

# Overcoming Tobacco Industry Interference: Educating the Public and Lawmakers about Tobacco Industry Interference



# SPEAKERS



**Barbara Schillo**

Senior Vice President of  
the Truth Initiative  
Schroeder Institute



**Ann Boonn**

Director of Research at  
the Campaign for  
Tobacco-Free Kids



**Megan Arendt**

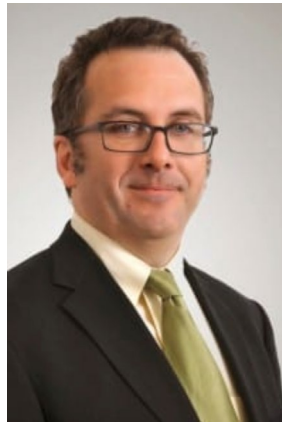
Associate Director of  
Communications at  
Action on Smoking and Health



**Julie Bisbee**

Executive Director at  
Tobacco Settlement  
Endowment Trust

## MODERATOR



**Chris Bostic**

ASH Policy Director



Global action for *everyone's* health.



# Revealing Big Tobacco's Spin: Truth Initiative Resources for Exposing Tobacco Industry Lies

JANUARY 28, 2020

**Barbara A. Schillo, PhD**

Sr. Vice President, Truth Initiative Schroeder Institute®

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## **Barbara A. Schillo, PhD**

Senior Vice President,  
Schroeder Institute  
*Truth Initiative*

Leads a team of research scientists and associates  
to investigate the impact of tobacco-related  
policies on youth and young adults



[bschillo@truthinitiative.org](mailto:bschillo@truthinitiative.org)

# Our Mission

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**Truth Initiative** is dedicated to achieving a culture where all youth and young adults reject tobacco.

We speak, seek and spread the truth about tobacco through:

- education
- tobacco-control research
- community activism & engagement
- treatment innovations



# Tobacco Industry Interference

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With a **\$9 billion** annual marketing budget, tobacco companies **invest almost \$1 million each hour** on promoting their products.

- **Lobbying to undermine** tobacco control policies and programs
- **Paying influencers to post tobacco products on social media,** hosting parties with giveaways and enlisting hip-hop artists for music performances
- Manipulation of the media to **discredit scientific research**
- Use of **menthol, fruit, & candy flavors** and sleek packaging of tobacco products to attract younger users
- Contributions to **social programs and charities** to create an image of corporate social responsibility

# Educating Decision Makers

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Truth Initiative seeks to **disrupt the industry's efforts** to normalize tobacco use among young people and to support the work of decision makers and educators through the publication of resources and publications that **hold Big Tobacco accountable** for their actions and highlight their dangerous tactics.

Our current research efforts seek to:

- Track changes in Americans' perceptions of the tobacco industry
- Identify ways to disrupt the tobacco industry's marketing and reputation management efforts
- Identify effective messages for youth/young adults to increase anti-tobacco industry perceptions and motivate action against the industry

# Truth Reports



## TOBACCO INDUSTRY REPORT (December 2019):

*Spinning a new tobacco industry: How Big Tobacco is trying to sell a do-gooder image and what Americans think about it*

## YOUTH ATTITUDES REPORT (December 2020):

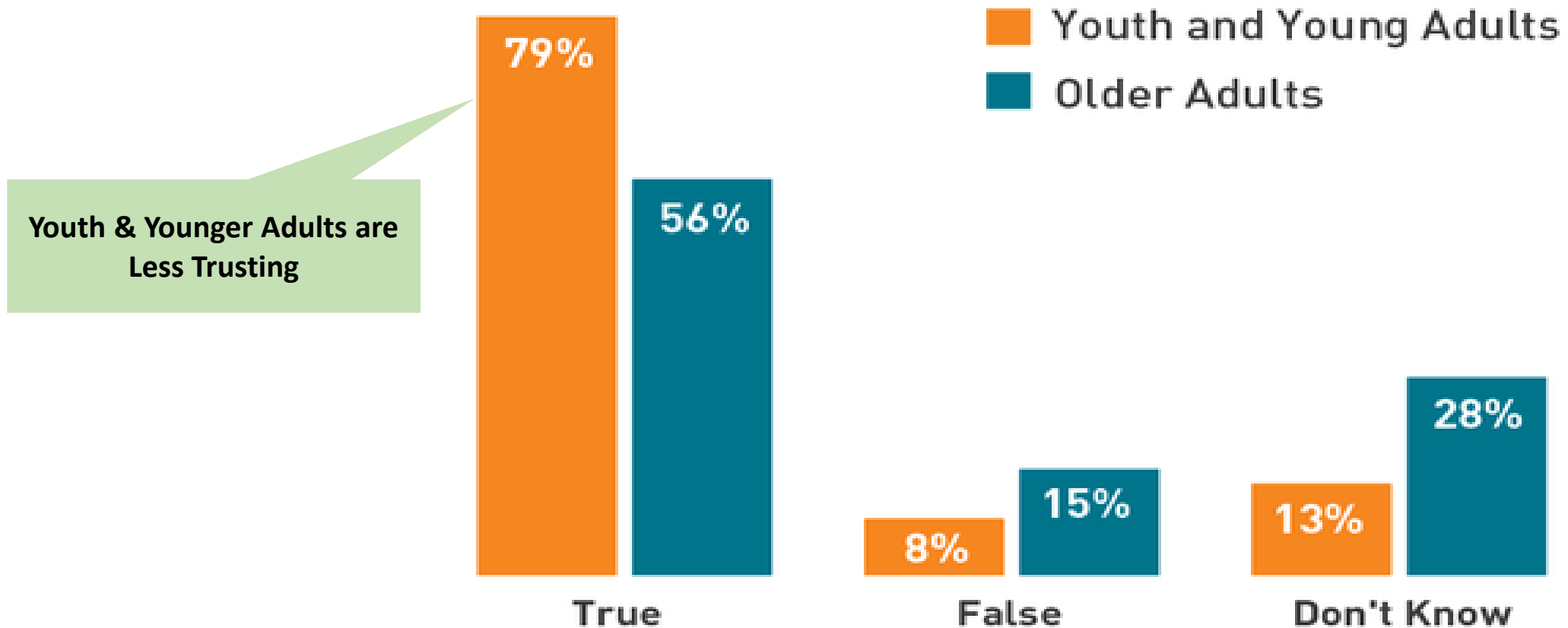
*Seeing through Big Tobacco's Big Spin*



Tobacco Industry Report: <https://truthinitiative.org/research-resources/tobacco-industry-marketing/spinning-new-tobacco-industry-how-big-tobacco-trying>

Youth Attitudes Report: <https://truthinitiative.org/research-resources/tobacco-industry-marketing/seeing-through-big-tobaccos-spin>

## Tobacco companies **use candy or fruit flavors** to get those under 18 to try e-cigarettes<sup>1</sup>



<sup>1</sup>Exact survey questions: Youth/young adult: Tobacco companies use candy or fruit flavors to get young people to try e-cigarettes/vapes. Adult: Tobacco companies are using candy and fruit flavors to market e-cigarettes to children under 18 years old

Source: <https://truthinitiative.org/research-resources/tobacco-industry-marketing/seeing-through-big-tobaccos-spin>

# Additional Truth Publications

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- *How Big Tobacco is trying to makeover its image and protect its bottom line at the expense of public health:* <https://truthinitiative.org/research-resources/tobacco-industry-marketing/how-big-tobacco-trying-makeover-its-image-and-protect>
- *How tobacco vaping companies are exploiting national crises to maintain their bottom lines, putting profit before public health:* <https://truthinitiative.org/research-resources/tobacco-industry-marketing/how-tobacco-and-vaping-companies-are-exploiting>
- *Action needed: Tobacco and pharmacies:* <https://truthinitiative.org/research-resources/tobacco-industry-marketing/action-needed-tobacco-and-pharmacies>
- Tobacco Industry Marketing on TruthInitiative.org: <https://truthinitiative.org/research-resources/topic/tobacco-industry-marketing>

# Industry Interference Continues...



**Oct 2020:** *Altria* made a \$1.8 billion investment in recreational cannabis in 2019 and over 2020 has been patenting cannabis technology.



**Nov 2020:** *British American Tobacco* (BAT) acquired *Dryft* to compete in the fast-growing category of oral nicotine smokeless products (ONP).



**Dec 2020:** *R.J. Reynolds Tobacco Co.* approved to delay compliance with federal graphic warning requirement until 2022.

*Rolling Stone* and *Vuse* co-hosted a run of three virtual concerts that were livestreamed from locations around New York City at the end of November.

# Questions?

[bschillo@truthinitiative.org](mailto:bschillo@truthinitiative.org)



# Thank you

[truthinitiative.org](https://truthinitiative.org)





**ENOUGH  
IS  
ENOUGH**



**MAKE  
TOBACCO  
HISTORY**

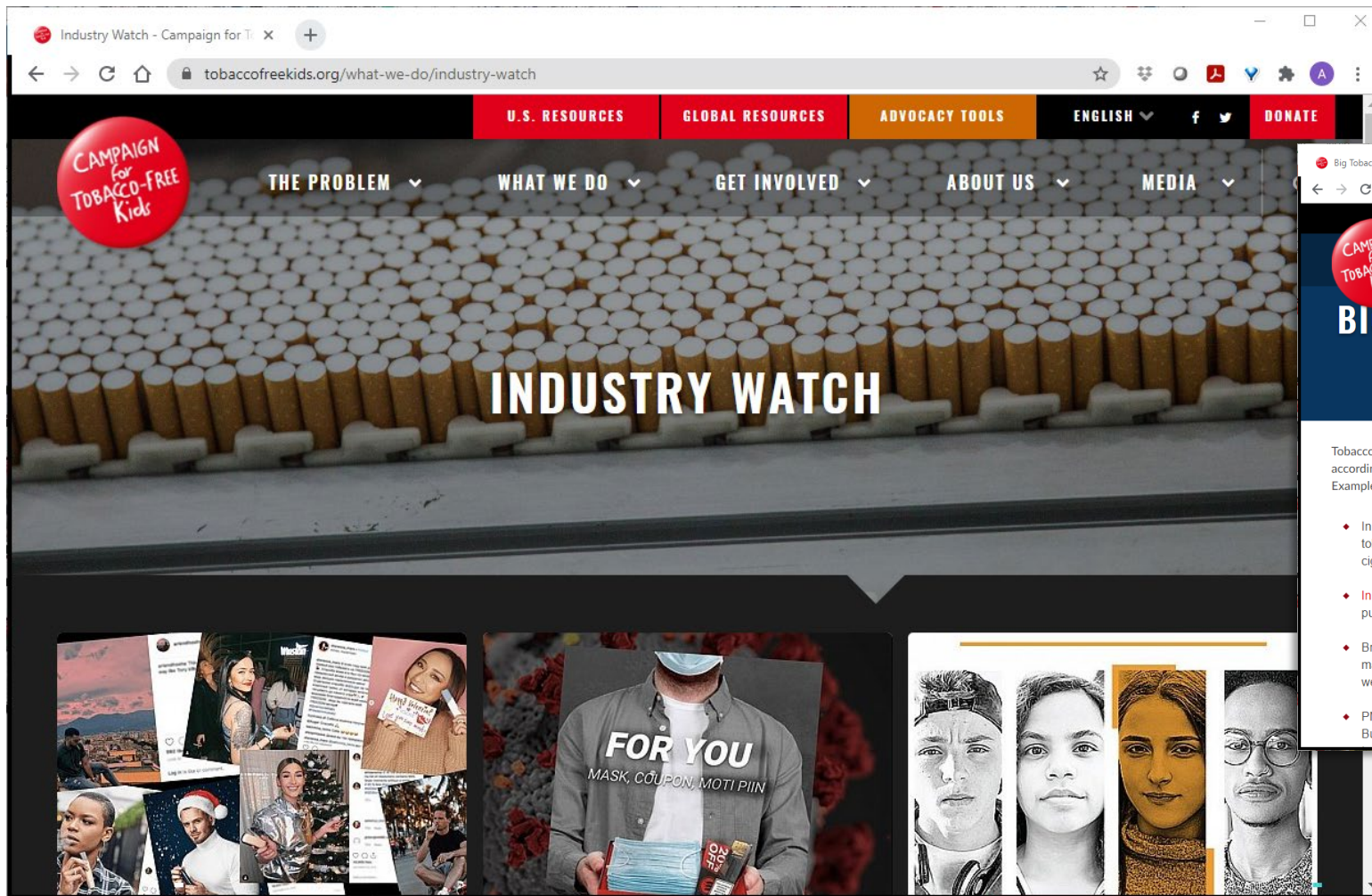
# Resources on Tobacco Industry Interference

