

BIG TOBACCOS' BIGGEST TARGETS

Jordyn Schaeftbauer, BS, CHES

Tobacco Prevention Specialist, Bismarck Burleigh Public health

BIG Tobacco Spending

- Big Tobacco spends \$9.5 billion on advertising each year in America
 - 37.3 million in North Dakota



November 2016: How BIG Tobacco Influenced North Dakotan's



- To defeat the tobacco tax measure introduced in 2016, the tobacco industry spent nearly **\$4 million**
- Raise it for Health North Dakota spent **\$11,469.01**

Toll of Tobacco in ND

- 1,000 Adults die each year from their own smoking
- Each year 300 kids under 18 become new daily smokers
- 14,000 kids now under 18 will die prematurely from smoking
 - ***MORE than the entire population of Bismarck Public Schools***



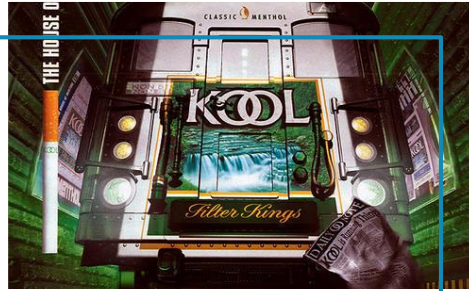
WHY is BIG Tobacco Targeting Youth??



HOW is BIG Tobacco targeting youth??



Product Placement



Magazines



Flavors & Packaging



Video Games



Social Media



Celebrities



Movies/TV



High Tech Designs

Which image is from a **Be Marlboro** ad
and which one is from popular youth-clothing
brand **American Eagle**?

A.



B.





Source: Ritney Castine, Truth Initiative

Can you tell which summer scene is a **Be Marlboro** ad and which one is for **American Eagle**?

A.



B.



Source: Ritney Castine, Truth Initiative

AMERICAN EAGLE

Endless Summer: American Eagle Outfitters Summer 2013

56,055

BE MARLBORO



Marlboro Red / Be Marlboro

from Avenida Films 2 years ago 100% HD

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Next >>

Which panoramic shot promotes **Be Marlboro**
and which is for **Urban Outfitters**?

A.



B.



