Appealing to Youth: Retail Point-of-Sale Advertising

*Deadly Alliance*, a 2012 report from Campaign for Tobacco-Free Kids cites that convenience stores and other retail outlets have become the dominant channel for marketing tobacco products in the United States. Due to restrictions on other forms of advertising, the tobacco industry spends the majority of their marketing dollars in the retail environment. This is their primary means for recruiting retaining tobacco users.

The report finds that:

- Tobacco manufacturers spent more than $110 billion — 92 percent of their total marketing expenditures — to advertise and promote tobacco products in the retail environment in the first 10 years after the Master Settlement Agreement (1999 to 2008).
- More than two-thirds of teenagers visit a convenience store at least once a week. Convenience stores remain one place where kids are regularly exposed to tobacco advertising and promotions.
- Cigarette marketing is more prevalent in stores where adolescents shop frequently.
- Tobacco advertisements and product displays are often placed at kids’ eye level or near candy.
- Point-of-sale marketing – especially price discounting – increases youth smoking.
Target Population: Young Adults

Recently, the tobacco industry has made 18- to 24-year-olds its primary target for replacement smokers. The Master Settlement Agreement prohibits the tobacco industry from targeting adolescents, and the industry accepts that it is taboo to overtly go after the pre-teens and teenagers. As 99% of all first use of tobacco occurs by age 26, the industry had to target another population that would begin smoking early – young adults. In addition:

- 18- to 24-year-olds have larger incomes than adolescents have.
- 18- to 24-year-olds are experiencing independent living and decision making for the first time.
- Bar nights sponsored by tobacco companies are a major way to get young people hooked.

Since the industry began targeting young adults, advertising on and around college campuses has increased. Look at the ads below and notice how they are specifically targeted towards young men. The ads portray a sense of rebellion and independence, two characteristics that appeal to young adults.
Target Population: Women

Smoking has not always been advertised to the entire general populations, as there was a time when smoking by women was socially unacceptable. Acceptance has continued to grow over time, which is due largely to the tobacco industry.

One of the most successful and memorable tobacco advertising campaigns aimed at women was the Virginia Slims campaign in 1968 with its slogan “You’ve come a long way, Baby!” Virginia Slims was thinner than most cigarettes and was expressly marketed to women.

This campaign and the increasing number of cigarette brands and advertisements that target women helped shift the norm — that smoking was socially unacceptable for women — to a norm that smoking was a symbol of a woman’s independence.

Today, cigarette companies continue to target women with female-specific brands (like Camel No. 9) using themes of independence, stylishness, weight control, sophistication, and power.
Other Targeted Populations

Studies show that tobacco products are advertised disproportionately to certain populations:

- African Americans
- Hispanics and Latinos
- Native Americans and Alaskan Natives
- Asian and Pacific Islanders
- Lesbians, gays, bisexuals, and transgenders
- Low income and impoverished communities

In response to the disparity in tobacco use and tobacco-related health effects among people in these populations, since 2006 the CDC funds six National Networks, which focus on tobacco prevention and control within the six specific populations listed above. The goal of the Networks is to reduce tobacco-related disparities and advance equality for priority populations.

Despite the efforts of the National Networks and tobacco control advocates, tobacco industry still continues to successfully target these populations heavily. We will look at an example of how the industry targets one of these groups—African Americans.

For Further Information... about industry targeting of specific populations, visit:

- Campaign for Tobacco-Free Kids Toll of Tobacco on Other Populations Fact Sheets: http://www.tobaccofreekids.org/facts_issues/fact_sheets/toll/populations/other/
- National Networks website: http://www.tobaccopreventionnetworks.org

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Target Population: African Americans

The tobacco industry has targeted African Americans for over 30 years. As a result of market research, the cigarette companies found that many African-American smokers prefer menthol cigarettes. They exploit that fact in their marketing efforts to African Americans in general, particularly African American children, who tobacco companies often refer to as “young adult blacks.”