Ann Boonn  
Director, U.S. Research  
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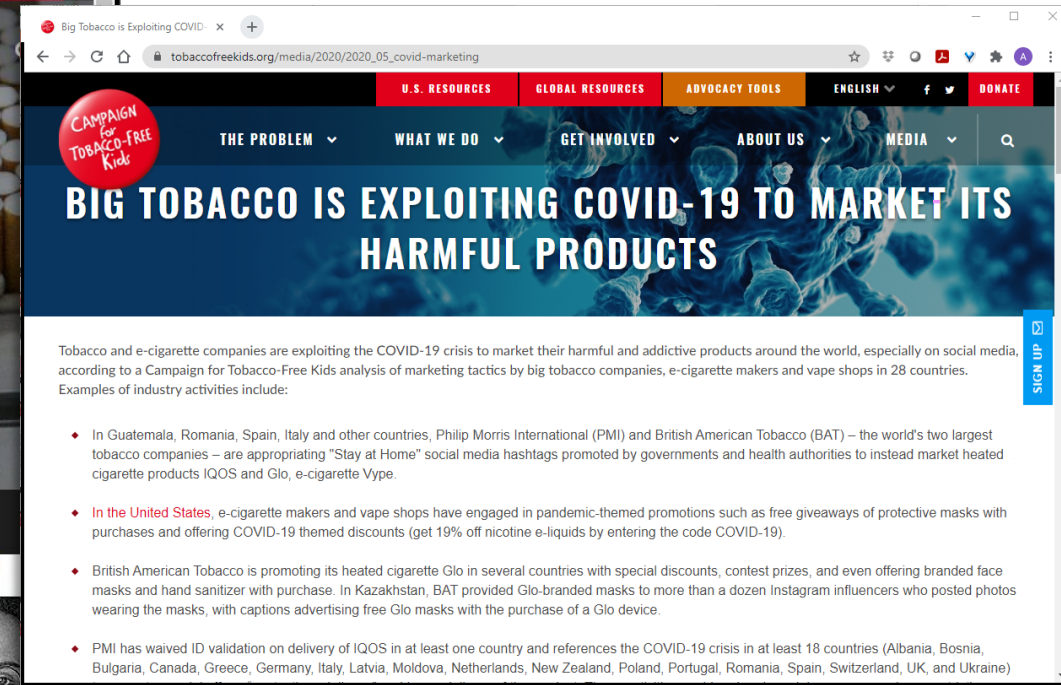
ASH Webinar  
Educating the Public and Lawmakers about Tobacco Industry Interference  
January 28, 2021



# Industry Watch Website



<https://www.tobaccofreekids.org/what-we-do/industry-watch>



[https://www.tobaccofreekids.org/media/2020/2020\\_05\\_covid-marketing](https://www.tobaccofreekids.org/media/2020/2020_05_covid-marketing)



# Tobacco Company PAC Contributions to Federal Candidates

Tobacco PAC Contributions to Federal Candidates

U.S. FEDERAL ISSUES

## TOBACCO PAC CONTRIBUTIONS TO FEDERAL CANDIDATES

THE PROBLEM WHAT WE DO GET INVOLVED ABOUT US MEDIA

The tobacco industry contributes millions of dollars each election cycle to candidates for Congress in an effort to influence federal policies. The Campaign for Tobacco-Free Kids issues regular updates detailing these contributions. So far during the 2019-2020 election cycle, tobacco company Political Action Committees (PACs) have given more than \$1.1 million in contributions to federal candidates

### TOBACCO PAC CONTRIBUTIONS TO MEMBERS OF CONGRESS

Alabama	Illinois	Montana	Rhode Island
Alaska	Indiana	Nebraska	South Carolina
Arizona	Iowa	Nevada	South Dakota
Arkansas	Kansas	New Hampshire	Tennessee
California	Kentucky	New Jersey	Texas
Colorado	Louisiana	New Mexico	Utah

Tobacco Company Political Action Committee (PAC) Contributions to Federal Candidates By Election Cycle and Party, 2005-2020									
Tobacco Company	2005-2006	2007-2008	2009-2010	2011-2012	2013-2014	2015-2016	2017-2018	2019-2020	TOTALS
Altria Group	\$1,001,500	\$728,000	\$857,850	\$965,091	\$863,215	\$883,250	\$653,700	\$645,608	\$6,598,214
RJ Reynolds Tobacco	\$769,500	\$564,500	\$379,450	\$373,500	\$327,000	\$367,000	\$303,000	\$246,960	\$3,330,910
Lorillard Tobacco*	\$184,250	\$190,000	\$128,000	\$225,999	\$288,645	\$21,762	—	—	\$1,038,656
US Smokeless Tobacco**	\$283,250	\$366,000	-\$500	\$0	—	—	—	—	\$648,750
Swisher International	\$46,000	\$44,000	\$88,500	\$57,000	\$89,500	\$124,000	\$64,500	\$111,500	\$625,000
Swedish Match North America	\$39,872	\$58,075	\$73,500	\$54,509	\$40,600	\$40,000	\$11,500	\$1,000	\$319,056
Intl Premium Cigar and Pipe Retailers Association	—	—	\$20,000	\$26,500	\$53,053	\$99,267	\$58,799	\$65,012	\$322,631
Commonwealth-Altadis	—	—	\$68,300	\$77,000	\$65,000	\$33,000	—	—	\$243,300
PURO	—	—	—	\$101,500	\$61,750	\$38,000	\$21,000	\$3,921	\$226,171
Cigar Association	\$17,500	\$48,750	\$19,177	\$11,410	\$35,603	\$20,350	\$28,100	\$8,777	\$189,667
Universal Leaf Tobacco	\$15,622	\$10,350	\$15,000	\$9,500	\$16,500	\$10,000	\$8,500	\$12,500	\$97,972
JUUL Labs	—	—	—	—	—	—	\$24,700	\$73,000	\$97,700
Conwood Sales (Reynolds)*	\$37,500	\$1,000	\$0	—	—	—	—	—	\$38,500
General Cigar	—	—	\$0	\$5,750	\$12,000	\$16,000	—	\$2,500	\$36,250
Alliance One International	\$6,500	\$9,500	\$9,000	\$0	—	—	—	—	\$25,000
Totals	\$2,401,494	\$2,020,175	\$1,658,277	\$1,907,759	\$1,852,866	\$1,652,629	\$1,173,799	\$1,170,778	\$13,837,777

Source: Center for Responsive Politics, 2020. Table includes donations to Democrats and Republicans only (2019-2020 cycle data reflects contributions made through 10/23/20).

\*CRP website total for 2009-2010 is higher because of a donation to an independent candidate.

\*Lorillard was acquired by Reynolds in 2015.

\*Conwood Sales was acquired by Reynolds in 2006.

\*\*US Smokeless Tobacco was acquired by Altria in January 2009.

### Tobacco PAC Contributions

Tobacco Company Political Action Committee (PAC) Contributions to Federal Candidates by Election Cycle, PAC, and Party, 2005-2020

### State Contributions

The National Institute on Money in State Politics tracks contributions to state candidates. The Institute maintains a database of all contributions to state candidates, including contributions from tobacco companies. The Institute's searchable

<https://www.tobaccofreekids.org/what-we-do/us/tobacco-campaign-contributions>



# RICO Resources

U.S. Racketeering Verdict - Camp x

tobaccofreekids.org/what-we-do/industry-watch/doj


U.S. RESOURCES GLOBAL RESOURCES ADVOCACY TOOLS ENGLISH f t DON

THE PROBLEM WHAT WE DO GET INVOLVED ABOUT US MEDIA

## U.S. RACKETEERING VERDICT

### BIG TOBACCO GUILTY AS CHARGED

In a landmark 2006 **judgment**, U.S. District Judge Gladys Kessler found the major U.S. tobacco companies had violated civil racketeering laws (RICO) and engaged in a decades-long conspiracy to deceive the American public about the health effects of smoking and their marketing to children. Among her remedies, Judge Kessler ordered the tobacco companies to publish "corrective statements" that tell the American public the truth about the deadly consequences of smoking and secondhand smoke.



Corrective Statements

View and Share Television Ads and Social Media Graphics >

racketeer {rakə'tir}

Related Materials

<https://www.tobaccofreekids.org/what-we-do/industry-watch/doj>



fraud {frôd}

noun: wrongful or criminal deception intended to result in financial or personal gain; a scam.

See also: Big Tobacco.

tfl.org/tobaccoracketeers

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racketeer {rakə'tir}

noun: a person who engages in dishonest business dealings; a con artist.

See also: Big Tobacco.

tfl.org/tobaccoracketeers

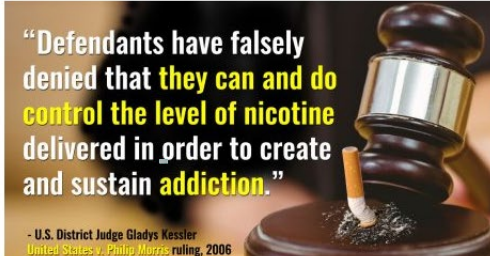
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"Over the course of more than 50 years, Defendants **lied, misrepresented, and deceived** the American public, including smokers and the **young people** they avidly sought as 'replacement smokers,' about the **devastating health effects of smoking.**"

- U.S. District Judge Gladys Kessler  
United States v. Philip Morris ruling, 2006

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"Defendants have falsely denied that **they can and do control the level of nicotine** delivered in order to create and sustain **addiction.**"

- U.S. District Judge Gladys Kessler  
United States v. Philip Morris ruling, 2006

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# Factsheets

## Tobacco and Kids: Marketing

Tobacco Company Marketing to Kids

Tobacco Company Quotes on Marketing to Kids

Trends in Tobacco Industry Marketing

Tobacco Company Marketing that Reaches Kids: Po

State-Specific Tobacco Company Marketing Expend

Allocations of U.S. Cigarette Company Marketing E

Cigarette Company Youth Access Initiatives: Fake a

Tobacco Compani

Flavored Tobacco

Impact of Menthol

Flavored E-Cigaret

Flavored Disposab

Youth Access and

## Toll of Tobacco on Specific Populations: Other Populations

Tobacco Use and Ethnicity

Tobacco Use Among African Americans

Tobacco Company Marketing to African Americans

Tobacco Use and Mental Health

Tobacco Use and the Military

## Other Tobacco Industry Bad Acts

Hidden Agenda: Tobacco Industry Interference with State Policy

Big Surprise: Tobacco Company Prevention Campaigns Don't Work; Maybe It's Because They Are Not Supposed To

Accessing Tobacco Company Internal Documents On-Line

Philip Morris: A Long History of Double Talk

Is Reynolds American Tobacco Company A Good Corporate Citizen? Recent History Says No.

