



Division of Addiction Services
Prevention Unit

Tobacco Age of Sale Enforcement Program

P.O. Box 362

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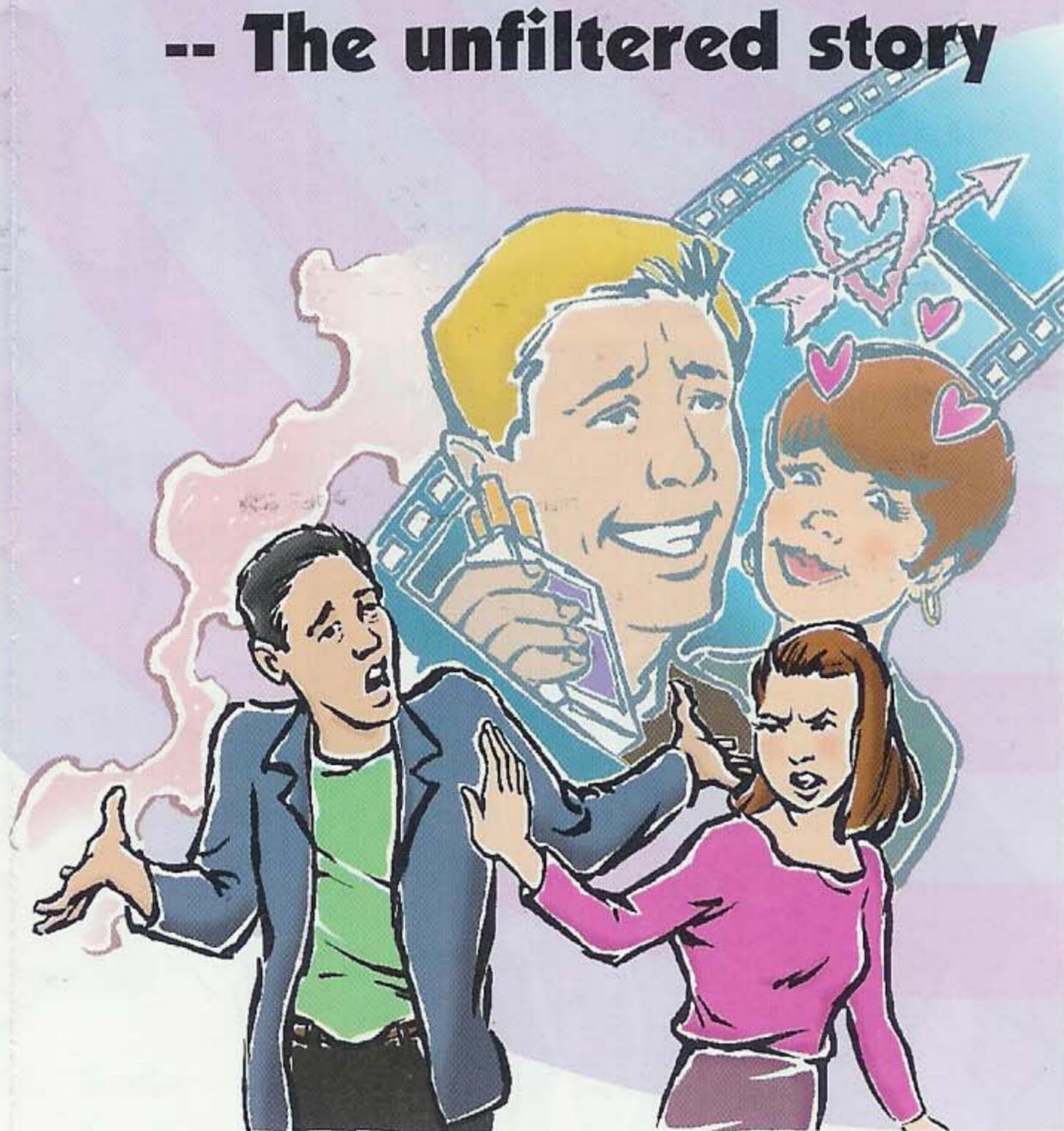
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**Teens
and
Tobacco**

MEDIA MESSAGES

-- The unfiltered story



Printed on recycled paper
(20% post-consumer content by weight)



Ha, ha, ha, ha...

Hack! Hack! Cough, cough, cough.