This picture illustrates how the tobacco industry markets cigarettes to American adolescents and young adults by associating Kool cigarettes with hip hop culture. A one-year study found that three major African-American publications — Ebony, Jet, and Essence — had proportionately higher profits than other magazines from cigarette advertisements.

In addition, the tobacco industry targets African American communities with intense advertising and promotional efforts in the retail environment. Marketing strategies include price discounts, promotional giveaways, heavy product placement and culturally tailored ad content at retail locations, both indoors and out. Researchers have found that there is a disproportionate amount of tobacco retailers and tobacco advertising in low-income, minority communities. Advertising for menthol cigarettes is also higher in these communities.

For Further Information... about African Americans and smoking, take a look at:

Deceptive Marketing: The Introduction of “Light” Cigarettes

In addition to targeting certain populations, the tobacco industry also responds to changes in social norms and laws. The introduction of “light” cigarettes to the market is a prime example of this.

“Light” cigarettes were marketed as a response to smokers’ anxieties about their health, as a result of the 1964 Surgeon General’s Report. The news started to disclose the report’s findings, and health agencies began warning about the health of smoking. The cigarette companies realized they did not want to lose “health conscious” smokers; they would have to produce alternate form of cigarettes- “light” and “mild” brands claiming lower tar and nicotine.

The introduction of “light” cigarettes to the market is a response to smokers’ anxieties about their health, as a result of the 1964 Surgeon General’s Report. The news started to disclose the report’s findings, and health agencies began warning about the health hazards of smoking. The cigarette companies realized that if they did not want to lose “health conscious” smokers, they would have to produce alternate form of cigarettes- “light” and “mild” brands claiming lower tar and nicotine.

The 2009 Tobacco Control Act prohibits the tobacco industry from using unsubstantiated health claims, which resulted in a 2010 ban on the use words “mild,” “light,” or “low” for tobacco products. The aim is to decrease people’s perception that “light” cigarettes are a healthier choice than other cigarettes.

Tobacco companies have a long history of deceptive claims about the health risks of their products, including smokeless tobacco, in order to discourage smokers from quitting and send a message to kids that they can use certain tobacco products without serious risk.

For Further Information... about light cigarettes, check out:

Tobacco Product Enhancement: Reduced Exposure Products

The tobacco industry engages in other practices that have not yet been restricted to enhance its image. An example of this is the marketing of "reduced exposure" and "harm reduction" products. These products include cigarette-like products that heat instead of burn (e-cigarettes), smokeless tobacco products, and other nicotine delivery products. These products, appear to be an attempt by the industry to look out for the well-being of its smokers, pose risks of their own, many of which are unknown.

To minimize the impression that using their products has adverse health consequences, the tobacco industry has introduced alternative nicotine delivery devices that have been cleverly marketed to play on the public’s concerns. Products like the dissolvable orbs, sticks, strips discussed earlier are examples of how the tobacco industry has changed its products in response to successful smoke-free regulations and health concerns. Like previous industry claims about “light,” “ultra light,” and “low tar” cigarettes, the products pictured here aim to addict new users who believe they are making a healthier choice. Here are some ways the industry has advertised these products:

Camel Dissolvables
- The best tobacco you never smoked
- Face the future join the movement
- Revolution in pleasure
- No spitting required
- Dissolves in your mouth

Skoal Sticks
UST is introducing Skoal Smokeless Tobacco Sticks, because many adult smokers are interested in smokeless tobacco alternatives to cigarettes.

Revel
- Discreet, smoke-free tobacco satisfaction. Feel free to Revel.
- A uniquely discreet way to enjoy real tobacco satisfaction instead of lighting up.
- Attention adult smokers: there’s something to smile about!
Other Tactics: Sponsorships and Other Promotions

In addition to spending billions of dollars every year on advertising its products, the tobacco industry has spent billions more on sponsorships, promotions, and discounts. The tobacco companies use a variety of items to promote their products such as bar napkins and ashtrays, product displays and in-store advertisements, discounts and branded merchandise.