The Tobacco Industry's 1954 'A Frank Statement to Cigarette Smokers'



# Tobacco Industry Interference with State & Local Policy



## HIDDEN AGENDA: TOBACCO INDUSTRY INTERFERENCE WITH STATE & LOCAL POLICY

The tobacco industry continues to aggressively fight reasonable and effective public health policies to protect kids and improve health, despite knowing that tobacco use causes cancer, heart disease and respiratory diseases, among other serious health problems, and remains the leading cause of preventable death in the United States, killing more than 480,000 Americans each year.<sup>1,2</sup> At the state level, the industry uses a number of tactics to undermine efforts to adopt effective tobacco control policies, including funding opposition efforts, lobbying, political donations, hiding behind front groups and other organizations, promoting weaker policies, and failing to disclose conflicts of interest.

### Funding Opposition Efforts

Because the tobacco industry's financial resources dramatically dwarf those of the public health community, one of their key strategies is to fund efforts to oppose policy change.

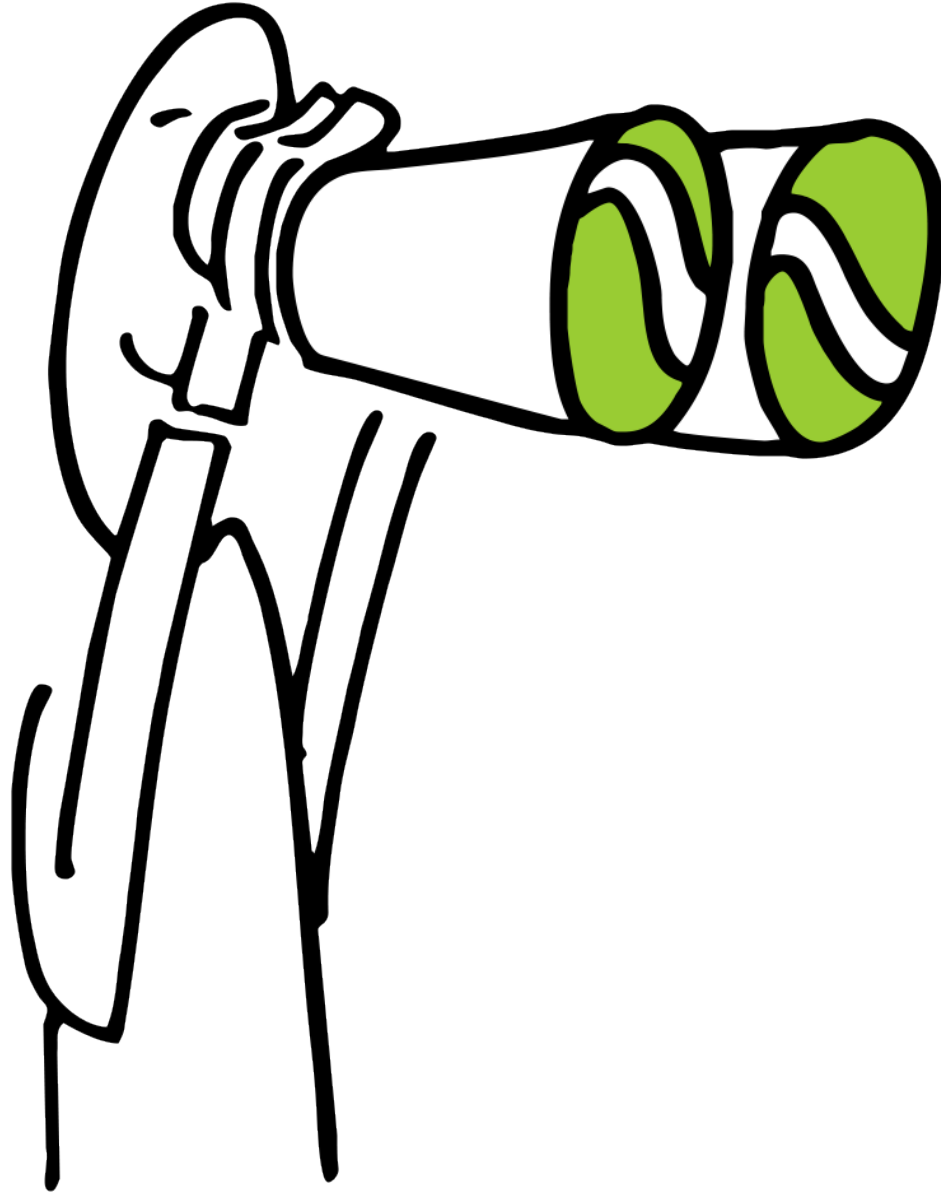
- **2017 San Francisco Flavored Tobacco Products Restriction:** In June 2017, San Francisco approved an ordinance to end the sale of flavored tobacco products – including menthol-flavored cigarettes – throughout the city and county. RJ Reynolds Tobacco Company promptly funded a local ballot initiative to overturn the ordinance, spending nearly \$12 million.<sup>3</sup> The tobacco industry effort to undo the local ordinance erroneously framed it as a ban that would generate a black market, comparing it to the failed War on Drugs. In reality, the local ordinance only restricts flavored products like grape cigars and mint-flavored cigarettes that are attractive to kids. No other tobacco products are affected. San Franciscans voted 68 percent to 32 percent to keep the policy.
- **2016 Tobacco Tax Increase Initiatives:** In 2016, the tobacco companies spent more than \$90 million opposing tobacco tax initiatives in California, Colorado, and North Dakota. In November 2016, California voters approved a ballot initiative to raise the tobacco tax in California by \$2.00, despite the tobacco industry contributing more than \$70 million to defeat it. The opposition committee claimed to be comprised of a broad "Coalition of Taxpayers, Educators, Healthcare Professionals, Law Enforcement, Labor, and Small Businesses," but in reality was funded almost entirely (more than 99%) by tobacco companies, primarily Altria and Reynolds American.<sup>4</sup> The National Association of Tobacco Outlets (NATO) also urged its California retail members to oppose this ballot initiative.<sup>5</sup> While NATO and convenience stores aligned with Big Tobacco, more than twenty business organizations and local chambers of commerce openly supported the tax increase.<sup>6</sup> The tobacco companies had previously spent \$45 million to oppose and narrowly defeat a California tobacco tax increase in 2012.<sup>7</sup>
- **Digital Advocacy:**
  - Altria funds the Citizens for Tobacco Rights to facilitate opposition to tobacco control policies like taxes and restrictions on flavored products that appeal to kids.<sup>8</sup> The website offers a range of resources, including videos, infographics, an advocacy toolkit, and talking points. A recent e-newsletter provided the option to receive monthly cell phone messages with updates on "legislative and regulatory issues."<sup>9</sup> This system was used, in addition to the donations described above, to rally "no" votes on Colorado's 2016 tax initiative, which was defeated 47 to 53.<sup>10</sup>
  - Reynolds American funds New Tobacco Road, a website that purports to raise awareness of the black-market cigarette trade, but that in reality provides arguments and access to digital advocacy alerts to oppose state tobacco tax increases.<sup>11</sup>

### Tobacco Industry Political Donations

The tobacco industry uses donations to independent political committees and parties, leadership committees, and to candidates themselves to wield influence, in states both large and small.

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Phone (202) 296-5469 · Fax (202) 296-5427 · [www.tobaccofreekids.org](http://www.tobaccofreekids.org)

<https://www.tobaccofreekids.org/assets/factsheets/0389.pdf>





# FTC Reports on Marketing Expenditures by Cigarette and Smokeless Companies



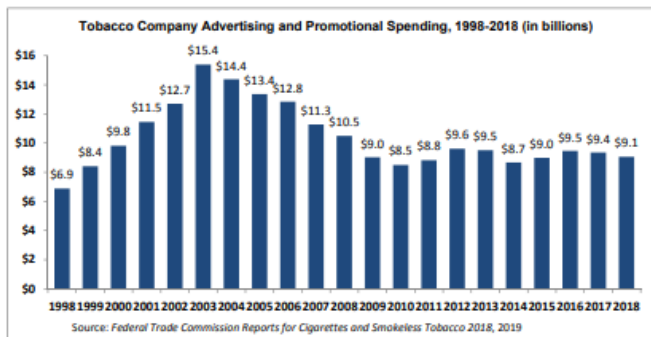
## TRENDS IN TOBACCO INDUSTRY MARKETING

In the November 1998 multi-state Master Tobacco Settlement Agreement (MSA), the major cigarette companies and U.S. Smokeless Tobacco, Inc. (the biggest smokeless tobacco company) agreed not to "take any action, directly or indirectly, to target youth... in the advertising, promotion, or marketing of tobacco products."<sup>1</sup> These companies claim they have fully complied with the settlement and stopped marketing to youth, but studies show that tobacco companies spend more on marketing now than they did before the settlement, and the bulk of spending is on strategies that reach and appeal to kids.

In August 2006, U.S. District Court Judge Gladys Kessler released her final opinion in the U.S. Government's landmark case against tobacco companies, describing how the tobacco companies continue to target youth with sophisticated marketing campaigns. According to Judge Kessler, "... Defendants continue to engage in many practices which target youth, and deny that they do so. Despite the provisions of the MSA, Defendants continue to track youth behavior and preferences and market to youth using imagery which appeals to the needs and desires of adolescents."<sup>2</sup> In 2014, the U.S. Surgeon General reassessed this finding, stating that, "...the tobacco industry aggressively markets and promotes lethal and addictive products, and continues to recruit youth and young adults as new consumers of these products."<sup>3</sup>

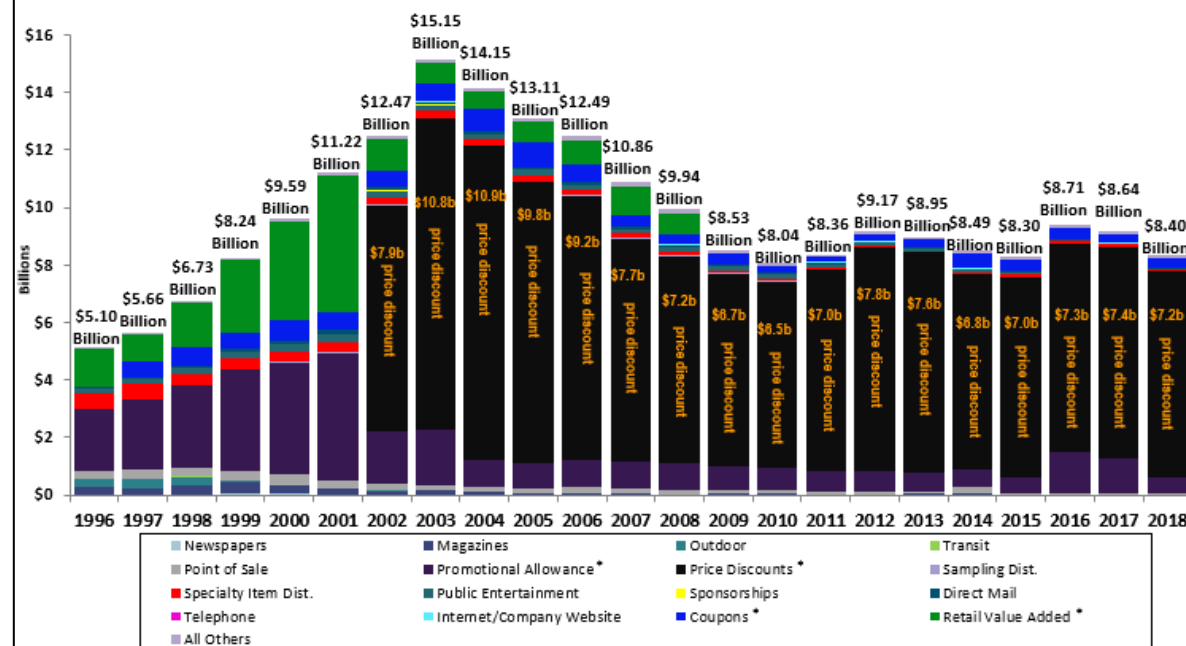
### Increased Tobacco Industry Spending on Advertising and Promotion

In 1999, the first year after the MSA, the tobacco companies spent \$8.4 billion on advertising and promotions, an increase of \$1.5 billion (22%) and, at the time, the largest one-year increase since the U.S. Federal Trade Commission (FTC) began tracking tobacco-industry marketing expenditures in 1970. By 2003, tobacco industry marketing had more than doubled to a record high spending of \$15.4 billion. Much of this increase was in categories effective at reaching kids, including price discounts paid to cigarette retailers or wholesalers that reduce the price of cigarettes to consumers, two-for-one promotions that make cigarettes more affordable to kids and in-store advertising.



