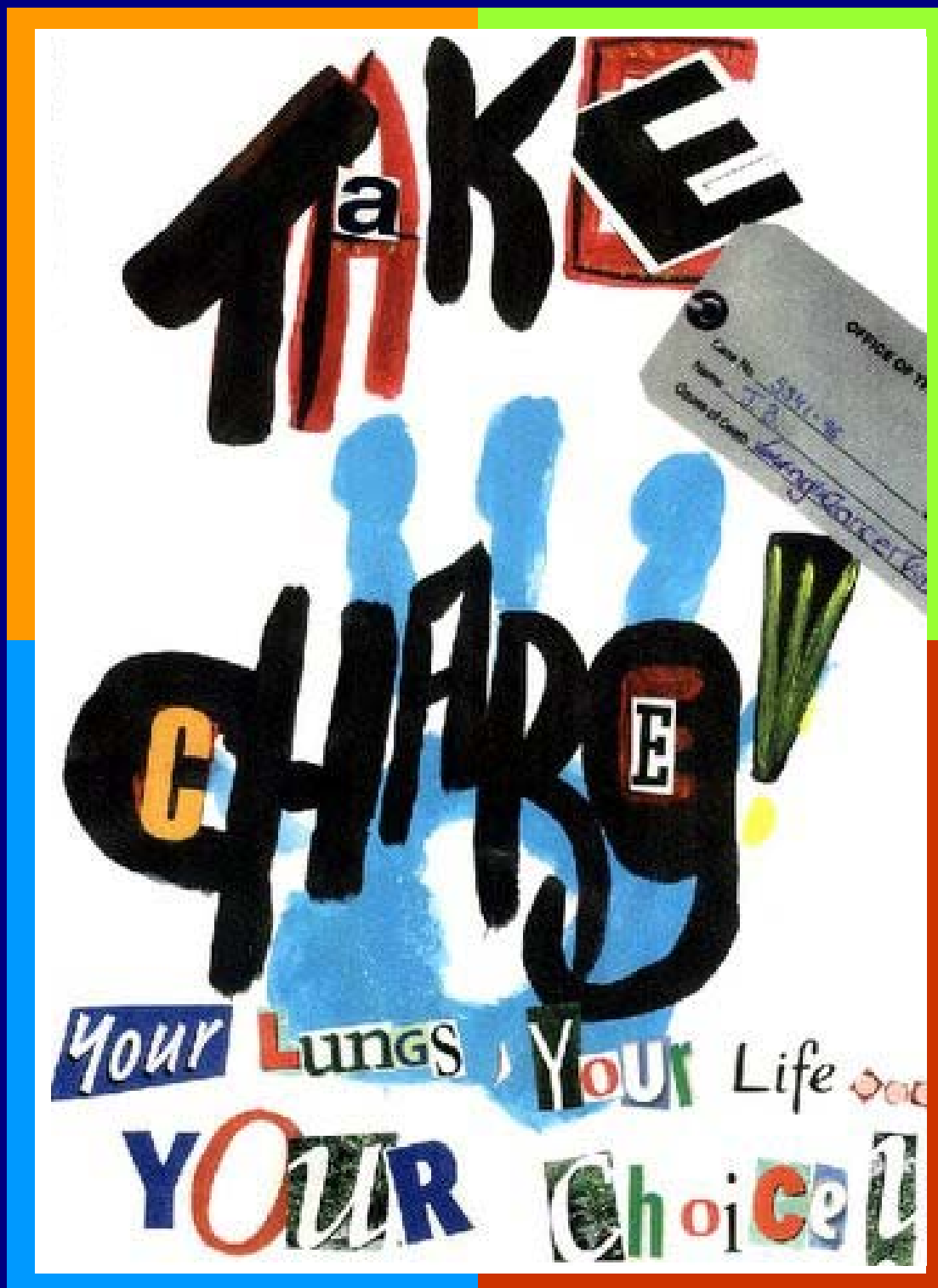


Take Charge





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April 2005

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Introduction

Tobacco companies are facing a problem. Their customers keep on dying prematurely. To replace the over 45,000 Canadians they kill each year, they are targeting our youth with manipulative advertising messages to find their new generation of smokers. When a student in your school starts to smoke, he or she is worth over \$200,000 to a tobacco company over their lifetime.

Taking on the powerful tobacco industry today is critical in the fight against tobacco, because they are targeting the young and spending over \$11.2 billion a year on deceptive advertising for their deadly product. In 1981, a Philip Morris marketing report said, “today’s teenager is tomorrow’s potential customer.”

We need to prove them wrong. We need to show them that you will not be duped any longer. **We know you don’t want to be manipulated. In past years, youth have taken on the Big Tobacco companies and won.**

In 2004, secondary school students in the Kingston area found their voice on World No Tobacco Day to speak out against the tobacco industry. Students signed a petition encouraging the Canadian government to ratify the Framework Convention on Tobacco Control (FCTC), which was the first international treaty of its kind. During November 2004, Canada became one of the first 40 countries to ratify the FCTC. Students from Kingston demonstrated their passion and power by speaking out against tobacco issues.

KFL&A Public Health wants to give students the tools to find their voice again. In this toolkit we have presented several user-friendly ways that you can choose to get involved. The activities are just examples of things that have been done in the past. Be creative and innovative. Feel free to come up with your own ideas and let us know about them so we can pass them on. Find a topic that interests you and go with it!

Now that you have the facts, it’s time to spread the word and get people involved in the fight. Use this toolkit to create your own campaign to fight the tobacco industry. If you run into any problems or have any further questions contact KFL&A Public Health at 549-1232, ext. 574 or 575.

There are a number of important dates in Tobacco Control to keep in mind. Organizing activities on or around these dates will help to raise awareness and attract media attention. These dates are:

National Non-Smoking Week	January 15 to 21, 2006
Weedless Wednesday	January 18, 2006
World No Tobacco Day	May 31, 2006

Tobacco 101: Teen smoking

Every day you see students in the halls and classrooms of your school. Did you know... that roughly **one out of five of those kids will start to smoke tobacco?** And out of those students who smoke, **one in two will die prematurely** from a tobacco related illness.

Teen girls start smoking at an earlier age than boys.

In Canada, 800,000 kids under 12 years old were regularly exposed to second hand smoke in their homes from cigarettes, cigars, or pipes. More than 1,000 non-smokers will die this year in Canada due to tobacco use – over 300 lung cancer deaths and at least 700 deaths from coronary heart disease will be caused by second-hand smoke.

Kids who see their parents smoke is one of the biggest reasons why they start to smoke.

The nicotine in tobacco is one of the most addictive substances known. Eight out of every ten people who try smoking get hooked.

Each day the tobacco industry spends billions of dollars marketing their products to attract the next young generation of smokers. Canadian teenagers smoke more than 1.6 billion cigarettes each year, resulting in retail sales worth more than \$330 million. Eighty-five percent of all smokers start before their 19th birthday.

Canadian Statistics among youth:

1999 – 28%

2003 – 19%

Anti smoking efforts are successful!

Smoking cessation for teens is effective, because teen smokers lead the way when it comes to quitting. In fact, 25% of Canadian teen smokers were actively trying to quit in 2000.

Cigarette smoke contains 50 chemical compounds that cause cancer. Tobacco smoke is made up mainly of tar (which builds up in your lungs), nicotine, and carbon monoxide. It also contains other poisonous substances like cyanide, formaldehyde, and ammonia.

The biggest single cause of preventable death in Canada is smoking tobacco. Smokeless tobacco (chewing tobacco, snuff) is also very dangerous to health. Smokeless tobacco users are more likely to develop cancer of the mouth, lip, tongue, gums, and throat. They are also more likely to develop dental problems such as cavities, tooth loss, and gum disease.

In 1989, millions of cases of imported fruit were banned after a small amount of cyanide was found in just two grapes. There is thirty-three times more cyanide in a single cigarette than was found in those two grapes.

Among young people, the short-term health consequences of smoking include respiratory effects—cough and increased frequency and severity of illnesses like asthma, chest colds and bronchitis—as well as addiction to nicotine. High school seniors who are regular smokers are more than twice as likely to report poorer overall health, coughing, shortness of breath, wheezing, and gasping.

Smoking hurts physical fitness in both performance and endurance. The resting heart rates of young smokers are two to three beats per minute faster than non-smokers.

