



Kick E-Butts Day

March 19th, 2014

Message: E-cigarette companies are using the same slick tactics long used to market regular cigarettes to youth. Don't be fooled by flavors, celebrities and advertising claims. FDA banned flavored cigarettes in 2009. Fool us once, shame on you, fool us twice shame on us.

A state law for age restriction of 18 for e-cigarettes will prevent youth from buying the product and becoming addicted.

Activism Activity Options:

1. Have SADD students write to their representative/senator on the importance of having a state law to restrict the age of sale for e-cigarettes to 18. Use talking points and your personal experience. Take a picture of yourself with your favorite product and how it represents e-cigarette flavor.
 - a. Time: 1 hour
 - b. Supplies:
 - Camera phone/camera to color printer.
 - Printed postcards & stamps, pens
 - Internet access for Senators/Representative Address
<https://www.legis.nd.gov/lcn/assembly/constituentViews/public/findmylegislator.htm>
2. Manipulicious: Educate your peers about e-cigarettes by handing out the "Manipulicious Candy". Use the inserts as announcements.
 - a. Time: 2 hour prep and 1 hour activity
 - b. Supplies:
 - Documents for candy slips and wrapper
 - Color printer
3. Sweet Deception, by Everyone's Favorite:
 - a. Using blank office labels create custom stickers featuring information about how Big Tobacco is still targeting them with e-cigarette flavor products.
 - b. Create a Smelling Station: Use several different flavor products that e-cigarette use to promote their product. Set up the smelling station with flavored product using Yankee Candle or other brands wax for the warmer with different scents. Label them in a manner that won't reveal its scents. (Such as 1, 2, 3). At your event, see if participants can correctly identify the scent. When they do educate them on Big Tobacco is using flavors to entice youth into using the e-cigarette and provide fact sheets about e-cigarettes.
 - Flavored wax, such as cherry, chocolate, orange, etc..
 - Plastic cups
 - Fact sheets and information
 - c. Create a Candy Store display: Use several different products that represent e-cigarette flavors. Ask people to vote for their favorite product, and then count up the votes. Reveal over the announcement the winner and educate how the tobacco industry uses all those products to promote their e-cigarettes. E-cigarette companies are using the same slick tactics long used to market regular cigarettes to youth. Don't be fooled by flavors, celebrities and advertising claims.
 - Flavored products
 - Paper, pen and container for votes
 - E-cigarette Ads http://tobacco.stanford.edu/tobacco_main/ecigs.php

CANDY'S BIGGEST FANS ARE CORPORATE TOBACCO'S FAVORITE TARGET.

And going by what's in your hand right now, that includes you.

Big Tobacco's newest products can look, smell, or even taste like candy. It's a clever manipulation know: sweeter doesn't mean proven safer as in the e-cigarette. E-cigarettes contain fruit and candy flavors -- such as cherry, chocolate, gummy bear, and bubble gum -- that are appealing to youth. The FDA has banned such flavors from cigarettes in 2009. It looks like the tobacco industry is using their old tactics again to target youth with a new product called e-cigarette. Don't be fooled!

Manipulicious

So stick to gum—and join thousands of other smart, passionate young people who are fighting back. Because Big T's newest attempt to hook and hold on to customers has a Manipulicious after-taste that's anything but sweet.

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Big Tobacco's newest products can look, smell, or even taste like candy. It's a clever manipulation know: sweeter doesn't mean safer as in the e-cigarette. A majority of the e-cigarette companies are owned by American tobacco companies. Altria, parent of Philip Morris USA and manufacturer of Marlboros, has premiered the MarkTen e-cig. R.J. Reynolds, maker of Camels, has the Vuse e-cig. And Lorillard (Newports) owns blu eCigs. It looks like the tobacco industry is still targeting youth, with candy flavors and slick tactics.

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Big Tobacco's newest products can look, smell, or even taste like candy. It's a clever manipulation know: sweeter doesn't mean proven safer as in the e-cigarette. Tobacco companies who own e-cigarettes talk about no secondhand smoke however they don't say what is in their secondhand vapor? Two initial studies have found formaldehyde, benzene and tobacco-specific nitrosamines (a carcinogen) coming from those secondhand emissions. While there is a great deal more to learn about these products, it is clear that there is much to be concerned about, especially in the absence of FDA oversight. Don't be fooled!

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