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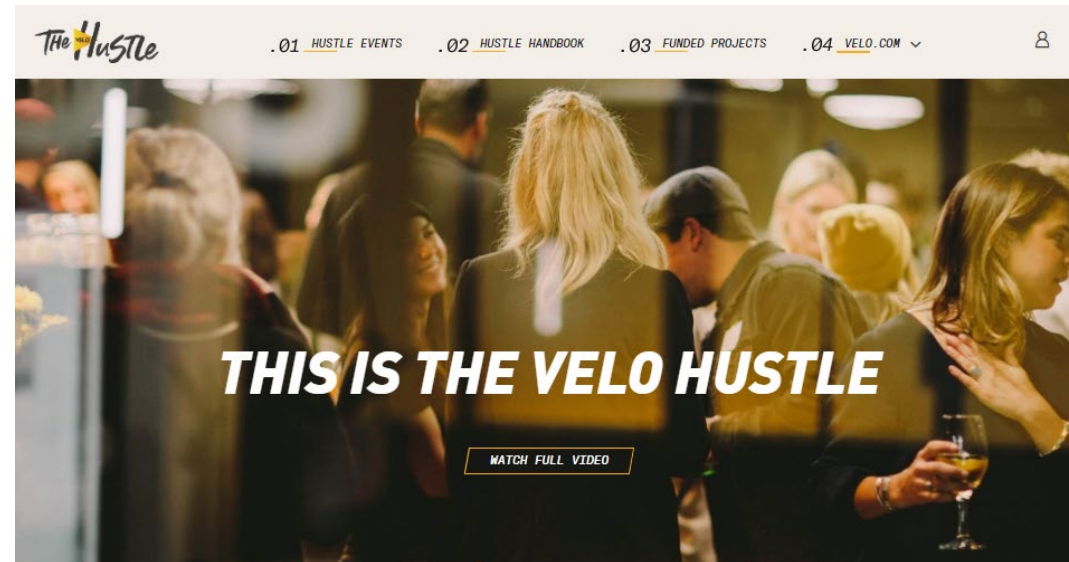
## U.S. Cigarette Advertising and Promotional Expenditures, 1996 – 2018



Source: Federal Trade Commission Cigarette Report for 2018. Data for top 5 manufacturers only.

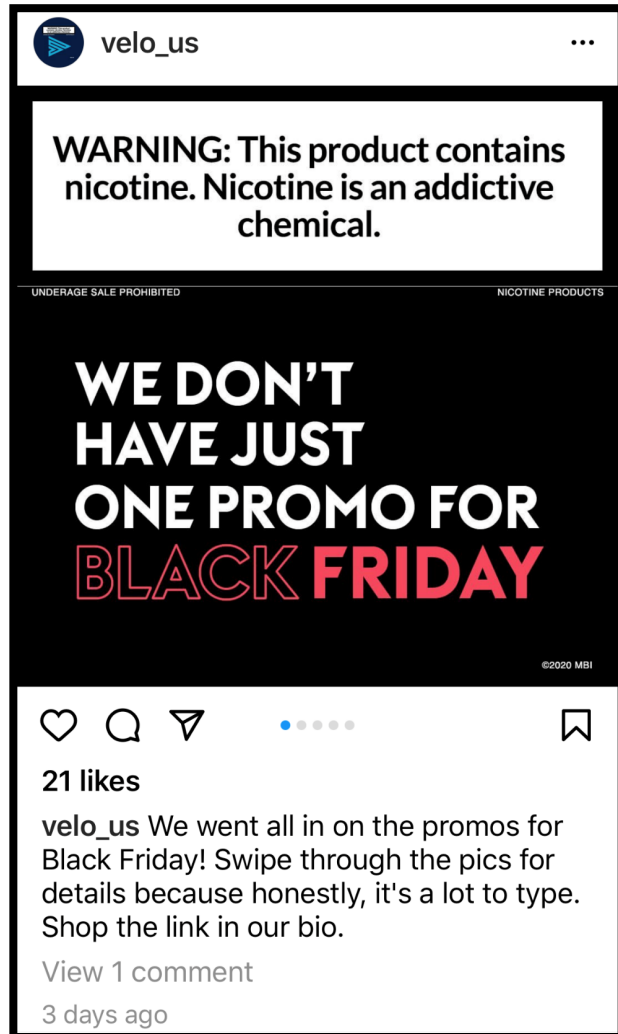


# Event Sponsorships





# Discounts and Sweepstakes





# New Products and Flavors

**WARNING: This product contains nicotine. Nicotine is an addictive chemical.**



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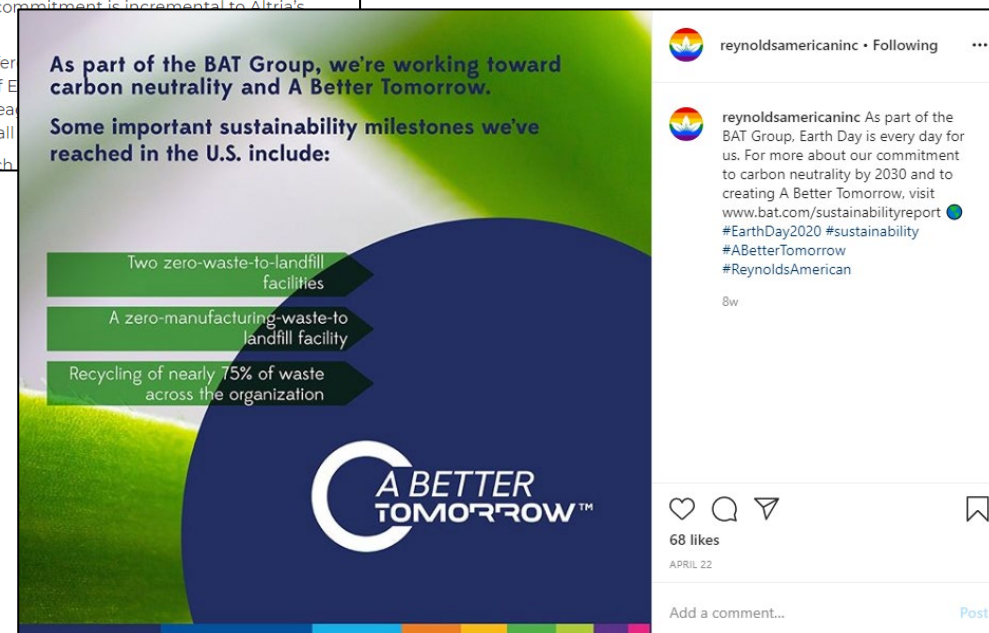
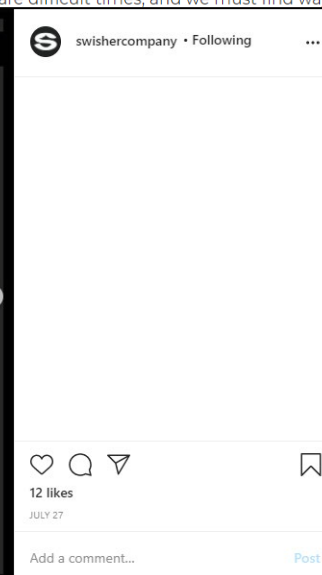
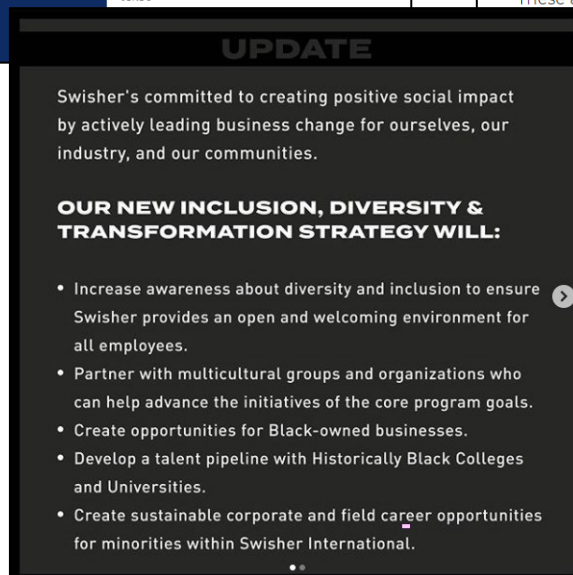
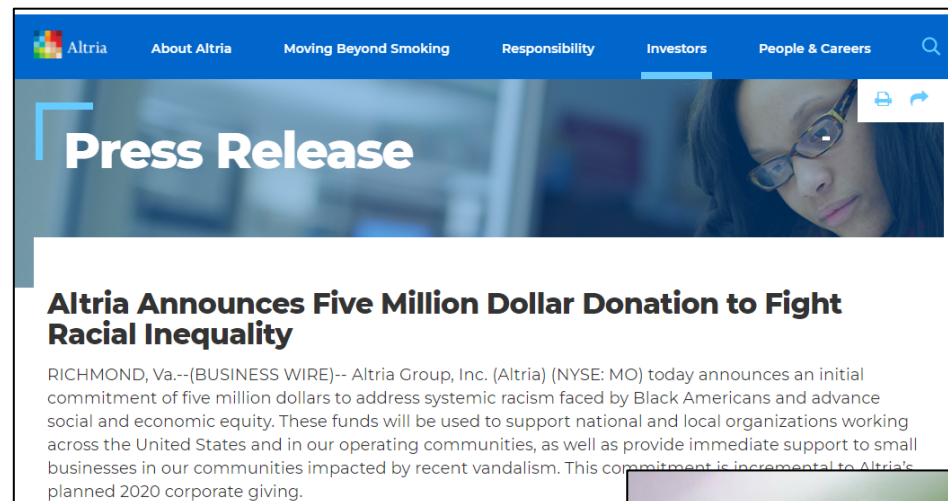
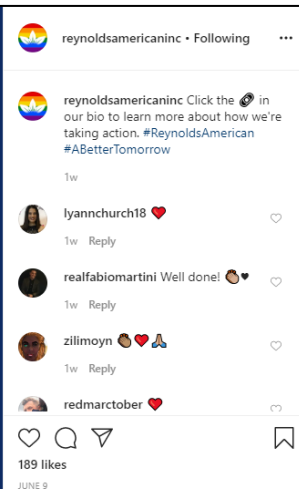


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LIMITED EDITION



# Corporate Image/CSR

We stand against racism and discrimination in all forms, and we condemn all acts of hate against African Americans and other groups.