A Canadian dies of a tobacco-related disease every 12 minutes. Tobacco smoke kills over 45,000 people in Canada each year. That's more than the total of all murders, alcohol-related deaths, car accidents, and suicides.

Young women, especially those of normal weight, are more likely to report smoking to control their weight, but to date there are no studies that prove that starting to smoke leads to weight loss. The best way to maintain a healthy weight is through a balanced diet and regular physical activity.

Virtually all smokers begin smoking in their teens (over 80% by the age of 18), so if someone has not started smoking by the age of 20, chances are they never will. That is why tobacco companies market to young people.

Publicly, tobacco companies denied for years that their products were addictive, but they know that nicotine is more addictive than either heroin or cocaine.

In 1963, Brown and Williamson said, “nicotine is addictive. We are then in the business of selling nicotine, an addictive drug.” Tobacco companies knew that nicotine keeps people addicted to their product, and they marketed it to teens in hopes of hooking them for life.

Every cigarette contains over 4,000 chemicals, including ammonia (a poisonous gas and toilet bowl cleaner), arsenic (a rat poison), acetone (a poisonous industrial solvent), formaldehyde (used to preserve dead bodies), toluene (a poisonous industrial solvent), polonium210 (a highly radioactive element), and carbon monoxide (a poisonous gas).

In 1990, 72 million bottles of a popular mineral water were voluntarily recalled because of small traces of benzene. The smoke from one pack of unfiltered cigarettes has as much benzene as 169 bottles of the contaminated water.

Each year, over 1,000 non-smoking Canadians die from second-hand smoke.

Second-hand smoke increases a non-smoker’s chance of developing lung cancer, pneumonia, bronchitis, ear infections, asthma, colds, sore throats, and heart disease. That is why our Ontario government has worked hard to pass the Smoke-Free Ontario Act which will protect us from deadly tobacco smoke toxins, and also further restrict the sale of tobacco to youth. (The Act will come into effect on May 31, 2006)

In 1990, a tobacco company put together a plan to stop coroners from listing tobacco as a cause of death on a death certificate.

Get inspired

Young people across North America are taking action and launching projects like SWAT, SWITCH, TATU, and the TRUTH to expose the tobacco industry, and to prevent others from getting seduced by tobacco's marketing machine.

The TRUTH campaign

The State of Florida's tobacco program is managed by 70 young people, 1 from each county in the state. This board of directors and its 10-member executive council determine tobacco control strategies, and control a multi-million dollar budget!

Their "Truth" advertising campaign uses hard-hitting advertising and "Truth" brand merchandise. It attacks the image of smoking as cool and rebellious by exposing tobacco companies' true motivation.

In just two years, the Florida campaign slashed youth smoking rates:

- 40% drop in middle school smokers-from 19% to 11%
- 18% drop in high school smokers-from 27% to 23%

The Florida program also helped students who were experimenting with smoking to stop:

- 42% of middle school students who tried smoking said they don't intend to smoke again (up from 30%)
- 51% of high school students who tried smoking said they don't intend to smoke again (up from 44%)

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The Kingston scene...



Last year, in celebration of World No Tobacco Day, local secondary school students found their voice to speak out against the tobacco industry. Students signed a petition encouraging the Canadian government to ratify the Framework Convention on Tobacco Control (FCTC), the first international treaty of its kind.

In November 2004, the FCTC was ratified and Canada was among the first 40 countries to do so. Youth in Kingston demonstrated their passion for advocacy and spoke out on tobacco issues.



Students wearing white suits spell out Ratify FCTC.

What can you do?

This generation can be the key to the tobacco industry's future prosperity, or its failure.

“Young people are important in the fight for a tobacco-free country. They are consumers of the product. They are the target audience of tobacco advertising. They understand why young people smoke. They know what quitting methods are useful and which are not. Young people are an authority on youth smoking issues.” – Schools Without Borders

Media appeal

No other generation is as tuned in to the media as this one. Youth have credibility. The public and the media want to hear from you. They see you as uncorrupted by special interests or hidden agendas.

Power to motivate others

Youth can deliver the message about environmental tobacco smoke very effectively. Protection of children and youth is a powerful motivating force for adults. Evidence that second-hand smoke harms children has motivated many adults to quit. Even dedicated smokers don't want their children to smoke, and will often support anti-tobacco measures.

Consumer power

This generation is worth \$200 million in annual (illegal) sales to the tobacco industry. If the tobacco companies play their cards right, the investment will pay off big in the future. If you take action, it won't.

Political clout

This generation is just starting to vote. You are influencing what happens to this country now and in the future. People in power know that. Believe it!

Will to win

Youth have the energy and creativity to get behind the lines and win.

Working together gives your group far greater impact than many people working on their own. That's synergy.

The “working together” part can be just as challenging as planning a campaign. Start right by **welcoming** everyone to the cause, **acknowledging** the importance of every participant, **sharing** the power, and **encouraging** group members to do what they do best. Remember: the sum is greater than the parts.



Your advocacy checklist

Be realistic: Nail down a meaningful goal that is also attainable.

Develop a strong case: Support your case with research, statistics, and facts.

Gather allies: Get other individuals and groups on your side to develop broad-based support.

Win public support: Share your campaign with the public – tell people the real story.

Understand the system: Know the decisions that are made on your issue. Know all about the decision makers.

Be flexible: Develop a plan that is strong but adaptable; adjust strategies quickly to respond to new development or information.

Pool your resources: Make sure you have enough people, time, creativity, and funding.

Be committed: Dedicate the time to get the results, but don't expect instant success. Effective advocacy takes dogged persistence.

Protect your victories: Governments can change their minds, and tobacco companies can change their strategies.

Be tough but fair; realistic but positive: Learn from your mistakes and move on. You will win some battles and lose others.

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Media coverage of your event

Whatever you are planning for your event, remember that media coverage can help your message be seen and heard by many more people. Seeking media coverage may seem like a lot of work, but the exposure that you get from media coverage means that thousands will hear your message. If you choose to seek media attention, you will need to speak with your principal well in advance of your event, to get permission. Use some of the tips and suggestions included in this guide, and divide the steps among the members of your group. If you would like help getting the attention of the media, we are here to lend our support and experience in working with the media. Please call KFL&A Public Health at 549-1232, ext. 574 or 575, and we will help your event get the attention it deserves.

Getting people to talk about your activity

Want to reach thousands of people in your community and Eastern Ontario with your event message? It can happen if you work hard to let the media know about your exciting event. Getting noticed in newspapers, radio, and television is just as important as planning your activity.

Media coverage can:

- help publicize your event beforehand, so more people will be there to support it,
- educate thousands of people about your issue and your message, and
- get more people involved in taking action against tobacco.

Once you've decided on an activity, the next step is to contact your local media and tell them what you are planning. In this section, you will find tips on how to get the media to cover your event.

Where to begin

The first step is to let the media know about your event. Unless you tell them about it, there's no way reporters will just show up. This section will walk you through the key steps to letting media outlets know about your event. You'll be able to tell reporters all about your media-friendly event and make sure they cover it.

Here's an overview of the steps:

- Develop your message.
- Choose your media contacts and get in touch with them.
- Grab reporters' attention with media releases.
- Make your activity so eye-catching that you'll be sure to attract crowds and cameras.

Step 1: Develop a strong message:

Before you contact any media, you must have a strong and clear message. Think about what you will say, so that reporters will understand what you are trying to accomplish, and that their coverage will help your event.

Here is some advice on how to develop an effective message.

- As a group, think about the two or three most important pieces of information you would want everybody who sees your activity to know. These are usually referred to as key messages. Key messages should be short and easy to understand. They will make it simple to explain to reporters exactly why you have asked them to cover your event. For example, “we are doing this to encourage people to support smoke-free workplaces in our town.”
- Your key messages should be specific. A more specific message helps reporters give you more effective coverage, and enables people to understand why your group is taking action.
- A specific message would be, “we support our provincial government for making a strong commitment against tobacco by passing the Smoke-Free Ontario Act.”
- A less specific and less effective message might be, “we are here, because we hate tobacco.”
- Once you have developed your key messages, make sure everyone in your group knows what they are, and can explain them in their own words.

Step 2: Develop your media list

A list of media contacts is found in the pocket at the front of this section.

