

Feeling Targeted by **BIG Tobacco?**



'**Big Tobacco**' is a general term used to describe the Tobacco Industry and their aggressive and targeted marketing strategies.

For decades, these **strategies have been used to target people of different backgrounds**, particularly individuals in poverty & individuals who experience a mental illness, to increase their use and sales.

40%

Approximately 40%
of all cigarettes
smoked are
consumed by people
with mental illness.



People with mental illness, particularly those living with schizophrenia, are 3.5x as likely to die of respiratory illnesses and lung diseases related to smoking than the general population.



Nicotine has mood-altering effects that can temporarily hide the negative symptoms of mental illnesses, putting people with mental illness at higher risk for cigarette use and nicotine addiction.



Less than 1/2 of mental health & substance abuse treatment facilities in the U.S. offer evidence-based tobacco cessation treatments.

Big Tobacco spends more money on advertising than almost any other industry. In 2016, Big Tobacco spent almost 20x more resources on advertising than the Soda Industry.



\$9.5 BILLION

**Spent in 2016 on cigarette advertising and promotion*



\$556 million

**Spent in 2016 on soda advertising and promotion*

Why does this matter?

Big Tobacco is using targeted advertisement to get as many users as possible. When they learn what kind of person is more likely to buy their products they create special messaging to appeal to that group of individuals.



Big Tobacco has identified specific ways to make cigarettes more appealing to certain groups of people.

People with Mental Illness

- In the 1980s & 90s tobacco companies targeted psychiatric facilities with product donations and worked to keep smoking bans from being mandated at psychiatric facilities.
- Big Tobacco funds research to support the myth that quitting smoking would be too stressful because persons with mental illness use nicotine to alleviate negative mood.

People Living in Poverty

- Tobacco companies have targeted people living in poverty by offering discount coupons for cigarettes to low-income neighborhoods.
- There are a higher number of tobacco retailers located within low income neighborhoods compared to mid/high income neighborhoods.

People of Color

- According to the CDC, marketing to Hispanics and American Indians/Alaska Natives has included advertising and promotion of cigarette brands with names such as Rio & American Spirit.
- 85% of black smokers use menthol cigarettes, a rate that is nearly 3x higher than white smokers. Menthol cigarettes are easier to smoke and harder to quit.

People who are Veterans

- Big Tobacco describes the military market as a “captive audience, due basically to the self-imposed confinement of the military family to on-base activities.”

People who are Young

- Advertisements make smoking look cool, increasing adolescents’ desire to smoke.
- Tobacco and smoke-less/vape products are offered in enticing flavors, colorful packaging, with names & logos similar to popular types of candy.

No wonder quitting is HARD & COMPLICATED!

Success on a journey to living a smoke-free life can start with these 3 things:

1:

NRT or Nicotine Replacement Therapy comes in various forms: gum, patch, lozenge as well as forms of medication that can be prescribed. NRT combined with other therapies have the highest success rates.

2:

Quitting is easier a little at a time. The brain and body have become used to the nicotine and need some time to adjust. Don't be discouraged if multiple attempts are needed to even cut back a few cigarettes at a time.

3:

No matter how long a person has smoked or how many cigarettes are smoked, quitting smoking now allows lung health to improve and recover over time.
It's never too late to quit and begin the healing process.



References/Citations:

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