# Policy Opposition

Local, State and Federal tobacco taxes and restrictions on the sale of tobacco products can hurt your business. Governments often pass new laws quickly, so you need to stay informed about what is happening in your area. You and your business matter and making your voice heard is crucial to our success in fighting for fair tobacco policies.



## WILL YOU ADVOCATE FOR YOU?

Take this survey to learn more about how you can get involved

**TAKE SURVEY** [CLICK HERE](#)



**Altria**  
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Tobaccoissues.com is operated on behalf of Philip Morris USA, U.S. Smokeless Tobacco Co., John Middleton, and Nat Sherman.

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### 1 YOUTH USE VS. NEEDS OF THE ADULT SMOKER

The 2020 National Youth Tobacco Survey (NYTS) vaping devices than 2019 compared to the previous year, but 3.6 million minors still did, with eight out of 10 saying they used flavored products. At the same time, flavors are also playing a pivotal role in meeting the needs of adult (21+) smokers.

After the FDA issued its January 2020 guidance that took non-tobacco and non-menthol flavored e-cigarette cartridges (pods) off the market, it appears that a high percentage of older, former smokers who had switched products. With data making compelling arguments on both sides, the determining factor may lie in why youth under the age of 21 may choose to vape.

### 4 BAD ACTORS VS. GOOD ACTORS

Often, manufacturers of products receiving scrutiny guidelines and marketing best practices, while other less scrupulous suppliers bring lower-quality products to the public without concern over basic safety or acceptable marketing practices.

When states or local municipalities decide to ban flavors markets arises. As the supply chain moves away from a regulated environment, criminal elements tend to fill the gap. In the case of age-restricted products, this shift tends to circumvent any system of age verification or adherence to product standards, regulation or taxation.

### 5 UNINTENDED CONSEQUENCES

The choices the FDA makes in the coming months will affect what adult consumers of tobacco and nicotine products will have for many years to come, with everyone from public health officials to industry stakeholders and the general public living with the ramifications.

"Bidi" Vapor fully supports proper regulation of the category so that all ENDS products meet the highest manufacturing, safety and marketing standards for adult smokers, with the ultimate goal of improving the public health," said Niraj Patel, president and CEO of Bidi" Vapor, which submitted its PMTA on Sept. 8, 2020. "We look forward to working with the FDA as it constructs its regulatory policy based on science and facts."

Based in Melbourne, Fla., Bidi" Vapor, manufacturers and markets the premium vape pen called Bidi" Stick, and is committed to the highest standards in manufacturing, marketing to adults age 21 and over and age-verification practices both for online and at brick-and-mortar retail.

### 2 DRIVERS BEHIND YOUTH USE OF ENDS ARE BROAD

While flavors are a part of the larger issue of youth and underage vaping, it comes with a **myriad of other issues**—just as important if not more so—including teens wanting to look "cool," issues of **availability and access** to the devices and simple curiosity.

### 3 NOT ALL DEVICES ARE ALIKE

ENDS devices on the market **vary widely**, from products designed to meet all accepted manufacturing guidelines regarding safety and quality to those that are counterfeit, subpar or sold without regard to established manufacturing standards, marketing guidelines or compliance with any local, state or federal regulation.

[Read more about this article here](#)

**WARNING:** This product can expose you to chemicals including formaldehyde, which is known to the State of California to cause cancer, and nicotine, which is known to the State of California to cause birth defects or other reproductive harm. For more information, go to [www.P65Warnings.ca.gov](http://www.P65Warnings.ca.gov).

## No on Amendment 72

Wrong for Colorado. Wrong for our Constitution.

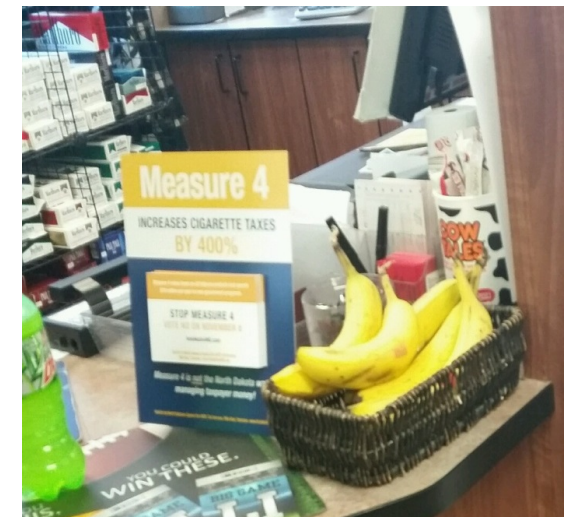
**Locks New Spending into Our Constitution**  
The \$315 million tax hike **locks new spending deep into our Constitution** that can't be changed without another Constitutional amendment and statewide vote of the people — even in cases of waste, fraud and abuse.

**Gives a Blank Check to Special Interests**  
More than half of new spending is earmarked for programs that haven't even been determined yet. Powerful special interests will receive hundreds of millions of dollars with **little accountability and virtually no oversight**.

**Less Than 20% Goes to Smoking Prevention**  
Amendment 72 raises tobacco taxes by \$315 million, but only allocates less than 20% of the new tax money to smoking prevention.

**Blank check spending like Amendment 72 doesn't belong in Colorado's Constitution.**

**No on Amendment 72**  
No Blank Checks in the Constitution  
[www.VoteNoOn72.com](http://www.VoteNoOn72.com)  
Paid for by No Blank Checks in the Constitution, VoteNoOn72.com





# Links to Resources

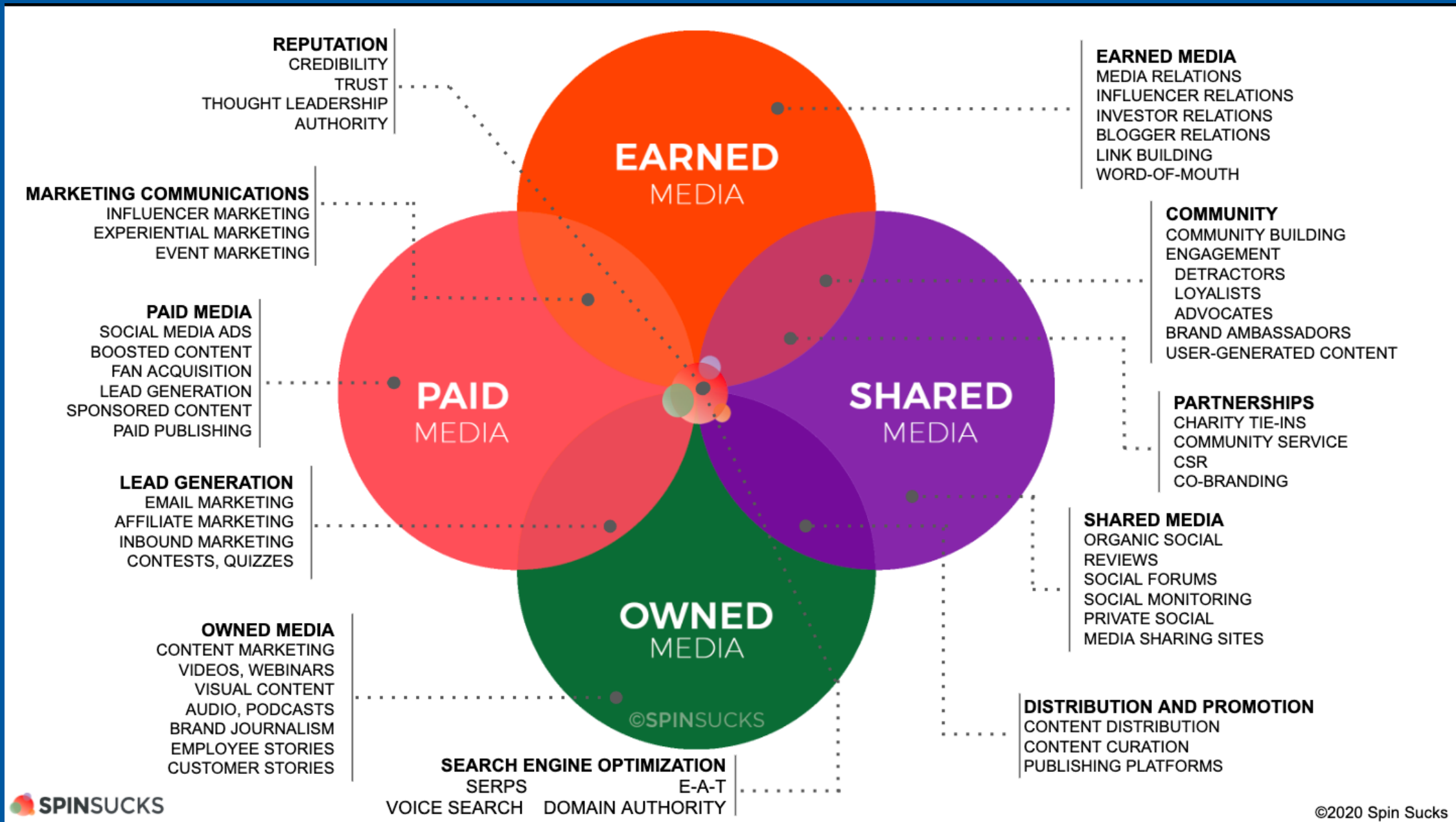
- Industry Watch: <https://www.tobaccofreekids.org/what-we-do/industry-watch>
- RICO Case: <https://www.tobaccofreekids.org/what-we-do/industry-watch/doj>
- Factsheets:
  - Tobacco and Kids: Marketing: <https://www.tobaccofreekids.org/fact-sheets/tobaccos-toll-health-harms-and-cost/tobacco-and-kids-marketing>
  - Toll of Tobacco on Specific Populations: <https://www.tobaccofreekids.org/fact-sheets/tobaccos-toll-health-harms-and-cost/toll-of-tobacco-on-specific-populations-other-populations>
  - Other Tobacco Industry Bad Acts: <https://www.tobaccofreekids.org/fact-sheets/tobacco-industry-activities/other-tobacco-industry-bad-acts>
    - Tobacco Industry Interference with State & Local Policy: <https://www.tobaccofreekids.org/assets/factsheets/0389.pdf>

# Effective Earned Media Strategies

January 28, 2021

**Megan Arendt**

Associate Director of Communications  
Action on Smoking and Health  
[arendtm@ash.org](mailto:arendtm@ash.org)



# PESO Model

# ASH's Owned Media

Educational Tool for advocates to use to get attention in your state from lawmakers and citizens.



<https://ash.org/2020index>

U.S. Tobacco  
Industry Interference  
**SPOTLIGHT**

## Arizona

Altria and Juul backed a bad Tobacco 21 bill in Arizona that would have blocked cities, towns and counties from regulating the sale of tobacco products. The bill would have overridden virtually every local regulation now in existence, ranging from how far tobacco shops have to be from schools to enhanced penalties for retailers who sell to anyone who is underage. About the only thing that local governments would have been allowed to do is control tobacco and vaping use on government properties, including any publicly funded stadiums.



**ASH**  
ACTION  
ON SMOKING & HEALTH

U.S. Tobacco  
Industry Interference  
**SPOTLIGHT**

## Arkansas

In 2019, JUUL successfully lobbied for T-21 legislation in Arkansas that included language preempting local governments from enacting any laws on the manufacture, sale, storage or distribution of tobacco products, including restrictions on flavored tobacco products.



