



Tobacco companies spend **\$8.4 billion** a year to market their deadly & addictive products.

**THAT'S ALMOST \$1 MILLION EVERY HOUR!**<sup>1</sup>



Where & how does big tobacco influence us?

**HELLO**  
my name is

**BIG TOBACCO'S  
MANIPULATION**



**Why?**

Exposure to tobacco marketing makes you more likely to try their products.<sup>3</sup>

**90%** is being spent in retail settings like grocery stores, gas stations, convenience stores, & even some pharmacies. They offer retailers discounts, coupons, & strategically place advertisements both inside and outside of the store.<sup>2</sup>

## Who are the tobacco companies targeting?

### YOUTH

The human brain does not fully develop until the mid 20's, leaving youth vulnerable.

**Kids who see it, try it!**<sup>3</sup>

Tobacco Companies know, if they hook you early than they have a lifelong customer.



For years the tobacco industry has made efforts to appeal to LGBTQAI+ community through sponsoring pride parades and festivals, cigarette giveaways, and free merchandise.<sup>4</sup>

**LGBTQAI+**

### RURAL

In rural communities, tobacco companies take advantage of weaker tobacco retail licensing laws (TRL) and are less likely to be exposed to anti-tobacco media.<sup>5</sup>



Commercial tobacco companies have misappropriated American Indian and Alaskan Native imagery to sell their products for decades.<sup>6</sup>

**NATIVE**

1. Broken promises to our children. (n.d.). Campaign for Tobacco-Free Kids. Retrieved February 26, 2024, from <https://www.tobaccofreekids.org/what-we-do/us/statereport>
2. <https://www.tobaccopolicycenter.org/documents/IndustryMarketingExpenditures.pdf#:~:text=The%20vast%20majority%202896.2%25%20or%20248.7%20billion%29%20of%20the%20total%20advertising%20placement%20of%20tobacco%20products%29>
3. Shang, C., Huang, J., Li, Q., & Chaloupka, F. J. (2015). The association between point-of-sale advertising bans and youth experimental smoking: Findings from the global youth tobacco survey (Gyts). *AIMS Public Health*, 2(4), 832-844. <https://doi.org/10.3934/publichealth.2015.4.832>
4. Tobacco use in LGBT communities. (n.d.). Retrieved February 26, 2024, from <https://truthinitiative.org/research-resources/targeted-communities/tobacco-use-lgbt-communities>
5. How big tobacco targets rural communities. (n.d.). California Tobacco Control Program. Retrieved February 26, 2024, from <https://www.undo.org/story-of-inequity/rural-communities>
6. Tobacco use in the american indian/alaska native community. (n.d.). Retrieved February 26, 2024, from <https://truthinitiative.org/research-resources/targeted-communities/tobacco-use-american-indianalaska-native-community>

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Generations of people have been manipulated by big tobacco, making it feel normal to seeing people smoke in a lot of places!

## BUT!

There is **No** Safe Level of Secondhand Smoke for ANYONE!

**Not Even PETS!**



**HELLO**  
my name is

**SECONDHAND  
SMOKE**

Do you  
see people  
smoking?

Where do  
you see it?



## Secondhand Smoke knows NO BOUNDARIES<sup>1</sup>

- It can travel through doorways, cracks in the walls, ventilation systems, and even the plumbing.
- Families living in apartment building that share a wall with a neighbor who smokes are especially at risk.
- Even when the smoke clears, toxic residue is left behind in carpet fibers, walls, and air ducting.



Secondhand Smoke kills **41,000** Non-smokers every year!<sup>2</sup>

## Adults

Are more likely to suffer from heart disease, strokes, and cancers.<sup>2</sup>



## Children

Are more likely to suffer from frequent asthma attacks and ear infections.<sup>2</sup>



## Babies

Are more likely to be born with a low birth weight, health complications, and dying from Sudden Infant Death Syndrome (SIDS).<sup>2</sup>



1. CDC. (2022, October 31). Going smokefree matters: In your home. Centers for Disease Control and Prevention. <https://www.cdc.gov/tobacco/secondhand-smoke/going-smokefree-matters/home/index.html>

2. Health problems caused by secondhand smoke. (2023, August 9). <https://www.cdc.gov/tobacco/secondhand-smoke/health.html>

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Do you think tobacco products harm the environment?