Step 3: Contacting the media with a media release

Now that you’ve got your key messages and compiled a good list of people to contact, you will need to prepare your story and get it out there. It would be simple if you could just pick up the phone and tell everyone what you are planning, but there are more effective ways of reaching people in the media and increasing your chances of getting covered.

Components of a media release:

A media release announces news or information that will come out as part of your activity. You can send a media release a week before your event. The release should be written as if it is the news story itself. That way, journalists can write their stories just by using the release. The opening paragraph should answer the basic questions: who, what, where, when, and why. Feel free to include quotes to help you tell the story and make it more personal. At the bottom of the release, list one or two people who are available to speak to the media. Be sure to include their phone numbers. It's best to fax or e-mail the release if you can, but you can also mail it in. Either way, make sure the name of the person who you want to receive the media release is clearly written.

Step 4: Tips on talking to the media

As you go through the process of getting media coverage, there may be many opportunities to speak to members of the media. Here are some guidelines to make any conversation with the media easy for you:

- Remember to rely on your key messages. You already know that they will best sum up your reason for being involved in your event. Be sure to use your key messages naturally, and explain them in your own words if necessary.
- Speak clearly and concisely. Relax and don't ramble or mumble.
- Be helpful and prepared. Keep in mind that while they are helping you with coverage, you are helping them by providing something interesting and newsworthy to report.
- Give the reporters a copy of any fact sheets or other information that you have put together.
- Be honest. If you don't know something the reporter asks about, don't guess. If you know where to find the information, you can say that.
- When the conversation is ending, thank the reporter for his or her time, and make sure he or she has your phone number if there are further questions.
- If a reporter leaves a message for you to call, do so promptly.

Smoke-Free Ontario campaign

The Smoke-Free Ontario Campaign is working to prevent and reduce smoking among youth by directly engaging them as key participants in the development and execution of the campaign. There are a number of youth related components involved in the Smoke-Free Ontario Campaign.

Youth Action Alliance

YAA's will be the cornerstone of community-based youth tobacco control programming in Ontario. These new peer leadership programs will teach youth the skills needed to work on policy-related tobacco control issues, and will engage youth in local action to prevent smoking, encourage quit attempts, expose the tobacco industry, reduce second-hand smoke exposure, and increase awareness of tobacco issues across the province. For 2005-2006, the YAA's will be funded through 18 public health departments. Area youth coalitions will also be formed through the active participation of YAA's within each Tobacco Control Area Network (TCAN) in order to plan and implement joint activities.

High school grants

Approximately 500 high school grants will be administered in 2005-2006. These grants are provided through each public health unit to support student led school policy development, tobacco control awareness campaigns and events, and cessation-related projects.

Youth focused media campaign

A youth prevention campaign entitled "stupid.ca" targets youth aged 12-15 and delivers messages about the dangers of smoking in a manner that is engaging and entertaining for youth. All components of the campaign drive youth to stupid.ca, an interactive website where visitors are encouraged to become involved in tobacco control activities at their schools and in their communities. Linkages will be made with activities supported through the high school grants, YAA programs, relevant innovative grant programs and other local initiatives.

Smoking in movies

Summary of smoking in movies

Short points for use on posters, flyers or fact sheets

- Smoking is the number one cause of preventable death in Canada and the United States.
- Tobacco kills more people than suicide, illegal drugs, homicide, and AIDS combined.
- If a teenager's favourite movie star smokes on screen, he or she is significantly more likely to start smoking, even if his or her friends and family don't smoke.
- Research shows that Hollywood may have caused up to half of teen smokers to start smoking.
- Many actors and actresses smoke on screen including Cameron Diaz, Catherine Zeta-Jones, Johnny Depp, and Colin Farrell.
- Actors and actresses have the power to stop smoking on screen. In the 1998 film *Rounders* Edward Norton refused to smoke and even made his character an obvious non-smoker in a movie full of smokers. He said in an interview promoting the film "I don't smoke and I don't want to smoke. I am not a fan of gratuitous smoking in films."
- 10 movies in theatres between December 2001 and August 2002 had a brand presence in the movie, and smoking in the trailer. Eighty-one percent of all 12-17 years olds in the US saw at least one of these trailers three or more times.
- Teens who view lots of smoking in movies are two to seven times more likely to actually start smoking than those exposed to the least smoking in movies.
- Two-thirds of movies featuring smoking carried a G, PG, or PG-13 rating between May 2002 and May 2003.

In Ontario we have the power to change movie ratings. Our rating system is guided by community standards which the Ontario Film Review Board uses in their continual revision of movie rating guidelines. This means that if enough people take a stand against smoking in movies rated G, PG, and 14A, the Ontario Film Review Board is required to make the necessary change. To contact the Ontario Film Review Board visit www.ofrb.gov.on.ca. This would send a powerful message to Hollywood's directors, writers, actors and producers, and hopefully lead to smoke-free movies.

www.realitycheckny.org
www.smokefreeottawa.com/expose/movies.htm

Background

Movies can have a powerful influence on people's behaviour and how people talk and dress. Smoking in the movies has been around for a long time. In the '40s and '50s, lots of actors were puffing away and portraying images of power, charm, and danger. Today, smoking in movies is really not much different. Celebrities such as Julia Roberts, Brad Pitt, Colin Farrell, and Catherine Zeta-Jones have all smoked in movies. We know that smoking rates among real life people have gone down in the past 30 years, but smoking rates for characters in movies have gone up (www.realitycheckny.org). In the 1990s, tobacco was used once every 3-5 minutes in movies – an increase from once every 10-15 minutes in movies from the '70s and '80s (www.realitycheckny.org).

Why are all these celebrities smoking in films, when they are usually preoccupied with being fit and healthy?

“Film is better than any commercial that has ran on television or in any magazine, because the audience is totally unaware of any sponsor involvement.”

– Robert Richards, president of Production, Inc. (a movie and television company) in 1972, www.realitycheckny.org

Between 1972-1991, tobacco companies spent a lot of money looking into ways to get their products placed in films.

“Our primary objective will remain the same, to have smoking featured in a prominent way, especially when it is tied favourably with celebrities.”

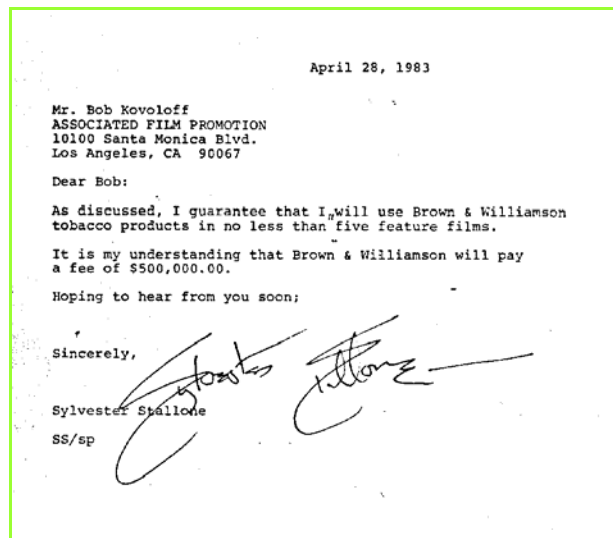
– Letter written to President of RJR from its PR firm in 1981, www.realitycheckny.org

In 1980, Philip Morris, who are the makers of Marlboro, paid Superman II producers \$43,000.00 to include Marlboro in the movie.

– www.realitycheckny.org

Sylvester Stallone was paid \$500 000.00 by Brown and Williamson Tobacco in 1983 to use their cigarettes in at least five movies.

– www.realitycheckny.org



Smoking in movies, a brief history...

The '40s and '50s: Lots of smoking and advertising seen in films.

1960: Smoking is linked to lung cancer. Smoking decreases in movies.

1972: TV commercials for tobacco banned by US government.

1972 to late 1980s: Smoking and product placement increases in movies.

Lots of 'behind the scenes' deals being made.

Late 1980s: US government finds evidence that revealed Philip Morris paid for Marlboros to be placed in Superman II. In response to this evidence, the tobacco industry volunteers to self-police a no-pay policy.

1998: US government made it illegal for the tobacco industry to pay for their products to appear in movies, or for actors to smoke on screen.