**ASH**  
ACTION  
ON SMOKING & HEALTH

U.S. Tobacco  
Industry Interference  
**SPOTLIGHT**

## California

JUUL was a sponsor of the 2019 California Democratic Party state convention. The vape product manufacturer – of which a 35% stake is owned by Altria – also spent more than \$211,000 in lobbying at the Capitol in Sacramento and bought advertising in capital media. Also in 2019, Juul collected 9,500 signatures needed to place a ballot measure on the November 5 election in San Francisco that would have preempted and overruled the city's ban on flavored tobacco products (including e-cigarettes) as well as the city's Tobacco 21 law and legislation previously passed that prohibited the sale of e-cigarettes in San Francisco until the FDA issues an order authorizing their sale.

On August 31, 2020, the California Coalition for Fairness, funded by R.J. Reynolds and Philip Morris, filed a notice with the state to seek a referendum on the statewide law signed that same month by Governor Gavin Newsome to ban the sale of flavored tobacco products. If opponents qualify for a referendum by collecting signatures of 623,212 registered voters by December 10, implementation of the flavor ban will be delayed for two years (required to be placed on hold until the next statewide general election in November 2022).



**ASH**  
ACTION  
ON SMOKING & HEALTH

U.S. Tobacco  
Industry Interference  
**SPOTLIGHT**

## Colorado

Big Tobacco launched a **forceful effort to stop a bill** that would ask Colorado voters to approve a cigarette tax increase and a new nicotine tax, spending thousands of dollars on a social media campaign against it and hiring some of the most powerful lobbyists at the state Capitol to ensure the measure was killed. Their opposition came quickly – even before the measure was introduced, state records suggest.



**ASH**  
ACTION  
ON SMOKING & HEALTH

U.S. Tobacco  
Industry Interference  
**SPOTLIGHT**

## New York

The Tobacco Hooks Kids Committee was pursuing a ban of all flavors (including menthol) in all tobacco products in New York State. The tobacco industry sent lobbyists to the state capitol and worked with the Reverend Al Sharpton and his group the National Action Network and Keith L.T. Wright, the boss of the Manhattan Democratic Party, to raise the specter of unfair police enforcement (invoking Eric Garner) of black people smoking menthol cigarettes. The bill has since been set aside.

Altria is in line to spend nearly \$800,000 this year on lobbying in New York; much of it state lobbying, and some on local ordinance lobbying, according to a review of lobbying records and retainer agreements for the Virginia-based firm. Other big lobbying spenders: Juul (\$516,000); RJR (\$369,000); a cigar trade group (\$57,000); a state and national vapor association (\$150,000); Top Tobacco (\$78,000); SI Group Client Services (\$55,000), and others. In all, they will spend more than \$2 million this year in New York State. Kenmore-based Magellan Technologies employs 200 people locally; it makes and distributes flavored vaping products nationwide. It is spending \$120,000 on a single lobbyist: Joel Giambra, the former Erie County executive. Former Buffalo Assemblyman Sam Hoyt, who ran Cuomo's economic development agency in the region, also was signed up as a Magellan lobbyist.



**ASH**  
ACTION  
ON SMOKING & HEALTH

U.S. Tobacco  
Industry Interference  
**SPOTLIGHT**

## Oklahoma

During 2019 and 2020, up to 14 contract lobbyists were registered to represent the tobacco industry at the Oklahoma State Capitol. Both years, tobacco industry lobbyists succeeded in stalling legislation that would have closed major loopholes in state smoking laws and restored the rights of Oklahoma communities to require smokefree workplaces. In 2020, the tobacco industry worked through their lobbyists to promote legislation of their own design to rewrite Oklahoma's statutory definitions for tobacco products. The proposed amendments would have exempted a broad range of emerging tobacco products – including the R.J. Reynolds Revel brand and the Swedish Match ZYN brand – from any state tobacco excise tax. Also in 2020, tobacco industry lobbyists in Oklahoma worked behind the scenes to ensure that proposed legislation to raise the legal age to purchase tobacco products to 21 (matching the recent change in federal law) did not address any other long-standing deficiencies in the 1994 Oklahoma Prevention of Youth Access to Tobacco Act. As a result, penalties and enforcement remain inadequate to deter Oklahoma's high rates of tobacco sales to youth, state tobacco retail licenses continue to cost only \$10 per year, and no license is required to sell addictive vaping products.



**ASH**  
ACTION  
ON SMOKING & HEALTH

U.S. Tobacco  
Industry Interference  
**SPOTLIGHT**

## Oregon

The tobacco industry, including JUUL, was successful in derailing what would have been the first flavor ban in Oregon. On January 8, 2020, the Clatsop County Board of Commissioners (BoCC) adopted a Tobacco Retail License ordinance (TRL), the strongest in the state of Oregon because of its inclusion of prohibitions on price discounts and coupon redemption. The final proposed ordinance contained a flavor ban on all nicotine containing products and sailed through the BoCC first reading without a hitch and was supported by all five city councils. Before the second reading, the Public Health Director received a call from a representative of a national tobacco retailer association just inquiring about the TRL. Each commissioner also received a letter from a JUUL representative offering to help write a better ordinance.

The night of the second reading several retailers, smokers and vapers showed up to protest the flavor ban and accused advocates of "bait and switch" because an earlier copy of the ordinance did not include the flavor ban. The JUUL lawyer showed up and repeated her offer of assistance to help write a better ordinance. As a result, the Chair called for an uncommon third reading. In the meantime, county management and the BoCC decided it was best to take out the flavor ban and get the ordinance in place first and then go back with the flavor ban at a later date. The pandemic hit shortly after and the flavor ban is no longer on the radar.



**ASH**  
ACTION  
ON SMOKING & HEALTH

U.S. Tobacco  
Industry Interference  
**SPOTLIGHT**

## Texas

The tobacco industry attempted a last-minute change on a proposed tax on e-cigarettes in 2019. The **new language was drafted by Altria lobbyists** and brought to the governor's staff the night before the vote. The change would have imposed a nominal tax on e-cigarettes that would have had no impact on public health. Ultimately, the bill died due to an administrative technicality.

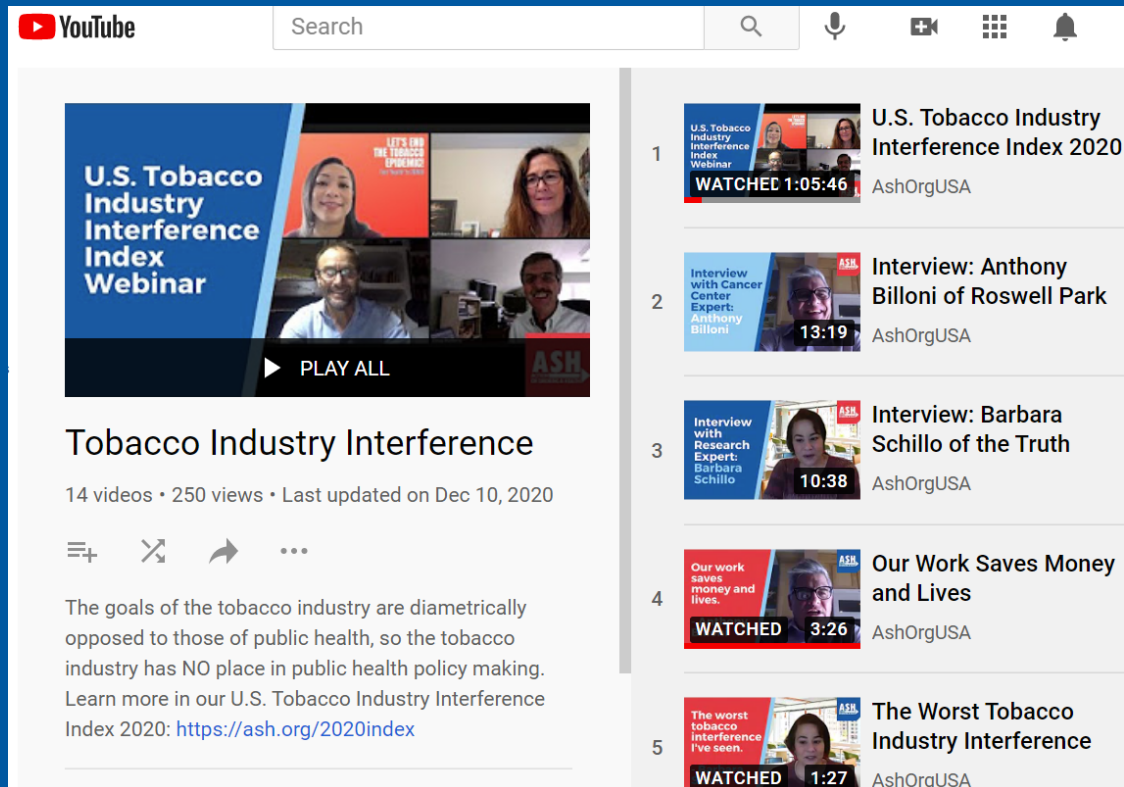


**ASH**  
ACTION  
ON SMOKING & HEALTH

**ASH**  
ACTION  
ON SMOKING & HEALTH

Global action for everyone's health.

# Videos and Graphics



The screenshot shows the YouTube channel 'AshOrgUSA' with a playlist titled 'Tobacco Industry Interference'. The playlist contains 14 videos with 250 views, last updated on Dec 10, 2020. The videos listed are:

1. U.S. Tobacco Industry Interference Index Webinar (WATCHED 1:05:46) AshOrgUSA
2. Interview: Anthony Billoni of Roswell Park (13:19) AshOrgUSA
3. Interview: Barbara Schillo of the Truth (10:38) AshOrgUSA
4. Our Work Saves Money and Lives (WATCHED 3:26) AshOrgUSA
5. The Worst Tobacco Industry Interference I've seen. (WATCHED 1:27) AshOrgUSA

[www.youtube.com/user/AshOrgUSA](https://www.youtube.com/user/AshOrgUSA)



## U.S. Tobacco Industry Interference SPOTLIGHT

### Utah

In 2020, the Utah state legislature was poised to pass strong legislation to address youth e-cigarette use in the state, but **industry interference resulted in a weakening of the policies**. Vaping industry lobbyists with close ties to state representatives worked behind the scenes to reduce the impact of vaping-related bills, including lowering the level of the originally proposed e-cigarette tax, adding exemptions to a strong proposal to prohibit the sale of flavored e-cigarettes, and amending a proposal so that vape shops could continue to sell products in areas frequented by kids.

**ASH**  
ACTION ON SMOKING & HEALTH

All report graphics available for free download and re-use:

<http://ow.ly/1i7x50DcTwa>

Canva Home Templates ▾ Features ▾ Learn ▾ Plans ▾

What would you like to design?