Source: Ritney Castine, Truth Initiative



Source: Ritney Castine, Truth Initiative

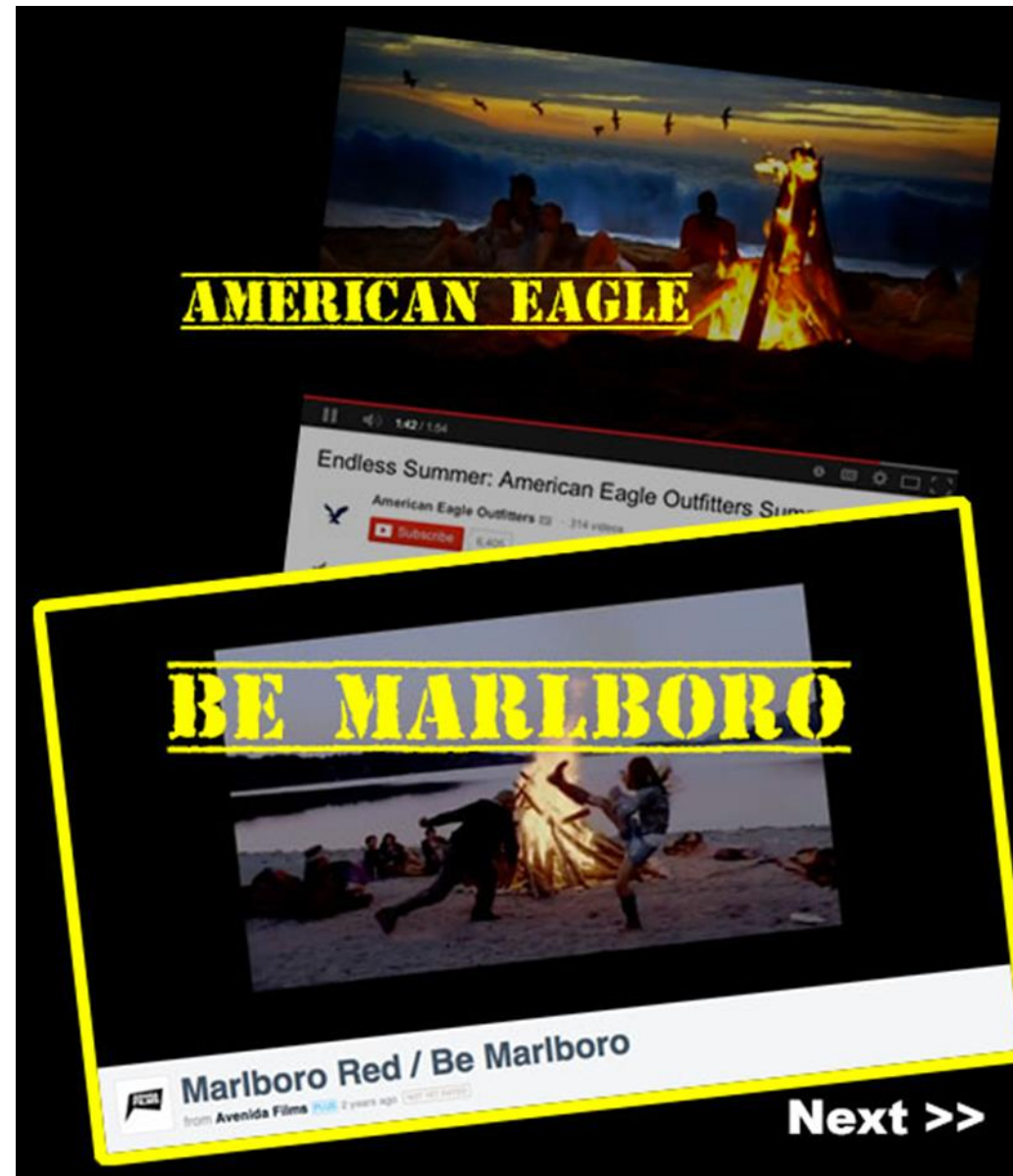
Which of these bonfires is from a
Be Marlboro video and which one advertises
popular teen clothing for **American Eagle**?

A.



B.





Source: Ritney Castine, Truth Initiative

What does Big Tobacco have to say about this??

“The ability to attract new smokers and develop them into a young adult franchise is key to brand development.”

-[Philip Morris International Marketing Research, Worldwide Marlboro Monitor: Five-Year Trends 1988-1992, Bates No. 2044895379-2044895484

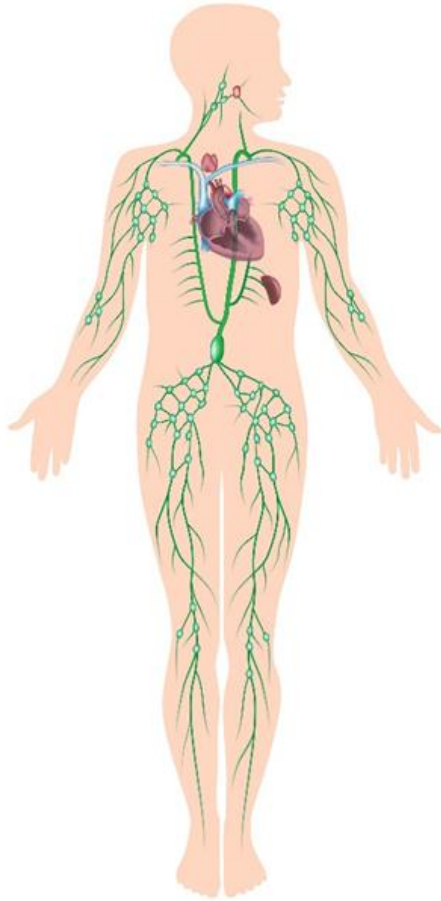
How do they keep their users hooked?