Today: Smoking is still seen on screen, and more than ever before! Something is still going on...

www.realitycheckny.org

We need to get involved and be concerned with how smoky movies are. American movies are seen across the globe and are influencing youth everywhere. Let's shine the spotlight on the dark relationship between the big tobacco companies and Hollywood.

Additional resources

Video resources

To book these resources call KFL&A Public Health at 549-1232, ext. 574 or 575.

Smoke Screen with David Goerlitz (V690) – 20 minutes

Former “Winston” ad man, David Goerlitz gives a behind the scenes look at cigarette advertising, the harmful consequences of smoking, and what tobacco companies don’t want anyone to know: cigarette advertisers target kids! This video captures the attention of teens and preteens.

Blowing Smoke (12126) – 20 minutes

Addresses the issue of tobacco use by the entertainment industry. Gives students media literacy skills, to analyse the use of tobacco in film, resist the influence, and advocate for realistic portrayal of smoking in the movies. Includes a teacher guide and lesson plans.

Scene Smoking (V936) – 1 hour

A documentary where professionals from the entertainment and health fields discuss real-life choices they’ve made, and what they think about the depiction of tobacco on screen. This film brings together some of Hollywood’s most powerful voices in a frank discussion of artists’ rights, social responsibility, and the First Amendment.

Web sites for more information on smoking in movies

www.smokefreemovies.ucsf.edu - A Web site dedicated to exposing the involvement of the tobacco companies in movies. Contact information for major studios and actors can also be found here.

www.scenesmoking.org - A great Web site by the American Lung Association. Lots of information, including sample letters and a petition to send to actors and studios.

www.realitycheckny.org - Great Web site covering lots of issues related to smoking in movies. Contact information for actors and studios can also be found here. Lots of hard hitting statistics.

www.otn.org - The Ontario Tobacco-Free Network Web site has links to lots of other websites on smoking in movies.

www.fablevision.com/smokescreeners - This Web site has great tools to use, including a movie screening checklist.

Campaign ideas

Write letters

1. Speak up and let studio executives and producers know that you want them to:
 - **Rate new smoking films “R”,**
 - **Certify no pay-offs,**
 - **Require strong anti-tobacco ads, and**
 - **Stop identifying tobacco brands.**

For more information on each of these categories go to www.smokefreemovies.ucsf.edu

2. Speak up and let actors and actresses know that you don't want them to smoke in movies.

Description

Go to www.scenesmoking.org, and click on the change the scene box. Sample letters are found there. Print off the letters you want to send to actors and studio executives. Host a lunchtime display raising awareness of how prevalent smoking is in movies. Encourage students to visit your display, sign a letter, and send all of the letters to studio executives and actors.

Age group: Secondary school

Number of participants: As many as possible

Time: 2 to 3 weeks

Resources: Printer paper to make as many copies of the sample letters as possible. Find out how many students attend your school, this will help with planning.

Cost: Approximately \$10.00, or ask to borrow supplies from your school.

Preparation timeline

2-3 weeks before:

- Get permission for your event.
- Recruit more students to help with this event.
- Begin researching the topic: smoking in movies.
- Decide what your lunchtime awareness event or display will look like.

1 week before:

- Find sample letters you like, or create your own. Make copies of the letter for event day.
- Create the display which will be used during the lunch period.
- Each morning, read an announcement about Tobacco Issues or smoking in movies. Remember to pump up your main event!
- Invite media to your event. See the Getting Started section.

Day of the event:

- Make an announcement to let students know that today is your big event and where they can find you at lunch to get involved.

“Chalk about it”

Description

“Chalk about it” is a way to reach youth and movie-goers alike. At your local movie theatre, ask for permission to chalk key messages outside the theatre, so people can read them as they are walking in. Write a startling statistic about how much smoking is in movies, or chalk out a compelling question, such as “why is there so much smoking in the movies?” We encourage you to have a teacher supervise your “chalk about it” event at the movie theatre. Remember to emphasize this when asking for permission from the movie theatre.

If you cannot get permission from the local movie theatre to do this, stage it at your school. Select high traffic areas outside, where you can write with sidewalk chalk. This is a great way to get students thinking about how ‘smoky’ the movies are that they are seeing, and to be aware of what’s happening behind the scenes. In addition to ‘chalking about it’, create posters, sandwich boards, and tent cards for your cafeteria tables, featuring more statistics and quotes that expose Big Tobacco’s involvement in Hollywood.

Age group: Secondary school

Number of participants: As many as possible

Time: 2 to 3 weeks

Resources: Sidewalk chalk

Cost: Less than \$10.00

Preparation timeline

2-3 weeks before

- Get permission to use sidewalk chalk either at a movie theatre, or at your school.
- Recruit other students to help.
- Begin doing research on topic: smoking in movies.

1 week before:

- Purchase sidewalk chalk.
- Create a map of where statistics, questions, etc. will be chalked out.
- Assign students to each selected area, and provide them with the statement to be chalked there.
- Invite media to your event. See the Getting Started section.
- Read an announcement each morning leading up to your event. Don't forget to highlight your main event of "Chalk about it."

Day of the event:

- In the morning, participants go 'on location', and begin chalking out their statements.
- Take pictures of your event.

Special note:

If you stage your event at a movie theatre, share the excitement with your school! Set up a lunch time display a few days or a week later, and let fellow students know what you did. Share pictures that you had taken, and hand out information on the issue of smoking in movies.

Movie screening and mural

Description

Download your own copy of a movie screening tool at www.fablevision.com/smokescreeners. Click the review storyboard and fact sheets, and then click the movie screener checklists for the screening tool. A copy of the screening tool has also been included in this section. Gather a group of students together, and rate the prevalence of smoking in movies, and assess how smoking is being portrayed. Hand out copies of the screening tool, and ask students to fill them in as they watch movies over a 2-3 week period. Hold a meeting, and discuss how smoky the movies were. Compile a list of the movies that were seen, and give them a rating. Create a mural of your ratings and anything else that you found interesting. Add statistics and quotes to the mural, and display the mural in a high traffic area on your event day.

Age Group: Secondary school

Number of participants: As many as possible

Time: Depends on how many movies you watch...

Resources: Long paper roll and markers for rating mural, printer paper for copying the screening tool. (The screening tool is found in pocket at the front of this section.)

Cost: Depends on how many movies you watch. Approximately \$30.00 for mural paper and markers, or ask to borrow supplies from your school.

Preparation timeline

2-3 weeks before:

- Get permission to hang a mural in a high traffic area.
- Recruit more students to be involved.
- Begin to research the topic: smoking in movies.
- Copy the screening tool, and distribute it to those interested in participating.

1 week before:

- Gather all participants together, and discuss findings.
- Create your rating mural for display.
- Each morning, read an announcement about Tobacco Issues, or smoking in movies. Don't forget to highlight what you have been doing, and alert students to watch for your mural.

Day of event:

- Put the mural in a high traffic area.
- Take pictures of the event.

Retail power walls

Summary of retail power walls

Short points for use on posters, flyers or fact sheets

- Each year, the tobacco industry pays well over \$77 million to retail store owners, so that their products will be displayed more prominently.
- Tobacco power walls are very large and overstocked, and make children think that smoking is popular.
- Children who believe that smoking is popular are more likely to start smoking than children who have a realistic view on smoking rates.
- Power walls place tobacco beside everyday products like magazines and newspapers. This sends the message to children that tobacco is harmless and socially acceptable.
- Saskatchewan became the first province to completely ban the visible display of tobacco products in retail stores accessible to minors.
- The Smoke-Free Ontario Act (effective May 31, 2006), is set to ban counter top displays of tobacco products and decorative lights and paneling for behind the counter power walls. Single pack displays will be allowed behind the counter until 2008 when all tobacco products must be out of sight.
- Tobacco industry front groups like the Ontario Convenience Stores Association will strongly oppose the Smoke-Free Ontario Act.

It is important that we continue to push the Ontario government to include a full ban of retail power walls in May 2006 and not delay until 2008. It is also important that we stay vigilant to keep momentum on this issue regardless of what government party is in power.