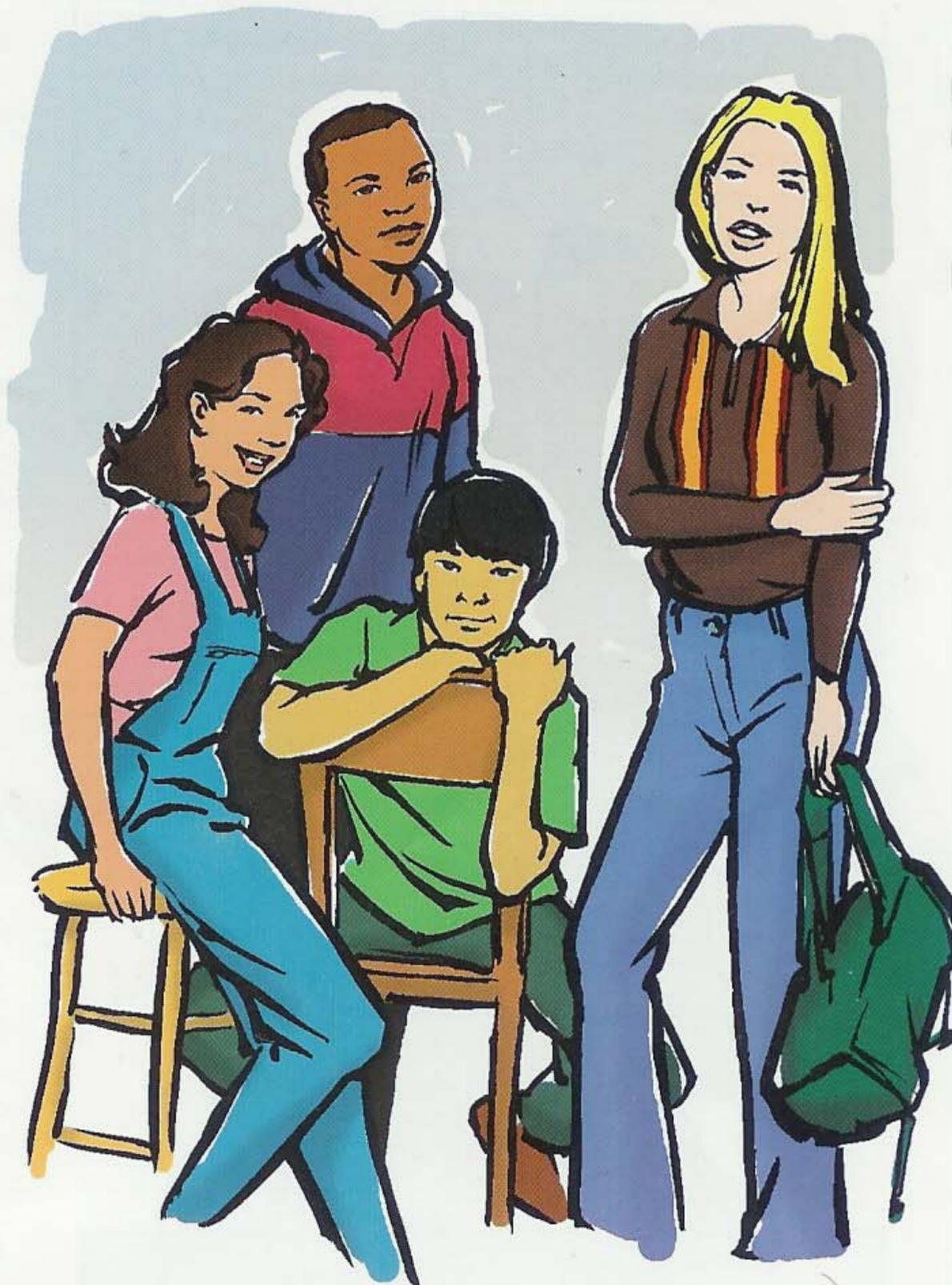
Smoking: Who says everyone is doing it?

**Magazine ads.
Movie scenes.
TV characters.**

You look at some of these and you might think smoking is popular.

Wrong!

In the U.S., about 4 out of 5 teens don't smoke.



Lots of cigarette ads show people joking around, smiling and getting close.

But no cigarette ads show people coughing, or people with yellowed teeth or smelly breath.

Lots of cigarette ads show fresh-faced people looking clean and active in beautiful places.

But no cigarette ads show smoke spilling out of people's mouths and nostrils, filling a room with thick haze.

See through the media smoke screen.



Do cigarette ads target you?

Only if you're male or female.

Guy stuff

Some cigarette ads try to lure guys who are dying to be:

- rugged
- free-spirited
- attractive.