NICOTINE

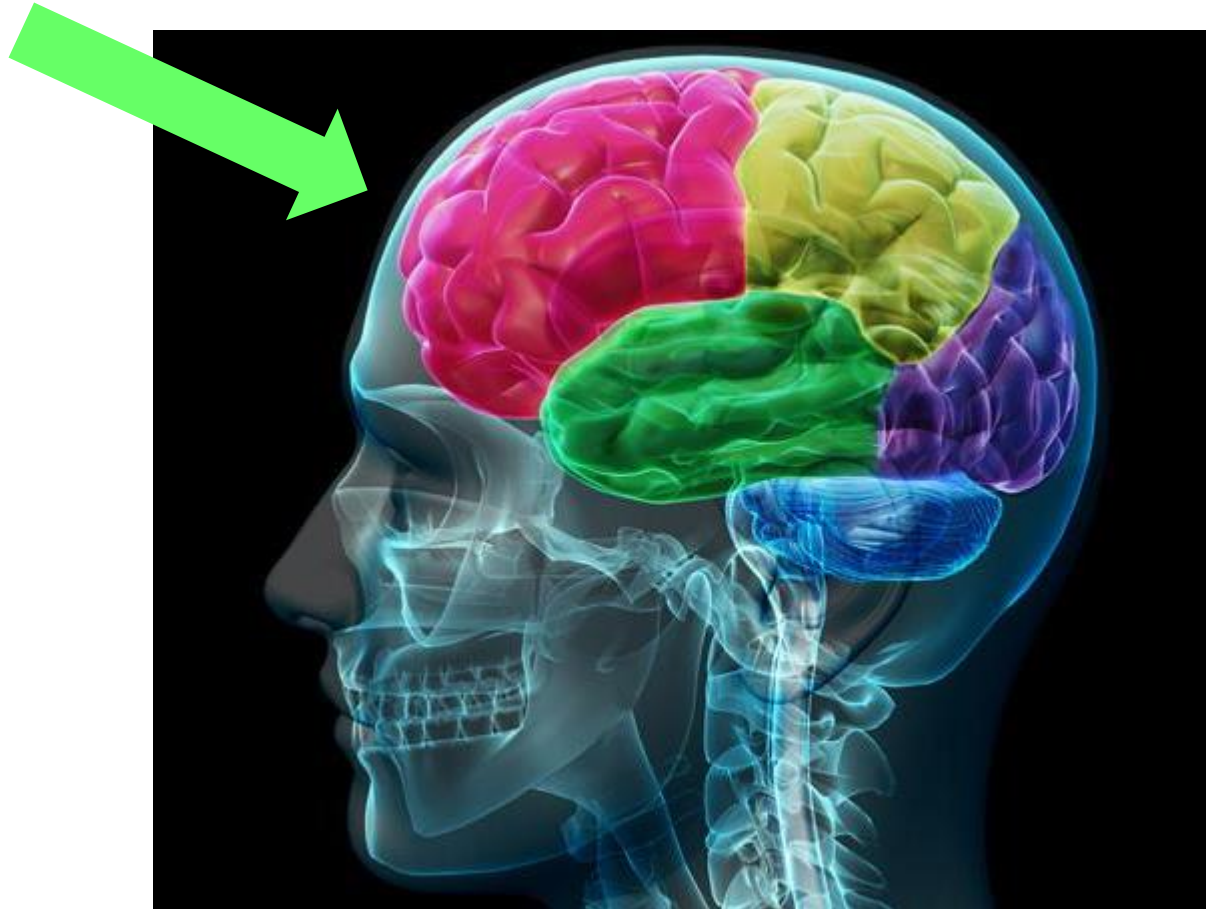
- **What is it?**
 - Toxic yellow or clear oily liquid
 - Drug that acts on the same reward pathways as heroin and cocaine
 - Takes **only 10 seconds** to reach your brain
- **Where does it come from?**
 - Primarily the tobacco plant
- **What is it used for?**
 - As a pesticide

How does nicotine effect the body?