Selected quotes from tobacco industry documents

- “Many impulse sales are lost when the stock is not available or cannot easily be seen or reached.” – British-American Tobacco Company, date N/A
- “There is an ever-increasing trend toward impulse purchases. The large majority of consumers do not really check ads ... or plan their purchase decisions. We should have Marlboro (and other PM brands) positioned to take maximum advantage of the impulse shopper.” – Philip Morris, 1991
- “As primary media channels become restricted, greater emphasis must be placed on effective point of sale and parallel communications.” – British-American Tobacco Company, date N/A
- “Merchandising is the key to growing and developing sales volume within every distribution outlet. The more facings you can devote to a brand the more effectively it will be portrayed to the consumer. It will be more visible on the shelf and have more chance of grabbing the attention of the consumer and of being purchased.” – British-American Tobacco Company, date N/A

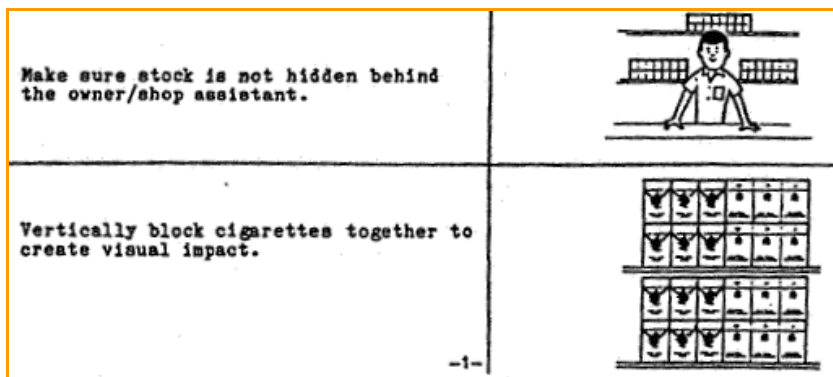
Your notes

Background

Tobacco product displays in retail stores are now larger and more numerous than before. These displays are referred to as power walls, because they are so prominent and large.

Tobacco companies focus heavily on their point-of-sale marketing since tobacco advertising on television, radio, and in magazines was banned, along with sponsorship advertising by tobacco companies.

Each year, the tobacco industry pays well over \$77 million to retail store owners, so that their products will be displayed more prominently. This represents one quarter of their total marketing costs. Payments to store owners by tobacco companies take many forms, including cash, free equipment, discounts, and prizes. In return, tobacco companies have great control over the retailers. Tobacco companies make sure that their products take up a certain percentage of the display space, and that their products are fully stocked and placed in the most visible locations.



These illustrations were taken from a British-American Tobacco Company document called *Merchandising*. This document explains to the cigarette suppliers how to set up cigarette displays in retail outlets.

These displays, that place tobacco beside many everyday products such as magazines and newspapers, send the message that tobacco is as socially acceptable and harmless. Tobacco displays are very large and overstocked with cigarette packages making children think that smoking is popular. Children who overestimate the number of people who smoke are more likely to become smokers than children who have more accurate perceptions. The tobacco industry claims that these displays only target adult smokers, but these displays are visible to the entire population, including children, non-smokers, and recent ex-smokers. These displays make it difficult for ex-smokers to remain smoke free. The tobacco industry realizes how important retail power walls are for their business.

Here are some selected quotes from tobacco industry documents:

- “Many impulse sales are lost when the stock is not available or cannot easily be seen or reached.” – British-American Tobacco Company, date N/A
- “There is an ever-increasing trend toward impulse purchases. The large majority of consumers do not really check ads ... or plan their purchase decisions. We should have Marlboro (and other PM brands) positioned to take maximum advantage of the impulse shopper.” – Philip Morris, 1991
- “As primary media channels become restricted, greater emphasis must be placed on effective point of sale and parallel communications.” – British-American Tobacco Company, date N/A
- “Merchandising is the key to growing and developing sales volume within every distribution outlet. The more facings you can devote to a brand the more effectively it will be portrayed to the consumer. It will be more visible on the shelf and have more chance of grabbing the attention of the consumer and of being purchased.” – British-American Tobacco Company, date N/A
- “The store environment, especially displays inside stores, is the biggest source of advertising awareness for all cigarettes.” – Brown & Williamson market study, date N/A

In Canada, there are limited restrictions on the display of tobacco at point-of-sale. Self-service displays are banned, and vending machine sales are limited to adults-only establishments. Vending machine sales of tobacco have been completely banned in Ontario. Under the federal Tobacco Act, the Canadian government has the authority to further regulate the retail display of tobacco products; however, no such federal legislation has been passed to date.

Saskatchewan became the first province to completely ban the visible display of tobacco products in retail stores accessible to minors. The ban was lifted on October 3, 2003, after Rothmans Benson & Hedges (a tobacco company) argued in front of the Saskatchewan Court of Appeal that the ban was in conflict with the federal Tobacco Act. After a unanimous decision by the Supreme Court of Canada on January 19, 2005, the ban was reinstated. The Supreme Court ruled that Saskatchewan’s ban on tobacco displays did not conflict with the federal Tobacco Act, since the Act did not grant retailers the *right* to display such products.

The Smoke-Free Ontario Act was introduced in December 2004, and will take effect on May 31, 2006. The Act will include the beginning steps of a retail power wall ban by no longer allowing counter top displays of tobacco products or the use of decorative lighting and paneling. The full ban on retail power walls in Ontario is set to come into effect sometime in 2008. It is important that we continue to show our support for this issue and that the government recognizes and doesn't lose sight of our goals.

There will be strong opposition to this legislation from the tobacco industry, and their many front groups. The Ontario Convenience Stores Association (which all the major Canadian tobacco companies are members of) has begun voicing their opposition to this legislation.

Below are some of the main arguments that these groups will present to oppose banning retail power walls.

A ban on tobacco displays in retail outlets is an unjustified infringement of the freedom of expression guaranteed under the Canadian Charter of Rights and Freedoms.

The Ontario Court of Appeal has ruled that "the display of goods and wares for sale" is not a form of expression protected by the charter.

A ban on tobacco displays in retail outlets will cause financial strain for retailers, through lost revenue from tobacco company payoffs, and through expensive renovations to conceal tobacco products.

Some retailers in Saskatchewan found inexpensive methods to conceal their tobacco products by using a curtain to hide the tobacco power wall. Retailers could recover any loss of revenue from tobacco company payoffs by charging three cents more per pack of cigarettes.

A ban on tobacco displays in retail outlets will cause an increase in theft, because retailers may have to turn their backs on customers to access their tobacco products.

In areas where complete bans on tobacco displays have been in place, there has been no increase in theft. About half of retailers continued to conceal their tobacco products during the lift of the ban, because they found that it acted as a deterrent to after-hours theft of tobacco.

Tobacco is legal so it should be legal to display it.

Tobacco products are legal because of unfortunate events in history. Tobacco products would never be legalized if they were introduced today, but since there are over five million Canadians addicted to tobacco, the government would have far more problems trying to ban tobacco products completely.

No one has ever started smoking from seeing a tobacco display.

It is true that no single tobacco display or ad would cause someone to start smoking. There are many factors that influence a person's decision to start smoking. Tobacco product marketing plays a big role in that process. These huge displays of tobacco products in virtually every store make children think that everyone smokes. Adolescents who overestimate smoking rates are more likely to start smoking than those who have more realistic views on smoking rates.

Additional resources

Web sites for more information on retail power walls

<http://www.health.gov.on.ca> - When you load this Web site click on the 'Smoke Free Ontario' tab. This website will give you up-to-date information on the Smoke-Free Ontario Act.

<http://www.theotn.org/edMaterial.htm> - This Web site will give you ideas for campaigns to support tobacco retail display bans. It also provides links to sites with more information on tobacco displays. (Visit the main page, <http://www.theotn.org>, if you are interested in reading about other OTN projects.)

Campaign ideas

Retail power wall

Description

Each year, the Canadian tobacco industry spends over \$60 million to make sure their products are the most visible and prominent in stores. These power walls make children think that smoking is popular and socially acceptable. In this demonstration, you can create your own power wall in a prominent area at your school, like the cafeteria or front foyer. If it's a nice day, you can even set up your power wall outside over the lunch hour, to attract the attention of neighbours and people passing by. This demonstration will attract a lot of attention. Use this opportunity to hand out information on power walls. To encourage the Ontario

government to push forward the full ban of power walls in the May 31, 2006 Smoke-Free Ontario Act, have people in the crowd sign postcards or a petition, and send them to your local MP. For ready-made postcards, or additional copies of the Out of Sight Out of Mind postcard, please contact KFL&A Public Health at 549-1232, ext. 574 or 575. These postcards should be sent to the Ontario Tobacco Free Network. Once the lunch hour is almost over, have people from the crowd help destroy the power wall.