Log in Sign up

## Create a design

Recommended Social Media Events Marketing Documents Order Prints Video School Personal

Presentation Video Instagram Post Facebook Post Poster Logo Flyer

### Presentation

Create blank

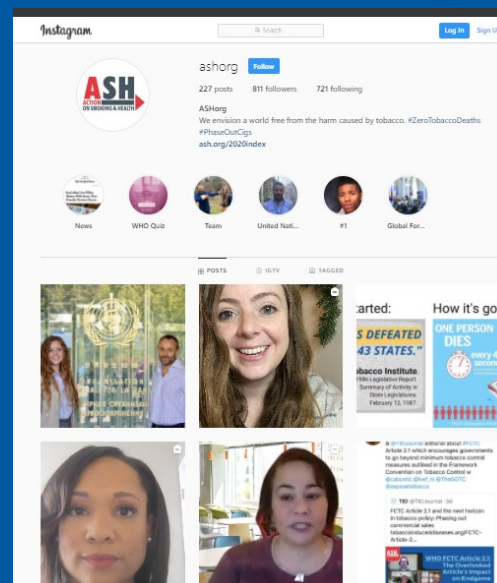
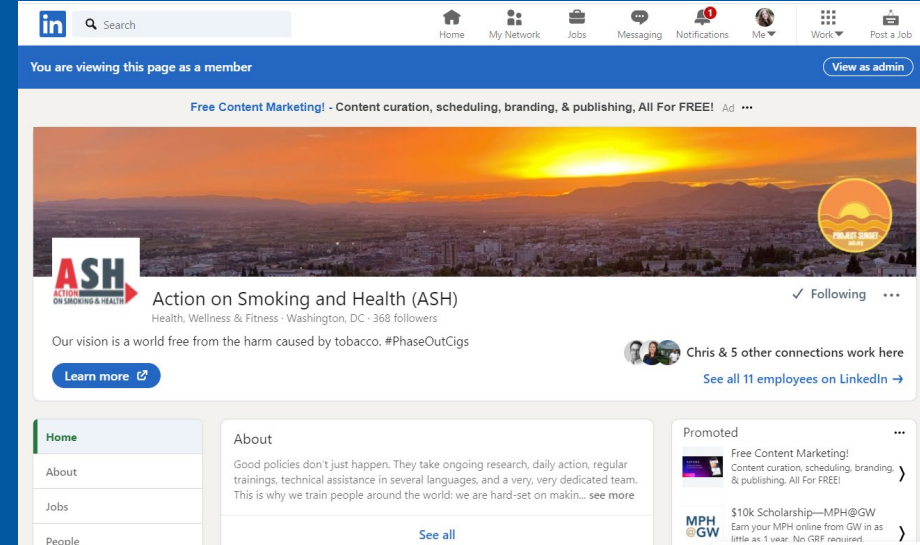
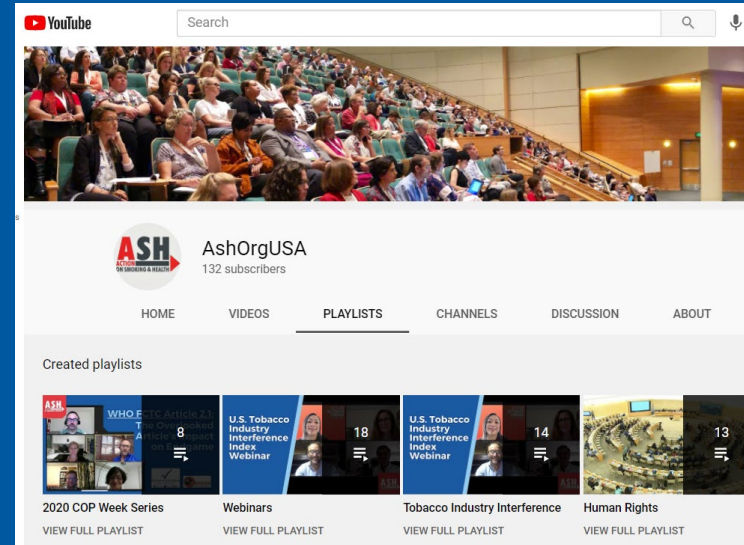
A Student's Guide to Learning from Home

A STUDENT'S GUIDE TO LEARNING

New Hire Resources

<https://www.canva.com/>

# Shared Media



# Earned Media



The media's the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that's power. Because they control the minds of the masses.

— *Malcolm X* —

AZ QUOTES

# Press Release

## Dissemination

- Website
- Social media
- Email to reporters
- Email to supporters
- Paid wire service

### HOW TO CRAFT

## The Perfect Press Release



1. Headline of Press Release
2. For Immediate Release Date of Publish
3. Press Contact Info: Name, Email, Phone
4. Summary Bullet Points
5. Intro Paragraph: This should introduce what your press release is about.
6. The second paragraph should go into a bit more detail and include a relevant quote from a team member.
7. The third paragraph should include anymore relevent information that the reader of your press release needs to know.
8. This section should contain the boilerplate of your organization.

CoSchedule

# Press Events

## Virtual Press Conference

- By phone
- By zoom (broadcast to YouTube)
- RSVP required for join info
- Allows for expert speakers from around the country and world.



# Letters to the Editor (LTE)

- Response to article in that same outlet
- 100 words
- 2 days after original article was published

# Op-eds (Opposite the Editorial)

1. ONE single thesis
2. 4-5 line paragraphs
3. 550 words
4. Attention-grabbing headline
5. 1<sup>st</sup> paragraph is key
6. Pitching – go local
7. Strong pitch email – best content in 250 words
8. Follow up

# Blogs

**ASH**  
ACTION  
ON SMOKING & HEALTH

Global action for *everyone's* health.



HOME THE PROBLEM THE SOLUTION + MAKE IT HAPPEN +

BREAKING → ASH STATEMENT: U.S. REJOINS THE WORLD HEALTH ORGANIZATION



## WHY I FIGHT

Home > Support Our Work

We all joined the tobacco control movement for different yet similar reasons. Whether in honor of a loved one struck down by tobacco addiction, a sense of outrage at an industry that profits from death, or a desire to protect future generations, we are all [here to fight the good fight and to work ourselves out of a job.](#)

We combat the tobacco industry because they threaten the health of every society they touch. They have the money to continue to fight, but we have the passion to fight harder.

Within the tobacco control community, we share our motivations with each other, but now it is time to tell the world why we fight, every day, in every language, in every community, and why we won't give up until every community is tobacco-free and until the tobacco industry is only known through history books.

Submit your story via [ho@ash.org](mailto:ho@ash.org) and join the conversation.

 [Make a donation to support this life-saving work.](#)



Together, we can **END** the world's **leading cause of preventable death.**

#StandWithHealth

### MAKE IT HAPPEN

[SUPPORT OUR WORK](#)

[E-NEWSLETTER](#)

[WHY I FIGHT](#)

### CONNECT & STAY INFORMED

Sign up for the newsletter:

Email Address

### FOLLOW US!





Why I Fight: News/Talk Radio Host & Author Forrest Carr



Why I Fight: John's Dying Wish



Why I Fight: Marie Hepp

<https://ash.org/why-i-fight>

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ACTION  
ON SMOKING & HEALTH

Global action for *everyone's* health.

HOME THE PROBLEM THE SOLUTION + MAKE IT HAPPEN +

BREAKING → END OF 2020 MESSAGE FROM ASH EXECUTIVE DIRECTOR LAURENT HUBER



## BLOG



### Mil Gracias for Not Smoking Indoors during COVID-19—Lungs Can Only Take so Much!

January 21, 2021

Contact: Cliff Despres (210) 562-6517 [despres@uthscsa.edu](mailto:despres@uthscsa.edu) By choosing to not smoke indoors, a smoker deserves a thank-you for protecting...



### ASH Statement: U.S. Rejoins the World Health Organization

January 21, 2021

Statement of Laurent Huber, Executive Director of Action on Smoking and Health Washington, DC - January 21, 2021 - Action on Smoking and Health (ASH)...



### WHO FCTC Head of the Secretariat Dr. Adriana Blanco Marquizo at the UN Human Rights Council

January 15, 2021

On January 14, 2021, Dr. Adriana Blanco Marquizo, Head of the FCTC Secretariat, presented to the UN Human Rights Council about the connections between...



### Why Tobacco Still Matters

January 13, 2021

By: Chris Bostic, Policy Director at ASH Our national house is on fire



### "Virtually" Anything Is Possible: Anti-Tobacco & Anti-Vaping Instruction



### End of 2020 Message from ASH Executive Director Laurent Huber

<https://ash.org/category/blog>

# Thank you

**Megan Arendt**

Action on Smoking and Health

[ArendtM@ash.org](mailto:ArendtM@ash.org)

<https://ash.org>

**#PhaseOutCigs**



@ASHorg

@ASHglobalAction



# **Fighting Tobacco Industry Interference in Oklahoma**

**Julie Bisbee, Executive Director  
Oklahoma Tobacco Settlement Endowment Trust**

# TSET's Role, Goal and Partners

- Constitutionally protected endowment
- Mission to improve health and quality of life
- Accountable programs and services addressing the hazards of tobacco use and other health issues
- Funds grants on both community and statewide level to reduce leading causes of death – cancer and cardiovascular disease
- Works in concert with other state agencies, public health entities and nonprofit groups to coordinate efforts

# Industry Influence in Oklahoma

- Longtime tobacco industry involvement in Oklahoma's legislative process – 14 registered lobbyists
- Industry documents revealed that they had strong influence over the writing of Oklahoma's pre-emption laws
  - No comprehensive statewide smokefree law
  - Cities may not pass stronger ordinances

# Ways to Engage and Provoke Engagement

- Paid interventions
  - Print Ads
  - Television Ads
  - Radio Ads
  - Instant Articles
  - Promoted Posts
  - Interactive Quizzes
- Non-paid interventions
  - Blogs/Op-Eds
  - Podcast
  - Toolkits
  - Radio Liners
  - Shared Social Media
  - Response Graphics
  - Partner Outreach

# How We Speak to Oklahomans

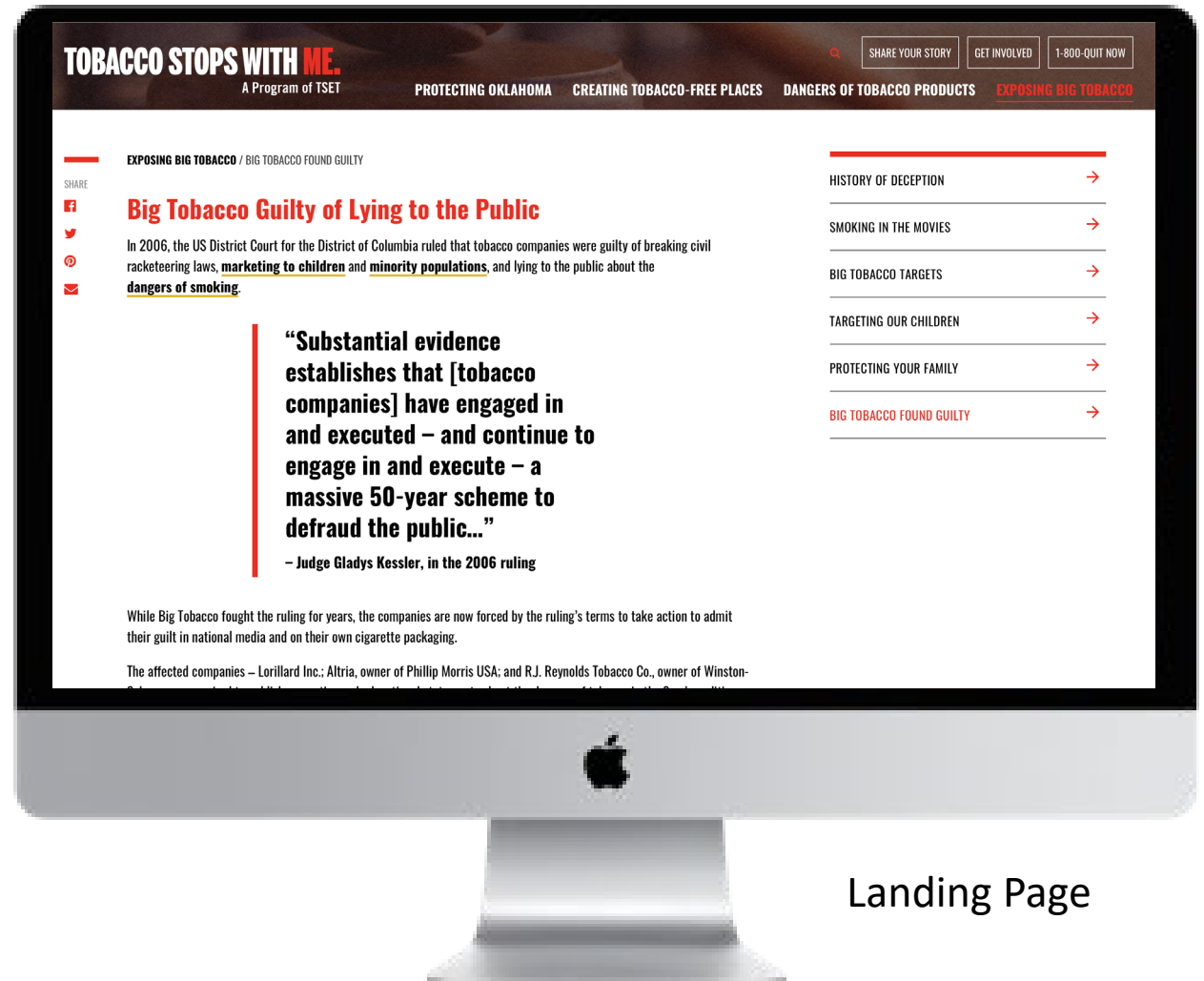
- Health communication interventions
  - Includes both paid and non-paid options
- Tobacco Stops With Me Brand
- Corrective Statements campaign
- NotOK campaign
- Big Tobacco Targets campaign
- “Red Kit” toolkit for direct funded grant interactions