- Restricts the production of a chemical pigment necessary for night vision. This can make driving at night dangerous.
- Causes blood vessels to constrict
 - Decreases the levels of nutrients supplied to wounds. As a result, wounds take longer to heal which increases the risk of infection, after an injury or surgery.
 - Causes blood pressure to rise.
- Affect the way body digests sugar, leading to insulin resistance and an increased risk of type 2 diabetes.

How does nicotine effect your brain?



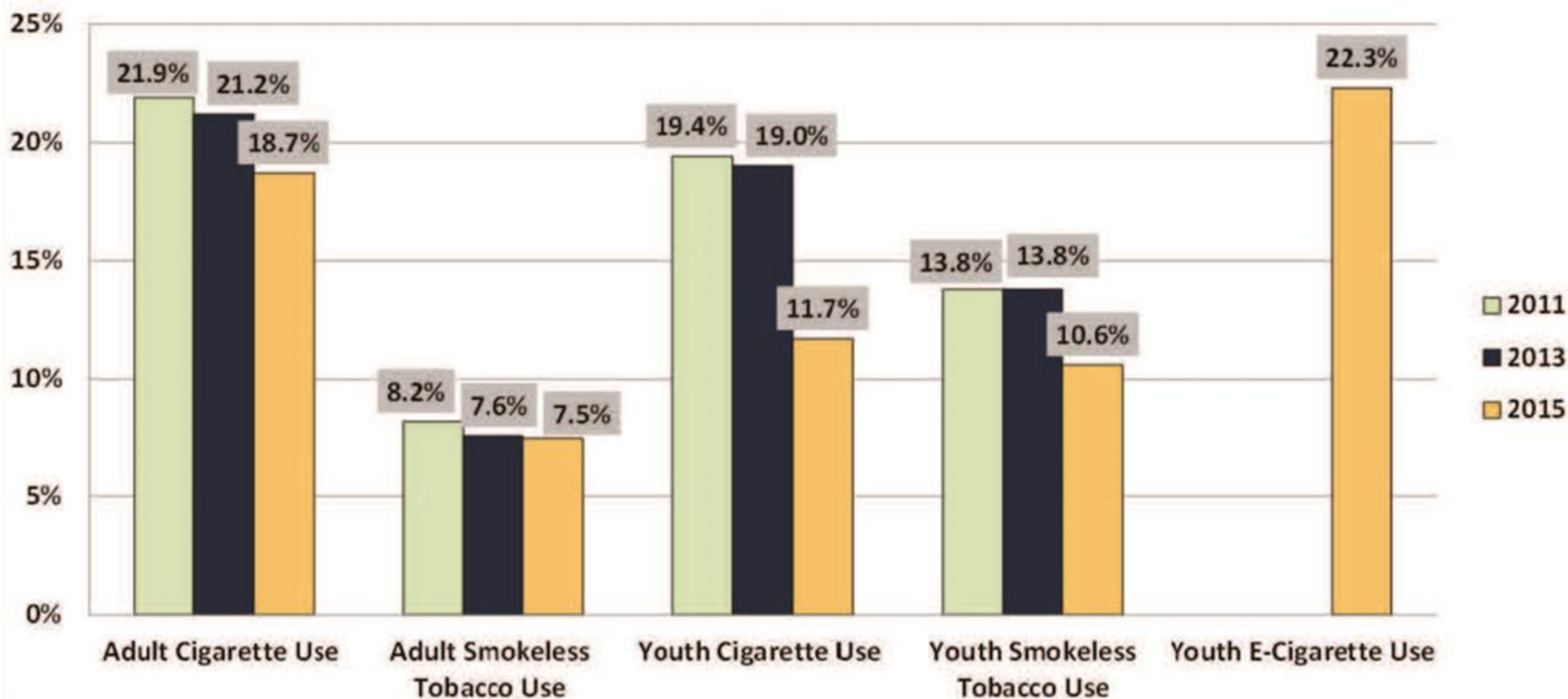
- Brain does not fully develop until age 25
- Many teens show signs of addiction even at low levels of nicotine exposure.
- Adolescent nicotine exposure can cause changes to the prefrontal cortex, the part of the brain that handles decision-making.
- Youth are more susceptible to nicotine addiction than adults