Age group: High school students

Number of participants: As many as possible

Time: 3 to 4 weeks

Resources: Long paper, paint, poster paper, markers, digital camera (optional)

Cost: \$20-30, or ask to borrow resources from your school

How do I know what a power wall looks like?

You will need to go out and view some tobacco displays in stores in your neighbourhood, so that you can create your own at your school. You can use the Report Card included, to determine which stores have larger displays. We suggest that you get permission from the store owner before you begin surveying their store. Once you know what a typical power wall looks like and how big the average power wall is in your neighbourhood, start to think of ways that you can create one at your school.

Suggestions for creating a power wall

To create a power wall you can tape large sheets of banner paper together to form a sheet the size of a typical power wall.

You can create a power wall by using paint, in the colours of the major tobacco brands, to paint a mural of a power wall. You could add some photos of actual power walls from your neighbourhood to your mural.

Use a wall in your setup location to display your power wall.

You may want to display your power wall for a few days before the day of destruction so that students can see all of your hard work. Put posters up beside your power wall, to explain its significance, and why power walls are bad.

Preparation timeline

3-4 weeks before:

- Get permission to use a wall in your school. Choose a wall that you walk by a lot.
- Ask your principal if students need permission from their parents to participate.

- Review information on retail power walls.
- Prepare posters to put up the week before your event.
- Prepare fact sheets and flyers to hand out at your event.
- View tobacco power walls in stores in your neighbourhood.
Use the score card included to grade local stores on their tobacco displays.
- Schedule time for your group to create your power wall.

2 weeks before:

- Have fun creating your power wall.
- Create postcards or a petition for people to sign at your event.

1 week before:

- Put up posters around your school.
- Put up your power wall with signs explaining its significance and the plan to destroy it.
- Invite the media to attend your event (see the getting started section).
- Begin doing morning announcements to explain your plans for your event.

Day of the event:

- Make an announcement at lunch time, to make sure students see your power wall.
- Have postcards or a petition available for people to sign.
- Handout flyers and fact sheets to interested people passing by your display.
- Arrange to have a megaphone or microphone, so you can make announcements to the crowd.
- Set a time to begin destroying the power wall.
- Film or take pictures of your event.



Summary of Big Tobacco

Short points for use on posters, flyers or fact sheets

- Tobacco companies have paid studio executives, actors, directors, and screenwriters to include smoking and tobacco products in their movies.
- Sylvester Stallone was paid \$500,000 in 1983 by Brown & Williamson to use their tobacco products in five of his upcoming feature films.
- Tobacco companies spend billions of dollars in advertising every year, to make smoking appealing to youth.
- “We don’t smoke that sh**; we just sell it. We reserve that right for the young, the black, the poor, and the stupid.” – RJ Reynolds Executive, 1992
- “Realistically, if our company is to survive and prosper over the long term, we must get our share of the youth market. In my opinion, this will require new brands tailored to the youth market.” – Claude Teague, RJ Reynolds Tobacco, Makers of Camel, 1976
- For more than 40 years now, the tobacco industry has known that nicotine is addictive, and that its products are harmful. But publicly, the industry has denied this information, and they have gone to great efforts to discredit anyone who tried to reveal the true nature of tobacco products.
- “Nicotine is addictive, we are then in the business of selling nicotine, an addictive drug.” – Brown & Williamson, 1963
- “The cigarette should be conceived not as a product but as a package. The product is nicotine...Think of the cigarette pack as a storage container for a day’s supply of nicotine...Think of a cigarette as a dispenser for a dose unit of nicotine.” – Philip Morris, 1972
- “They have to find a way to feed the monsters they’ve built. Just about the only way will be to increase sales to the developing world.” – Former tobacco marketing executive, 1991
- When asked if it was immoral to market cigarettes to the developing world, a Rothmans representative had this to say: “It would be stupid to ignore a growing market. I can’t answer the moral dilemma. We are in the business of pleasing our shareholders.”

Your notes

Background

Agencies and individuals involved in protecting and promoting the health of the population suspected for years that the tobacco industry targeted teens and conspired to keep the dangers of smoking and nicotine addiction a secret. In 1994, after a landmark legal case in Minnesota, USA, all reports, documents, papers, and memos from the major US tobacco companies were released to the public. These documents outline the deceptive and immoral tactics used by the tobacco industry. If you would like to search and view these documents online go to www.cdc.gov/tobacco/industrydocs

The history of the tobacco industry is dark, and full of deceit, manipulation, and denial. Recently tobacco companies have launched massive public relations campaigns that attempt to portray the tobacco industry as reformed and responsible. The websites of the major tobacco companies have extensive pages explaining that their top value is corporate responsibility.

This section will highlight past and current tobacco industry activities that show that the tobacco industry has not changed at all.

Glamorization of tobacco

Internal tobacco industry documents revealed the industry's powerful influence over the portrayal of smoking in movies. Tobacco companies worked with public relations firms, product placement agencies, and studios, in order to get their products placed in films. They knew that if they got their product in a film, more people were likely to pick it up and try it themselves. Tobacco companies have paid studio executives, actors, directors, and screenwriters to include smoking and tobacco products in their movies. Sylvester Stallone was paid \$500,000 in 1983 by Brown & Williamson, to use their tobacco products in five of his upcoming feature films. Smoking in movies is unrealistic and deceptive. The rates of smoking in movies are far greater than in real life. Smoking in movies is shown as sexy, rebellious, powerful, and glamorous. In reality, smoking is a nasty habit that takes control of people, and robs them of their money, looks, and lives. For more information about the glamorization of tobacco in movies, go to the Smoking in Movies section of this booklet, or smokefreemovies.ucsf.edu

Advertising targeting youth

For years now, the tobacco industry has publicly stated their strong opposition to youth smoking, and their commitment to stopping it. Behind closed doors, there is a different story. Tobacco companies view children as replacement smokers. They spend billions of dollars in advertising every year, to make smoking appealing to youth. The truth is that the majority of smokers tried their first cigarette before age 18. If youth don't try smoking before the age of 20, they likely never will. In other words, if large numbers of kids did not try smoking, become regular users, and turn into addicted adult smokers, the big tobacco companies would eventually not have enough adult customers to make staying in business worthwhile. Here are some quotes from tobacco industry documents that reveal what Big Tobacco thinks about targeting youth.

“We don't smoke that sh**; we just sell it. We reserve that right for the young, the black, the poor, and the stupid.”
– RJ Reynolds Executive, 1992

“Realistically, if our company is to survive and prosper over the long term, we must get our share of the youth market. In my opinion, this will require new brands tailored to the youth market.”
– Claude Teague, RJ Reynolds Tobacco, Makers of Camel, 1976

“I.T.L. has always focused its efforts on new smokers, believing that early perceptions tend to stay with them throughout their lives. I.T.L. clearly dominates the young adult market today, and stands to prosper as these smokers age, and as it maintains its highly favourable youthful preference.”
– Imperial Tobacco Limited, 1989

With every attempt to ban tobacco advertising comes a new strategy from the tobacco industry to dodge the current restrictions.

Image advertising

During the 1990s, tobacco ads could not show tobacco products, or portray anyone smoking. The Canadian tobacco industry focused heavily on image advertising to continue promoting their brands to the youth market. The tobacco companies design ads that convey certain personal and lifestyle images that appeal to youth. Then they slap their brand name on it, with the implied promise that “if you smoke this brand you can look or be like this.” The Players brand, for example, is often associated with adventure, independence, masculinity, and rebellion. With image advertising there is no need to even show the product, just a scene or group of people who look attractive to youth.

Sponsorship

The Canadian tobacco industry was able to get past restrictions on direct tobacco advertising in the 1990s, by sponsoring sporting and cultural events. By choosing an event that was associated with images they wished their product to be associated with, and plastering their brand name all over it, they could successfully market their brand to thousands of viewers. For example, the Players brand, often associated with images of masculinity, youth, independence, and confidence, was a huge sponsor of car races in the 1990s. Du Maurier, a brand associated with success, maturity, fashion, and materialism, was often a sponsor of cultural events.