Price discounts are another major marketing strategy used by tobacco companies. In 2008, tobacco companies spent $7.5 billion on discounting strategies – more than any other category of marketing. Retailers are reimbursed by the tobacco company for coupons and multi-pack discounts (e.g., buy two packs get one free). Each of these promotional strategies makes tobacco products cheaper and more accessible to consumers, especially kids and other people who can least afford the addiction. Other promotions include providing free gifts with cigarette or smokeless tobacco purchases, mail-in rebates, and direct mail offers.
Other Tactics: Front Groups, Activism, and Donations

The tobacco industry uses a variety of other tactics to get their message out to the public. This includes:

**Front Groups:** Front groups are any type of business or organization that takes money from the tobacco industry to market tobacco products or promote smoking and tobacco use. Restaurants and convenience stores are often used as front groups. For example, tobacco companies aggressively communicate with retailers, and supply them with funds, tools, and information to lobby policy makers.

**Activism:** The tobacco industry gives seed money to activist organizations in the form of grants and free or reduced-price services (e.g., Web design, Web hosting, direct mail advertising).

**Donations:** Donations give the impression that tobacco companies are good corporate citizens and that their products are a valuable commodity.

**Education:** Tobacco companies develop educational products for young people for the supposed purpose of preventing them from starting to smoke. There is evidence that these educational materials are really tactics to introduce young people to tobacco. Click [here](#) to learn more about these campaigns.

**Lobbying:** Tobacco companies have given a lot of money to politicians to influence federal and state legislation and regulations. See if your legislators have accepted tobacco money [here](#).
What is Being Done

While the tobacco industry has been very successful in promoting its products and recruiting new users, there has been progress in tobacco control efforts, as well. For example, as of June 22, 2009, the [FDA Center for Tobacco Products](https://www.fda.gov) began implementing specific restrictions on tobacco advertising and promotion which will limit the exposure of young people to tobacco hype and prohibits some of the promotions and sponsorships we just mentioned. These restrictions include:

- **Ban candy and fruit-flavored cigarettes that appeal to kids.** Read more about the ban [here](https).
- **Crack down on tobacco marketing and sales to kids.** Specific provisions ban tobacco-brand sports and entertainment sponsorships, require that tobacco products be placed behind the counter in stores and strengthen enforcement and penalties to prevent tobacco sales to kids. Learn more about these provisions [here](https).
- **Ban deceptive cigarette labels such as "light" and "low-tar."** For decades, the tobacco industry has used these terms to promote the falsehood that some cigarette brands are less harmful, and to discourage smokers from quitting. Find out more [here](https).
Review of Lesson Four

In summary, the tobacco industry uses a variety of tactics to keep its consumers addicted and influence specific populations, including kids. In this lesson we discussed:

- **The impact of nicotine addiction on tobacco use.** We discussed how nicotine and other chemicals in tobacco smoke interact in the body. We also described the effects of these chemicals on specifically the brain and how that can impact tobacco cessation.

- **Different tobacco products and their effects.** We addressed what different types of tobacco products are available and what chemicals each product contains as well as how they will affect the body.

- **Factors that affect tobacco use and marketing techniques.** Next, we moved on to discuss what impacts an individual’s decision to initiate or continue smoking. We also discussed marketing techniques and campaigns aimed at manipulating these factors to attract new smokers and keep existing ones.

- **How the tobacco industry has influenced tobacco users with their deceptive marketing and introduction of alternative products to gain new smokers and keep existing ones.** We talked about the advertising designed for the health-conscious consumer and the strategies used by the industry to keep their customers addicted to tobacco.