MYSTERY BOXES

1. Number off 1-5
2. Each team will get a box
3. Choose a spokes person
4. Choose a writer
5. 6 minutes to read what is inside and choose 3 important facts to present about what is in your box
6. 3 minutes to present your item and facts to the class



Tobacco Use by ND High School Students and Adults ^{7, 8}

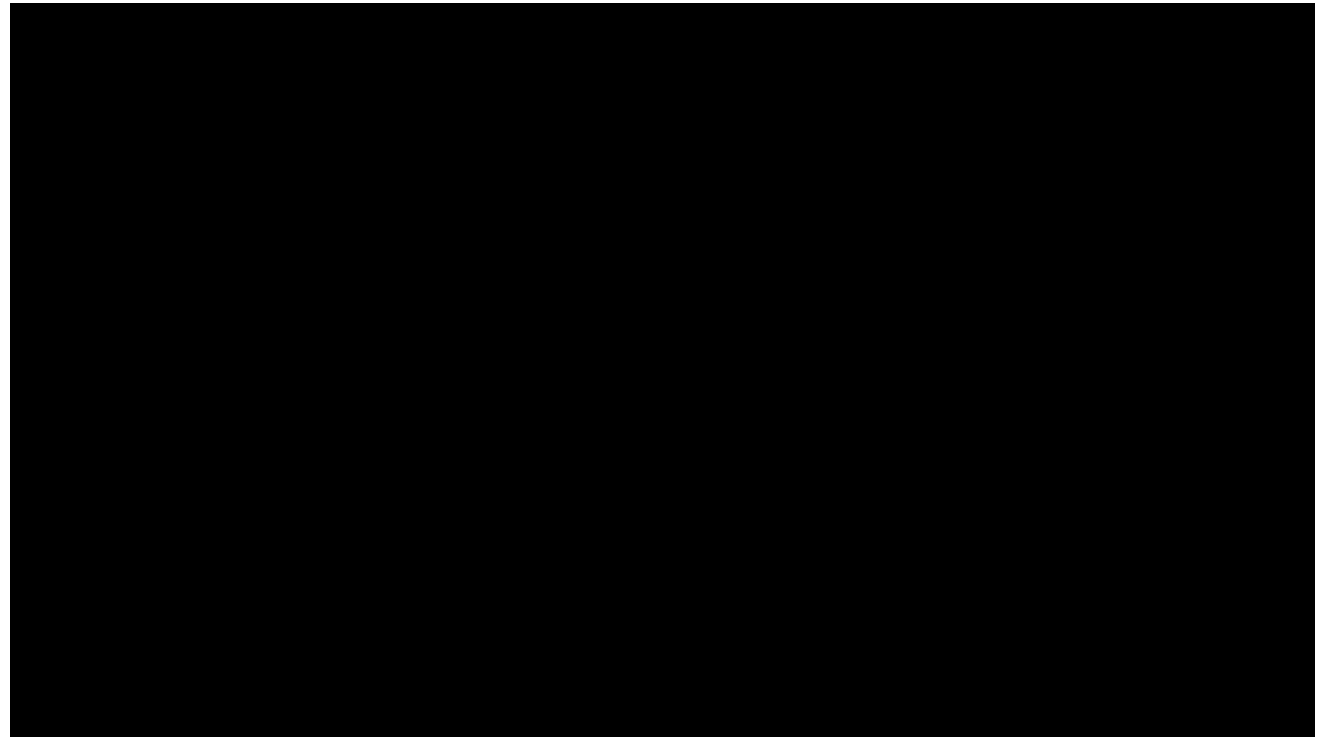


SNUS/ CHEW/ SPIT TOBACCO

- Health Effects



- Contains 4,000 chemicals
- Cancers
 - Oral cancer
 - Esophageal cancer
 - Pancreatic cancer
 - Stomach cancer
- Holding an average sized dip in your mouth for **30 minutes** gives you as much nicotine as smoking 3 traditional cigarettes
- Death Toll
 - Over 8,000 Americans die each year from spit tobacco use
- <http://1.usa.gov/28SwmJg>



<https://therealcost.betobaccofree.hhs.gov/dip/index.html>

Tobacco-Free Baseball

Tony Gwynn's Family's Lawsuit Against Big Tobacco

Two years after the Hall of Famer died at 54 from using chewing tobacco, his family is going after the industry.



Susan Ragan / Reuters

- Minor League
 - Banned since June 1993
- Major League
 - **Players** : can't carry smokeless tobacco in uniforms or conduct TV interviews while chewing.
 - **Players/Managers/Coaches**: Can't chew tobacco during interviews, and can't carry tobacco while wearing a uniform when fans are in the park.

HOOKAH DISSECTED



HOOKAH SMOKE IS JUST AS TOXIC AS CIGARETTE SMOKE. JUST LIKE CIGARETTES, SMOKING HOOKAH EXPOSES YOU TO POISONS THAT ARE KNOWN CAUSES OF CANCER, HEART DISEASE, AND LUNG DISEASE.

Hookah

- Health Problems
 - Addiction to nicotine
 - Clogged Arteries
 - Reduced lung function
 - Decreased fertility
 - Heart disease
 - Cancer
 - Respiratory illness
 - Low birth weight babies
- Video