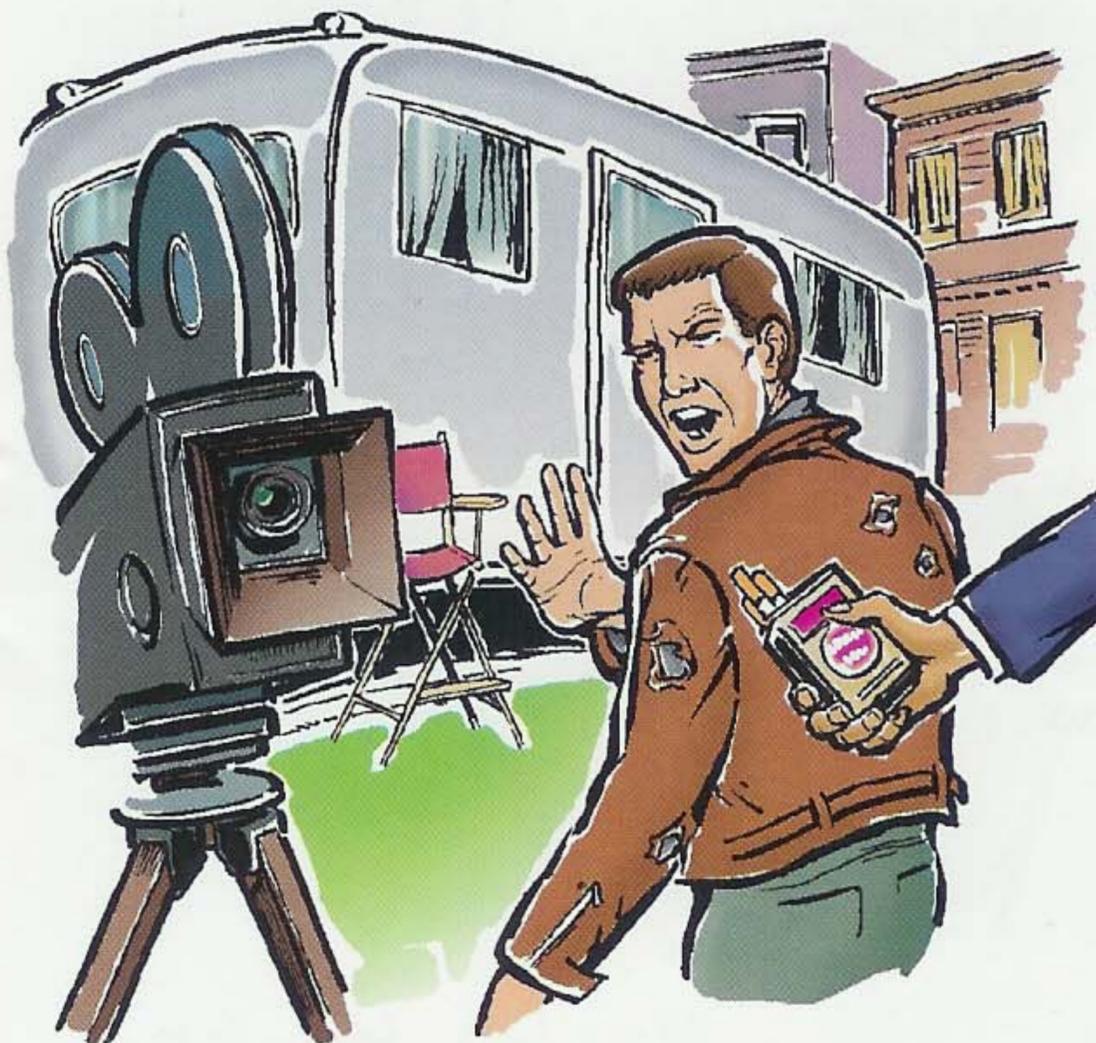
How free-spirited is being addicted to nicotine?
Attractive?
Ever kiss a smoker?

Girl stuff

Cigarette ads take advantage of a girl's wish to be:

- pretty
- healthy
- slim.

Pretty? Healthy?
Choose exercise and healthy food over smelly hair and stained teeth.



Meanwhile, behind the scenes...

Lights, camera, light up!

Movies -- on the big screen, on video or on TV -- show more smoking:

- Young adults in movies smoke almost twice as much as real young adults.
- "Heroes" in movies smoke 3 times more than similar real people.