Since the 2003 ban on sponsorship of events that attract youth, the Canadian tobacco industry focuses their advertising efforts on point of sale marketing. Tobacco displays in stores are a big part of the Canadian tobacco industry's marketing plan. Tobacco companies pay retailers to give their brands the most visible and prominent display areas. These displays are very large and overstocked, and make smoking appear more popular and acceptable than it actually is. For more information on retail tobacco advertising, see the Retail Power Walls section of this kit.

Denial, deceit, and denial again

For more than 40 years now, the tobacco industry has known that nicotine is addictive, and that its products are harmful. But publicly, the industry has denied this information, and they have gone to great efforts to discredit anyone who tried to reveal the true nature of tobacco products.

“We have not concealed, we do not conceal... We have no internal research which proves that smoking... is addictive.” – British American Tobacco, 1996

In 1994, during sworn testimony in a United States courtroom, the seven CEOs of the leading tobacco companies all testified that they did not believe that nicotine was addictive. However, the tobacco industry secretly views itself as being in the business of selling nicotine, an addictive drug, in the most appealing way possible.

“Nicotine is addictive, we are then in the business of selling nicotine, an addictive drug.” – Brown & Williamson, 1963

“Let's face facts: Cigarette smoke is biologically active. Nicotine is a potent pharmacological agent. Every toxicologist, physiologist, medical doctor, and most chemists know that. It's not a secret.” – Philip Morris, 1982

“...BAT should learn to look at itself as a drug company rather than as a tobacco company.” – British American Tobacco, 1990

“The cigarette should be conceived not as a product, but as a package. The product is nicotine... Think of the cigarette pack as a storage container for a day’s supply of nicotine... Think of a cigarette as a dispenser for a dose unit of nicotine.” – Philip Morris, 1972

In the late 1990’s when the industry documents were made public, the companies responded by trying to change the definition of addiction.

“The definition of addiction is wide and varied. People are addicted to the Internet. Others are addicted to shopping, sex, tea, and coffee. The line I would like to take is that tobacco isn’t addictive, but habit forming.” – Tobacco Marketing Association, 1998

Additional resources

Video resources

To book these resources call KFL&A Public Health at 549-1232, ext. 574 or 575.

Slaying the Dragon (V686)

International TV ads on tobacco industry denormalization. Use this video to get your group talking about the manipulative tactics used by the tobacco industry.

Straight Talk about Tobacco (V586)

Motivational speaker, Patrick Reynolds, grandson of RJR Reynolds speaks about the tobacco industry.

Secrets through the Smoke (V694)

The real tobacco “insider,” Dr. Jeffery Wigand, talks about the true nature inside the tobacco industry. This video is highly recommended for groups who want to expose Big Tobacco.

Smoking the Truth Unfiltered (V890)

Hosted by Tyra Banks, this video exposes the tactics used by the tobacco industry to target and manipulate youth.

Tobacco “X” Files (V891)

This humorous “conspiracy” video exposes the tobacco industry.

Web sites for more information on big tobacco

www.ncth.ca/NCTH_new.nsf - Click on the denormalization tab at the top of your screen. From the drop down list, select industry tactics. This page is full of links that offer evidence of the deceptive tactics used by the tobacco industry.

www.tobaccofreekids.org - This site is from the USA, and has a huge bank of information on Big Tobacco, as well as many other tobacco issues.

www.thetruth.com - This Web site is home to some of the most famous anti-tobacco commercials from the USA. It is user-friendly and very interesting.

www.bigtobaccosucks.org - An entire Web site created to expose Big Tobacco. What more could you ask for?

Campaign ideas

Graffiti wall

Are you sick of Big Tobacco's lies and manipulation? Get your thoughts out on paper... a lot of paper!

Description

Create a long paper wall, and cover it with anti-tobacco graffiti. Tell students at your school what Big Tobacco has been doing to target youth, and give them a chance to vent their frustrations on the graffiti wall. The 'Did You Know' campaign (see below) is a good way to inform students at your school about Big Tobacco.

Age group: Secondary school

Number of participants: As many as possible

Time: One hour to one week

Resources: Long paper roll and markers

Cost: Approximately \$30, or ask to borrow some from your school

Preparation timeline

2-3 weeks before:

- Contact someone at your school, community center, or local mall, and ask if you can cover a wall with poster paper. Try to get a wall that you walk by a lot – chances are a lot of other people do, too.
- Begin researching information on Big Tobacco's tactics.

1 week before:

- Prepare the paper to cover your graffiti wall. Write a phrase in big print on the poster such as, "Hello Big Tobacco from the Youth of (insert your school/group here)!"
- Invite the media to attend your event. (see the getting started section).
- Begin doing morning announcements to explain your plans for your event.

Day of the event:

- Make an announcement on the day of your event, to let students know what you're doing.
- Find a way to tell students about what Big Tobacco had been doing. See the 'Did you know?' campaign idea below.
- Have directions for everyone to write their personal feelings or stories about tobacco on the poster. Can't come up with a personal feeling? How about a fact?
- When you have enough stories, look over the poster to make sure everything is appropriate (no swear words, mean things about other people, etc).
- Get some pictures of people adding their thoughts to the wall and of the whole wall when it is finished. These could be sent to the local paper, to run with a story about your activism against the tobacco industry.
- Take down the poster, and mail it to your favourite tobacco industry executive. You can get their addresses from the tobacco companies' Web sites.

Did you know?

This is a fun activity that will create a buzz around your school, and get kids talking about tobacco issues.

Description

In this event, you can create posters that say “Did You Know?” and place them up all over your school a few days before your event. Make sure the posters are up long enough for students to start guessing what the posters are for. In the meantime, your group can research information that you want to tell your fellow students about Big Tobacco. On the day of your event, your group can wear signs that say “I Know”. When students come up to ask what you know, you can tell them your information on Big Tobacco. It might be helpful to make up flyers or fact sheets with this information, to hand to groups of interested students.

Age group: Secondary school

Number of participants: As many as possible

Time: Two weeks

Resources: Poster paper, markers, tape

Cost: Approximately \$30, or ask to borrow some from your school

Preparation timeline

2-3 weeks before:

- Get permission for your event, and to put up posters.
- Recruit other students to help organize your event.
- Begin doing research on the tobacco industry’s tactics.

1 week before:

- Make “Did you know?” and “I know” posters.
- Invite the media to attend your event. (see the getting started section).
- Create fact sheets and/or flyers with information on Big Tobacco (optional)
- Start doing morning announcements about your event.

2-3 Days before:

- Put the “Did you know?” posters around your school.

Day of the event:

- Tape “I know” posters on students’ t-shirts, and spread the information to interested students.
- Take pictures of your event.

International tobacco issues

Summary of international tobacco issues

- In some areas (like Brazil) Big Tobacco, in a bid to increase production, have reportedly asked that school schedules be rearranged so that children will be available to work on the tobacco crop.
- Big Tobacco uses marketing strategies on women in some countries (like China) which glamorize smoking, making it seem like a sophisticated habit imported from the Western world. These messages link smoking with equality and personal freedom.
- Big Tobacco uses the threat of smuggling to pressure Governments (like India) into lowering tobacco taxes, however in past when these taxes have been lowered, the demand for cigarettes have increased which in turn increased smuggling in order to keep up with the demand.
- When Big Tobacco companies offer bad prices for crop, developing country farmers (like Malawi) have nowhere to turn...farmers are forced to accept low prices for their crop and therefore do not earn enough to purchase imported food to feed their families. In Malawi, they have been duped into only farming tobacco and therefore need to import their basic necessities at a high cost.
- Big Tobacco sets unreasonable manufacturing standards so that workers in many crop growing areas (like Mexico) are exposed to high levels of toxins, pesticides, and insecticides. They have inadequate protective clothing and are often bare foot.

www.bigtabaccosucks.org

Expansion in developing countries

With smoking rates declining or peaking in the north, the multinational tobacco companies have looked to expand their operations in the developing world.

“They have to find a way to feed the monsters they’ve built. Just about the only way will be to increase sales to the developing world.”