 - <http://clearthehazeNM.com/>



Visit ClearTheHazeNM.com/Hookah
to learn more and take action

Newest way to hook kids → Vapes & E-Cigarettes



What does Big Tobacco have to do with E-Cigarettes and Vapes?



E-cigarettes companies ARE tobacco companies!

- **Lorillard** bought Blue in 2012; also Acquired SkyCig, in 2013.
- **RJ Reynolds** make Vuse and markets them with television ads in Colorado and Utah.
- **Altria Group** (Philip Morris) introduced MarkTen in June 2013 and is test-marketing it in Indiana; also acquired GreenSmoke, in 2014.
- **British American Tobacco** markets Vype in UK and has acquired CN Creative.
- **Swisher International** makes e-cigars.

New Product = Same Old Tricks

E-Cigarette companies are using the same slick tactics long used to market regular cigarettes to youth.



Photo taken: March 17th 2015 , Red Carpet on North 11th St. Bismarck ND.

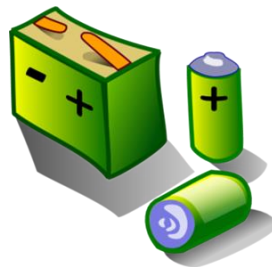


- **Flavors**
 - Over 7,000 different flavors
- **Bright colored packaging**
 - Appeals to kids
- **Celebrity endorsement**
 - Jenny McCarthy
- **Product placement in stores**
 - Next to candy

E-Cigarette Ingredient List

Heavy Metals

- From the U.S. Dept of Labor: “individual metals and metal compounds that negatively affect people's health”
- **Examples:** Cadmium, lead, mercury



Volatile Organic Compounds (VOCs)

- **Examples:**
 - Acetone – Nail Polish Remover
 - Cresol – Car Exhaust
- **Health Effects:** Eye, nose, and throat irritation; headaches, loss of coordination, nausea; damage to liver, kidney, and central nervous system

Exposure to diacetyl and onset of bronchiolitis obliterans

■ Diacetyl enters the body when a person inhales vapors, droplets of spray or dust containing the chemical.