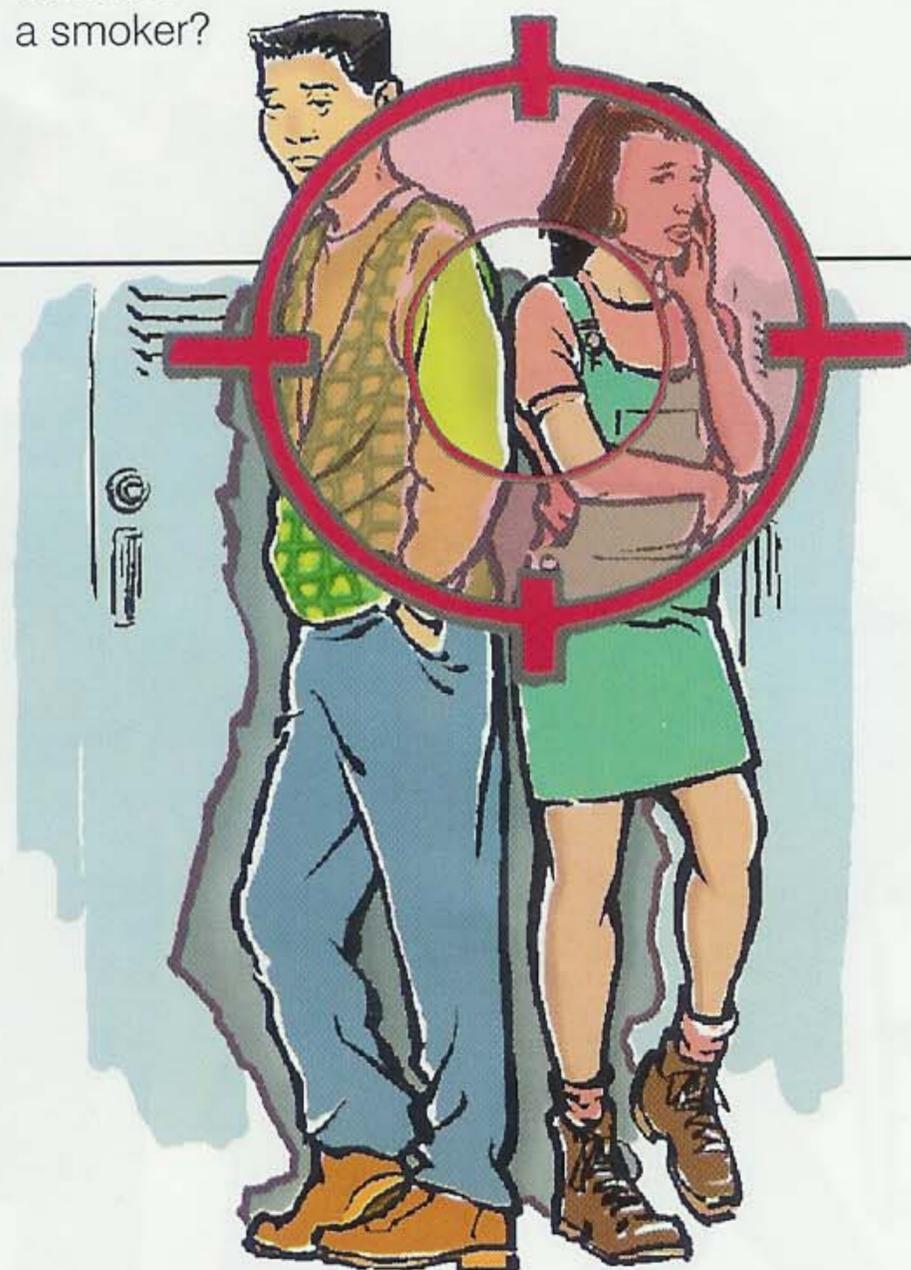
Smile -- er, smoke -- for the camera.

Some people say tobacco companies pay to have actors smoke in movies. And, actors sometimes use smoking on camera to shape the character they're playing.

Off screen, many of these actors wouldn't get near a cigarette.

Don't "act" like some adults.

To tobacco advertisers, you're just another pair of lungs.



Monkey see, monkey do?

If parents smoke...

...their children are more likely to smoke, too.

The 3 brands of cigarettes that advertise the most...

...are the brands that kids
who smoke buy the most.

Soon after tobacco companies started advertising cigarettes just for women...

...the number of teenage girls who
started smoking almost doubled.



Ask yourself:
If I smoke, will my
little sister or brother,
cousin, nephew or niece
be tempted to imitate me
and pick up a cigarette someday?

An anti-cigarette ad

Help wanted:

People ready to fight back
against tobacco in the media.

Get into magazines!

Take a look at some magazines
for young adults. And some for people
your grandparents' age.

Where are the cigarette ads? Why?

Write to a magazine if you don't
like the ads they have.

Be part of a successful team!

Join -- or start -- a "teens against tobacco"
group at your school or on the Internet.

Or, get in touch with an antismoking
organization in your area.

They need people like you!

You might not own a TV station.
But you can still spread the word
about tobacco in the media.