- **Special populations targeted and product enhancement by the tobacco industry.** Finally, we focused on how the tobacco industry has targeted specific populations, including women, minorities, the LGBT community, and youth. We also discussed how the tobacco industry has worked to enhance products to attract users as well as place their products strategically.
Review of Part One

In Part One of Tobacco 101, we discussed:

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<th>Tobacco 101 Part One</th>
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<tr>
<td><strong>Lesson One</strong></td>
<td>The history and evolution of the tobacco control movement, and the impact that important events had on tobacco use throughout U.S. history</td>
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<tr>
<td><strong>Lesson Two</strong></td>
<td>Data on the prevalence and impact of tobacco use and where to obtain it.</td>
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<td><strong>Lesson Three</strong></td>
<td>The health effects and health risks associated with tobacco use and secondhand smoke.</td>
</tr>
<tr>
<td><strong>Lesson Four</strong></td>
<td>The impact of addiction to tobacco and how the tobacco industry influences tobacco use.</td>
</tr>
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</table>

In Part Two of Tobacco 101, we will examine how to reduce tobacco use in light of its history and the factors we know impacting its use. It will include information on the best ways we know to reduce the harm caused by tobacco use: prevent kids from starting to use ANY tobacco products, help current tobacco users to quit, and protect non-smokers from secondhand smoke.
Review Questions:

1. True or False: Please determine whether the following statements are true or false:
   
   ___ a. As a person continues to smoke, their body requires an increasing amount of tobacco to experience the same effect and thus develops a tolerance.
   ___ b. States spend significantly more to reduce tobacco use than tobacco companies spend to market tobacco products.
   ___ c. An individual who quits tobacco will continue to experience withdrawal symptoms for the rest of their life, as the brain is never able to return to its original state.
   ___ d. Convenience stores and other retail outlets are the most common channel for marketing tobacco products in the United States.

2. The 2009 Family Smoking Prevention and Tobacco Control Act prohibits selling some candy and fruit flavored tobacco products. Which of the following products fall under this rule?
   a. Cigarettes
   b. Cigars and cigarillos
   c. Smokeless tobacco products
   d. Hookah tobacco
   e. All of the above

3. What populations have been specifically targeted by the tobacco industry?
   a. Hispanics and Latinos
   b. Native Americans and Alaskan Natives
   c. Asian and Pacific Islanders
   d. Lesbians, gays, bisexuals, and transgenders
   e. All of the above.

4. Which tactic of the tobacco industry, aimed at attracting a specific population, do you think has had the greatest impact on recruiting or keeping smokers? What do you think can be done to combat it?
   
   ┌──────────────────────────────────────────────────────────────────────────────────────────────────────────────────────────┐
   │                                                                                                                     │
   └──────────────────────────────────────────────────────────────────────────────────────────────────────────────────────────┘
Review Answers:

1. True or False: Please determine whether the following statements are true or false:
  (___ a. As a person continues to smoke, their body requires an increasing amount of tobacco to experience the same effect and thus develops a tolerance.
  (___ b. States spend significantly more to reduce tobacco use than tobacco companies spend to market tobacco products.
  (___ c. An individual who quits tobacco will continue to experience withdrawal symptoms for the rest of their life, as the brain is never able to return to its original state.
  (___ d. Convenience stores and other retail outlets are the most common channel for marketing tobacco products in the United States.

Correct Answers:
   a. True (reference – slide 3). Need to review? Go back to the “Nicotine is addictive” page.”
   c. False (reference – slide 6). Need to review? Go back to the “Quitting Tobacco - Physiological Effects” page.
   d. True (reference – slide 21). Need to review? Go back to the “Appealing to Youth: Retail Point-of-Sale Advertising” page.

2. The 2009 Family Smoking Prevention and Tobacco Control Act prohibits selling some candy and fruit flavored tobacco products. Which of the following products fall under this rule?
   f. Cigarettes
g. Cigars and cigarillos
h. Smokeless tobacco products
i. Hookah tobacco
j. All of the above


3. What populations have been specifically targeted by the tobacco industry?
   f. Hispanics and Latinos
g. Native Americans and Alaskan Natives
h. Asian and Pacific Islanders
i. Lesbians, gays, bisexuals, and transgenders
j. All of the above.

Correct Answer: e. (reference – slide 24). Need to review? Go back to the “Other Targeted Populations” page.

4. Which of tactic of the tobacco industry, aimed at attracting a specific population, do you think has had the greatest impact on recruiting or keeping smokers? What do you think can be done to combat it?

Correct Answer: Answers will vary.
Sources


Images