**HELLO**  
my name is  
**ENVIRONMENTAL IMPACT**



Tobacco products not only harm the health of individuals, but it also endangers the health of our environment. When tobacco waste isn't disposed of properly it pollutes our water, land, and air with toxic chemicals.<sup>1</sup>

**1,134,292**  
Cigarette Butts were cleaned from beaches and water ways in 2021.<sup>1</sup>

Tobacco Waste is the World's  
**2nd**  
Most Common Litter Found.<sup>1</sup>



In 2019, americans generated almost **7 KILOTONS** of electronic waste, including E-Cigarettes and Vapes, all of which end up in landfills.<sup>1</sup>

The production and consumption of tobacco products releases the same amount of carbon dioxide as driving **17 MILLION** gas powered cars a year.<sup>1</sup>

In California, **40%** of fires at waste facilities were caused by the same batteries found in E-Cigarettes and Vaping devices.<sup>1</sup>



1. Tobacco and the environment. (n.d.). Retrieved February 26, 2024, from <https://truthinitiative.org/research-resources/harmful-effects-tobacco/tobacco-and-environment>







How are youth getting tobacco products?



HELLO  
my name is  
YOUTH  
ACCESS

A national survey of 1,000 12-17 year olds in 2018 found

**74%**

of youth obtained their vape device from a store.<sup>2</sup>

Big tobacco spends **90%** of their marketing dollars in retail settings!<sup>3</sup>

**\$886.1 Billion<sup>1</sup>**  
in 2023

**\$1,049.9 Billion<sup>1</sup>**  
in 2030

**BIG TOBACCO PROFITS**



**MORE PROFITS = MORE MANIPULATION**

## Teens are Vaping at **Epidemic** Levels

The **TOP** reasons teens give for vaping<sup>4</sup>

They see family & friends using it.

They think that vapes are less harmful than other types of nicotine.



Many youth falsely believe vapes are safe & may not realize they contain nicotine. The truth is some of these devices deliver a much higher concentration of nicotine than a traditional cigarette.<sup>6</sup>

**1 in 5**

**high school students** report using e-cigarettes in 2023.

They are the most popular tobacco product used by youth.<sup>5</sup>

Teens who vape are

**3x More Likely**

than non-vapers to become daily **cigarette smokers.**<sup>7</sup>



1. Tobacco market size, share, trends & growth report, 2030. (n.d.). Retrieved February 26, 2024, from <https://www.grandviewresearch.com/industry-analysis/tobacco-market>
2. Where are kids getting JUUL? (n.d.). Retrieved February 26, 2024, from <https://truthinitiative.org/research-resources/emerging-tobacco-products/where-are-kids-getting-juul>
3. <https://www.tobaccopolicycenter.org/documents/IndustryMarketingExpenditures.pdf#:~:text=The%20vast%20majority%20%2896.2%25%20or%20%248.7%20billion%29%20of, facilitate%20>
4. E-cigarettes threaten the "tobacco endgame." (n.d.). Www.Heart.Org. Retrieved February 26, 2024, from <https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco/tobacco-endgame-and-e-cigarettes>
5. CDCTobaccoFree. (2023, November 2). Youth and tobacco use. Centers for Disease Control and Prevention. [https://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/youth\\_data/tobacco\\_use/index.htm](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/index.htm)
6. Youth and tobacco: A new crisis infographic. (n.d.). Www.Heart.Org. Retrieved February 26, 2024, from <https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco/youth-and-tobacco-infographic>
7. <https://publications.aap.org/pediatrics/article/147/2/e2020025122/36274/Use-of-E-cigarettes-and-Other-Tobacco-Products-and?autologincheck=redirected>

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