■ The chemical causes inflammation, scarring and constriction of the bronchioles (tiny airways in the lungs). The constriction causes a loss of lung function and can be fatal.

Symptoms

■ Exposure to diacetyl may cause stinging or burning in the eyes, skin irritation or rash, dry cough, shortness of breath and sore throat.

■ The disease is irreversible. In severe cases, patients may be placed on a lung transplant waiting list.



* Diagrams are schematic

Brochiole tubes end in **alveoli**, small chambers in the lungs where oxygen and carbon dioxide are exchanged.

Safe to eat...NOT safe to inhale!

- Chemical – Diacetyl
- How is it used in foods?
 - Makes foods taste buttery/creamy
- What does it do?
 - Creates an ultra fine aerosol that goes deep into the lungs and can cause respiratory problems.
 - EX: Popcorn Lung



Source: CDC and Journal for American Medical Association

Safety Concerns

Explosions

CBS NEWS / November 24, 2015, 2:06 PM

Man seriously injured by e-cigarette explosion

Concern grows over exploding e-cigarettes after 5 hospitalized in Seattle

Comment / f Share / Tweet / Stumble / Email

by: Dave Wagner Updated: Feb 22, 2016 - 9:13 PM

A man is hospitalized in Colorado Springs with serious injuries after an e-cigarette exploded in his face, his family says.

29-year-old Cordero Caples suffered a broken neck, facial fracture, mouth and shattered teeth in the explosion. According to an account on the fundraising site GoFundMe, Caples was using an e-cigarette when it exploded on Friday. Kangertech has not yet responded to a request for comment by CBS News.



SEATTLE — In the growing cloud of vapor, there are troubling new questions about the safety of electronic cigarettes.

An explosion over the weekend involving an e-cigarette has doctors at Harborview Medical Center concerned.

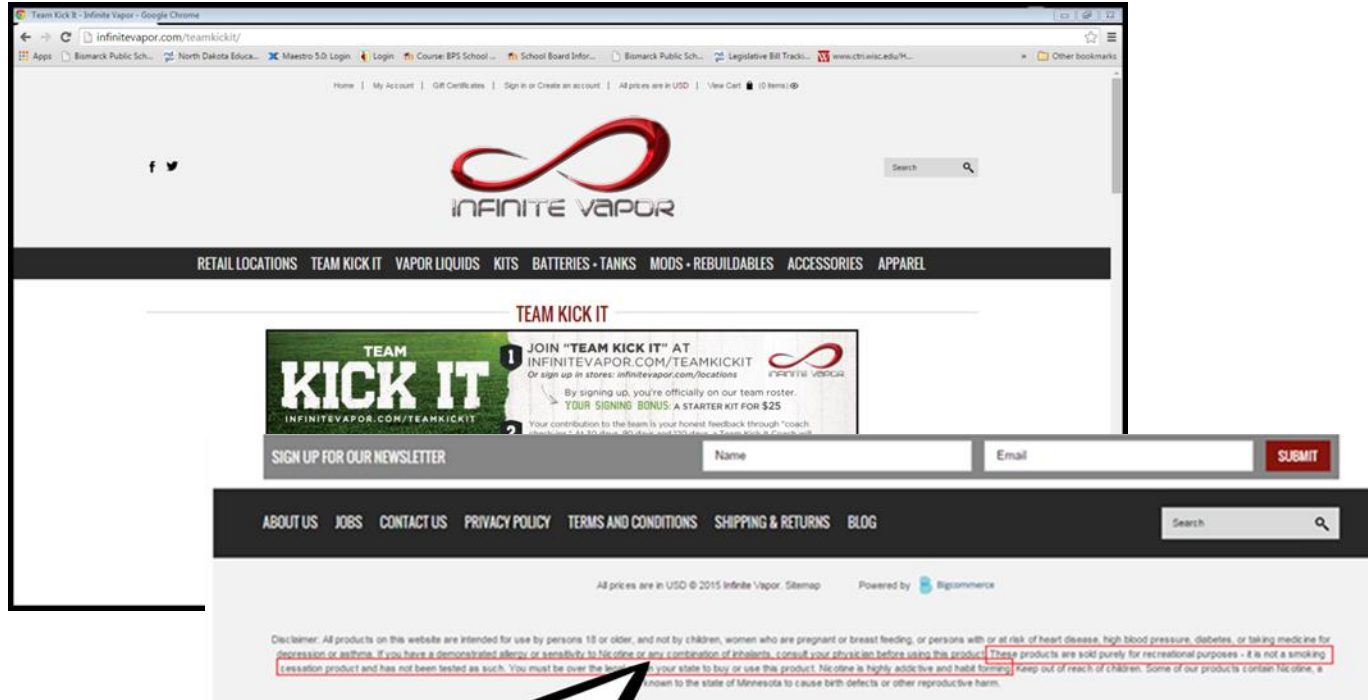
Since October, trauma doctors in Seattle have treated severe facial burns and blast injuries to hands of five patients.