– Former tobacco marketing executive, 1991

In 1992, after the fall of the communist rule in the Czech Republic, Philip Morris paid \$400 million for the majority share of the state tobacco industry. It was the biggest US investment in Eastern Europe that year. Tobacco advertisements began to flourish, and soon the Marlboro man appeared everywhere. One of the contests, designed by Philip Morris to attract new young smokers, was for young people to collect a certain number of cigarette boxes in order to be eligible to win a car. Philip Morris controlled 85 percent of the tobacco market. Smoking rates skyrocketed by 40 percent among the 15 to 16-year-old population after Philip Morris arrived in the Czech Republic.

In 1992, Thomas Marsh, an R. J. Reynolds’ Vice-President for Eastern Europe, described the intensity with which the industry was going after new markets:

“It’s trench warfare, hand-to-hand combat. We talk with each other on certain issues of mutual interest, such as smoking and health issues, advertising restrictions, things like that. We have industry associations where we sit down and act like perfect gentlemen — and then we leave the meeting and go out and battle in the streets again. I don’t think there are many other industries that are in as fierce a competition as we are.”

R. J. Reynolds, 1992

As in developed countries, tobacco companies strongly resist and undermine any efforts by public health agencies to control tobacco activity in the developing nations. In 1994, a law restricting tobacco advertising was up for debate before the Czech Republic. Before the debate, Philip Morris invited 20 legislators for a weekend in Switzerland. When the new law was passed, tobacco-advertising executives from Philip Morris had rewritten it.

The following quote, from a British American Tobacco source, summarizes the tobacco industry’s plan to resist and delay efforts to control tobacco activities in the developing countries.

“It is unsafe to assume continued substantial growth in the developing countries in the light of the rapid escalation of pressures

on governments and consumers from the anti-smoking bodies... If we are to maximize growth in the long term in the developing countries, we must strive to neutralize anti-smoking pressure by being perceived as:

- a) Behaving responsibly in the light of the overwhelming view regarding the health effects of smoking.
- b) Gearing our marketing methods to demonstrate that responsibility.
- c) Being an acceptable guest in the host country, where our presence brings substantial economic benefits.
- d) Contributory, rather than exploitive.”

British American Tobacco, 1980

As long as people smoke their cigarettes, the companies are not too concerned about mortality rates.

“The average life expectancy here is about 40 years, infant mortality is high; the health problems which some say are caused by cigarettes just won’t figure as a problem here.” - Rothmans representative in Burkina, Faso, 1988

When asked if it was immoral to market cigarettes to the developing world, a Rothmans representative had this to say: “It would be stupid to ignore a growing market. I can’t answer the moral dilemma. We are in the business of pleasing our shareholders.”



Over the years, the tobacco industry has made claims that they are like any other legitimate business. They claim that they have reformed old business tactics, and hold corporate responsibility as their number one business value. They have made numerous promises to governments that they will engage in self-regulation, and that government imposed bans on tobacco advertising are not necessary. Time and time again, they have lied to and manipulated governments, public health officials, and their own loyal customers. The issues mentioned above are just the tip of the iceberg when it comes to the level of deceit, corruption, and manipulation that the tobacco industry is capable of. Other tactics the tobacco industry has used, that your group might

consider researching, include child labour, animal cruelty, controlling taxes and trade, power in politics, targeting minority groups and women, smuggling, ineffective tobacco industry prevention campaigns, creating front groups to fight their battles (like the Smokers Rights Association), as well as many other issues.

The framework convention on tobacco control

The Framework Convention on Tobacco Control (FCTC) is an international treaty initiated by the World Health Organization (WHO). The objective of the FCTC is to “protect present and future generations from the devastating health, social, environmental, and economic consequences of tobacco consumption and exposure to smoke.”

Tobacco needs to be regulated internationally because the global expansion of Big Tobacco has caused the spread of the tobacco epidemic through national borders. This means that countries cannot regulate tobacco themselves, they need to work together through the FCTC.

Some of the key items in this treaty include:

- Comprehensive bans on tobacco advertisements, promotion and sponsorship.
- Mandatory rotating health warnings on tobacco packaging
- Banning the use of misleading terms (i.e. light, mild, etc.)
- Protect people from exposure to smoke in workplaces, public transit, as well as indoor public places
- Combat smuggling by placing final destination markings on packages
- Increase tobacco taxes

In June 2004, Canada signed in agreement (ratified) to this treaty. In November the 40th country ratified this treaty to make it international law for the signed parties. Other countries are slowly ratifying this treaty as well, however there are still a number of large influential countries (i.e. the United States) who have not ratified and need lobbying, advocating and protesting to bring this issue to the attention of politicians.

Additional resources

Web sites for more information on international tobacco issues

www.globalink.org - An organization and online resource provided by a number of international NGOs and government agencies dedicated to international tobacco control issues

www.tobaccofreekids.org - The Campaign for Tobacco-Free Kids is fighting to free America's youth from tobacco and to create a healthier environment. The Campaign is one of the nation's largest non-governmental initiatives ever launched to protect children from tobacco addiction and exposure to second hand smoke. By doing a search you will find information on international tobacco issues.

www.bigtabaccosucks.org - The campaign against transnational tobacco offers lots of up to date information, news releases, etc. on what Big Tobacco is up to.

www.ash.org - Everything for people concerned about smoking and non-smokers' rights, smoking statistics, quitting smoking, smoking risks and other smoking information (i.e. international issues).

www.cheche.org - The Center for Communications, Health and the Environment (CECHE) is an American non-profit organization devoted to assisting underserved communities worldwide to improve health and alleviate the adverse health affects of environmental pollution. A lot of information can be found around the tobacco epidemic in these communities.

www.corpwatch.org - CorpWatch counters corporate-led globalization through education, network-building and activism. They work to foster democratic control over corporations by building grassroots globalization a diverse movement for human rights and dignity, labour rights and environmental justice.

www.smoke-free.ca - Physicians for a Smoke-Free Canada (PSC) is a national health organization, founded in 1985 as a registered charity. They are a unique organization of Canadian physicians who share one goal: the reduction of tobacco-caused illness through reduced smoking and reduced exposure to second-hand smoke.

www.who.int - The World Health Organization is the United Nations specialized agency for health. WHO's objective is the attainment of all people's highest level of health. This site covers a lot of international tobacco issues.

Campaign idea

Multicultural tobacco fair

Description

Different countries have been affected by big tobacco in different ways. What has been banned in our country to try to keep us safe is often legal or goes unpunished in developing countries. To raise cultural awareness around international tobacco issues, set up a multicultural tobacco fair that highlights the uniqueness of each country's issues.

Age group: High School Students

Time: 3-4 Weeks

Resources: Poster boards, markers, paint, tables, tape, etc. (be creative).

Cost: \$20-\$30, or ask to borrow some from your school

Preparation timeline

3-4 weeks before:

- Create a promotional poster for your event
- Research countries you would like to present
- Seek permission to display/run your event in the school cafeteria
- Divide into subgroups to begin planning displays

2-3 weeks before:

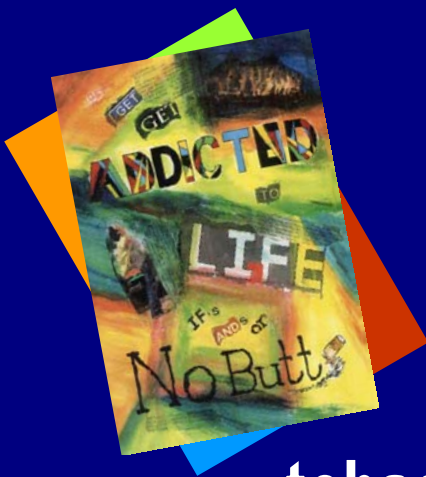
- Purchase raw materials and begin designing displays
- Begin advertising event (PA system, posters)
- Contact local media and invite them to your event

1-2 weeks before

- Decide on extras to draw a crowd; clothing, food, etc.
- Purchase extra supplies as needed
- Continue advertising
- Confirm/remind local media about your event

Day of the event

- Set up tables and displays
- Ensure people are at displays to engage onlookers
- Take lots of pictures



ntk.ca

smoke-fx.com

cyberisle.org

tobaccofreekids.org

tobaccofacts.org

quit4life.com

nicotinefreekids.com

thetruth.com

bigtobaccosucks.org

streettheory.org

cdc.gov/tobacco

healthunit.on.ca/tobacco



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