Poisonings

- January 1st 2016 – July 31st 2016, there have been 1,038 liquid nicotine exposures reported to poison control centers in the US.



NOT Approved for Quitting



"These products are sold purely for recreational purposes - it is not a smoking cessation product and has not been tested as such. You must be over the legal age in your state to buy or use this product. Nicotine is highly addictive and habit forming."

-Infinitevapor.com



New FDA Regulations

1. Includes all tobacco products, including premium cigars, except accessories.
2. Must be over the age of 18 to purchase in person AND online.
3. No distribution of free samples allowed.
4. Cannot sell products in vending machine UNLESS in an adult only store.
5. Vape shops that mix or assemble their own e-liquid are treated as manufacturers and subject to the requirements and restrictions for manufacturers.
6. Requires submission to FDA of ingredients and health doc's for all tobacco Products.



ND E-Cigarette Age Restriction



2014

Simle MS SADD sent post cards to Rep. Diane Larson asking for an age restriction on e-cigarettes.



Representative Larson, inspired by the youth, drafted a bill.



During the 2015 session – 3 bills were proposed for an age restriction.



Middle, High School, and College students testified at the Capitol.

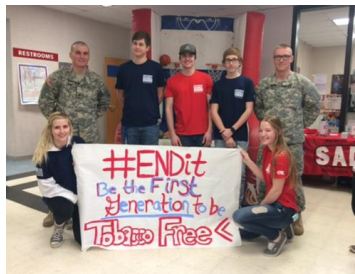


August 1, 2014 the law went into effect.

Big Tobacco's Latest Invention – Heat NOT Burn



How can you help? ... Be an ADVOCATE!



1. Join SADD
2. Conduct a school or community wide activism to educate peers and community members
3. Testify at a legislative hearing/city commission/park board/ school board/ etc.
4. Contact legislators
5. Speak at a press conference
6. Write a Letter to the Editor (LTE)



& Other Tobacco-Free Holidays

Resources to find unique activities to do at your school can be found at:

Great American Smokeout

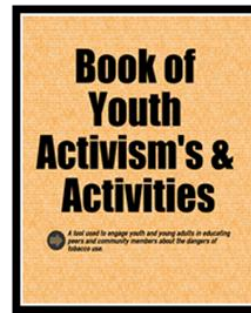
November 16, 2017

Great American Spit Out

February 22, 2018

Kick Butts Day

March TBD



• BBPH Activism Activity Book

- <http://www.breathend.com/publichealthunits/bismarck-tobacco-free/>

• Kick Butts Day

- <https://www.kickbuttsday.org/>

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Contact Information

Jordyn Schaeftbauer, BS, CHES
Tobacco Prevention Specialist

701.355.1595

jschaeftbauer@bismarcknd.gov



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