# Corrective Statements Campaign



Instant Article

## Social Video



Landing Page

# Corrective Statements Response Graphics



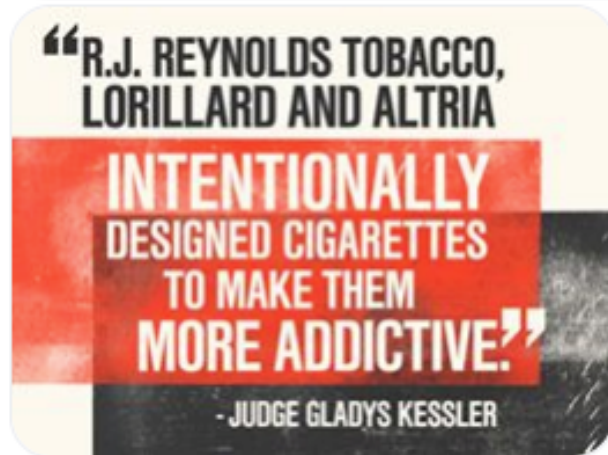
Also likes Chickasaw Country, KWTB - NEWS 9 and 2 other pages

**BJ Millwee** Sad part is they have known this is so addictive since the 1930's & 1940's. I believe even how addictive the nicotine itself!!!! Research it!!!!!! It's harder for some than others. It literally IS in your genes!!!!!! 😞😞

Like · Reply · 32w



**Tobacco Stops With Me** ✓ BJ, you're exactly right. After decades of deception, Big Tobacco is now being forced to own up to their lies. We encourage you to read more about this ruling by visiting <http://bit.ly/2Eqx4ye>.



Also likes ONIE Project, Once Upon a Child South OKC/Moore and 14 oth...

**Nancy Hale** How many are still sucking the smoke into their lungs? Knowing the results? Addiction, don't point fingers of shame at others. Choice!

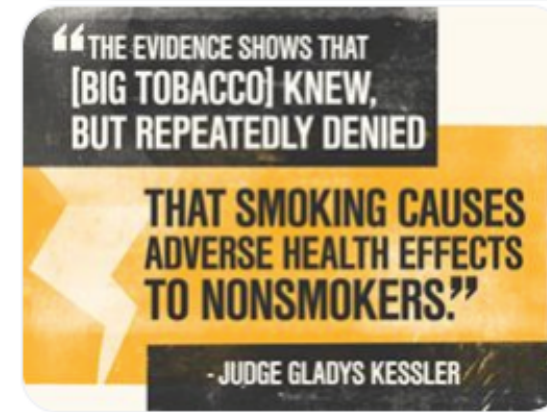
Like · Reply · 32w



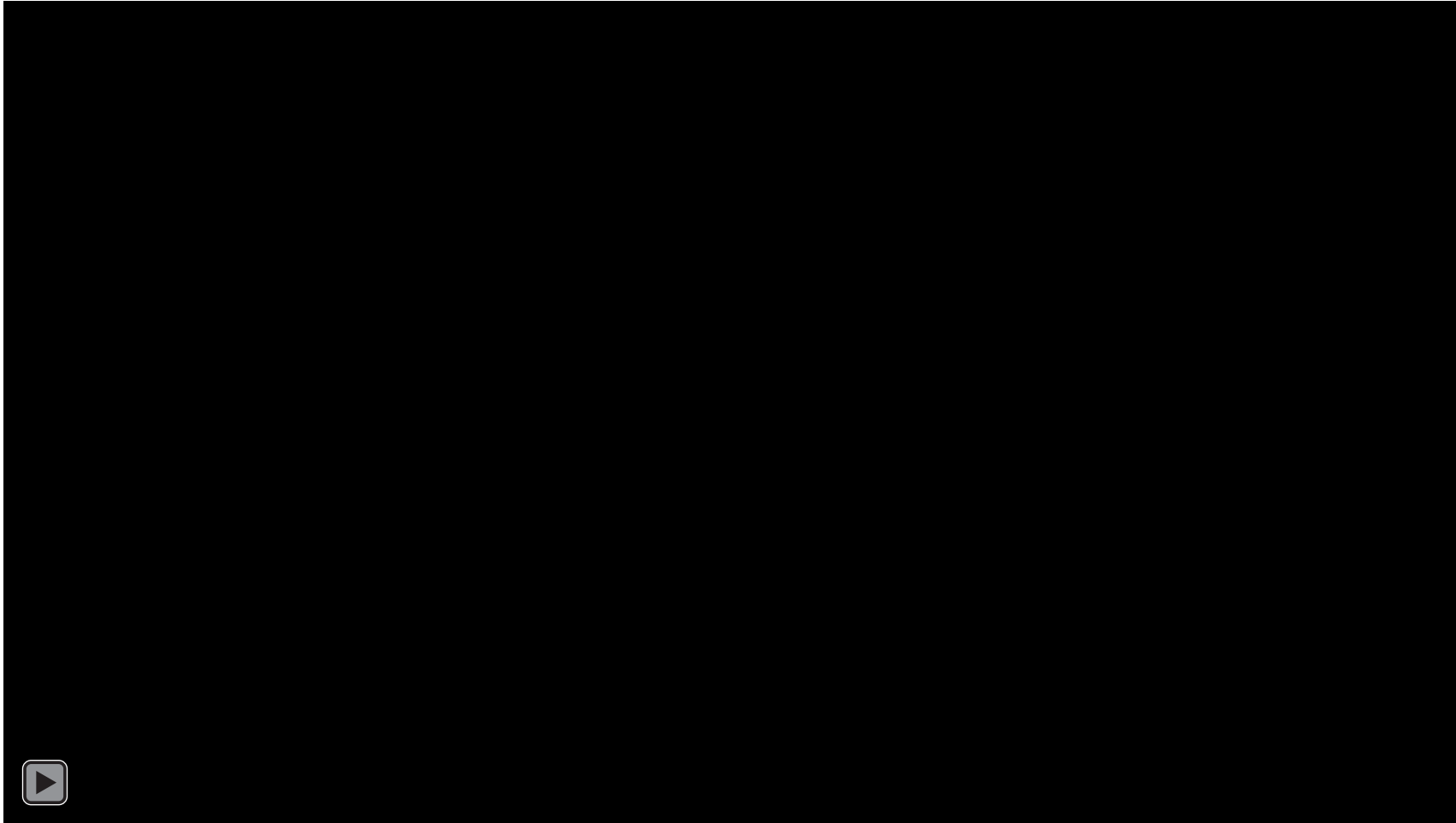
1



**Tobacco Stops With Me** ✓ Nancy, in 2006, the U.S. District Court for the District of Columbia ruled that tobacco companies were guilty of breaking civil racketeering laws, marketing to children and minority populations, and lying to the public about the dangers of smoking. Now, Big Tobacco is forced to own up to their lies. We encourage you to read more about this ruling at <http://bit.ly/2Eqx4ye>.



# Corrective Statements Television Ad



TOBACCO STOPS WITH **ME.**

# NotOK Campaign

## Print Ads



**KIDS WILL TRY ANYTHING... JUST ADD THE RIGHT FLAVOR.**

Big Tobacco will stop at nothing to addict Oklahoma kids. Even with the recent flavored vape cartridge ban, the tobacco industry continues to find loopholes to peddle their deadly products.

Disposable vapes come in flavors like Sour Apple, Mango and Blue Raz – making it easier for kids to start vaping and smoking. Once addicted to tobacco, kids can stay hooked for life.

**4 out of 5 kids who use tobacco start with a flavored product.**

**THAT'S NOT OK**

Join the fight to protect our kids at  
**TOBACCO STOPS WITH ME.com**  
TSET



**YOU MAKE MISTAKES AT 18. They shouldn't last a lifetime.**

**9 out of 10 smokers start before 18.**  
For many kids, that means that one mistake leads to a lifetime of addiction.

**THAT'S NOT OK**

By raising the age to purchase tobacco to 21, we can keep thousands of Oklahoma kids from ever starting.

Learn more about Tobacco 21 at  
**TOBACCO STOPS WITH ME.com**  
TSET

## Partner Outreach

**TOBACCO STOPS WITH ME. STRONGER OKLAHOMA TOBACCO POLICIES**  
BUILDING A HEALTHIER TOMORROW, TODAY.

Tobacco and secondhand smoke still harm Oklahomans at home and at work. It's poisoning and addicting our children. It's burdening our healthcare industry and costing Oklahomans billions. Whether you use tobacco or not, we all pay a price... and that's not OK.

<b>9 out of 10</b> adult smokers started in their <b>teens</b>	Residents' state and federal tax burden from smoking-caused government expenditures: <b>\$804 per household</b> whether you smoke or not	Smoking-caused productivity losses in Oklahoma: <b>\$2.1 billion</b>	Annual health care costs in Oklahoma directly caused by smoking: <b>\$1.62 billion</b>
--	--	--	--

\*Campaign for Tobacco-Free Kids

**BY MODERNIZING OUR TOBACCO CONTROL AND PREVENTION POLICIES, WE CAN REVERSE THE TERRIBLE TOLL OF TOBACCO ON OKLAHOMA.**

High-impact, low-cost policies can prevent and reduce tobacco use and exposure to secondhand smoke. Plus, most Oklahomans support these proven, common-sense policies — including smokers and those who live with them.

A brighter future is waiting, and these 7 tobacco policies below will help us get there.

**1. 100% CLEAN INDOOR AIR**

Smokefree environments protect the health of both employees and patrons. Hardworking Oklahomans exposed to secondhand smoke in the workplace are 20-30% more likely to develop lung cancer. Let's close the loopholes in the state's Clean Indoor Air law to protect health and keep our state competitive with surrounding states.

**77% of Oklahomans favor a law making all public places smokefree.**

**2. STRENGTHEN ENFORCEMENT AGAINST UNDERAGE TOBACCO SALES**

Mandating and expanding the use of statewide merchant education. Increasing random retailer compliance checks. Enforcing stronger penalties for selling to those underage. A variety of policies can reduce youth access to tobacco through retail sources.

**A 1% increase in merchant compliance = a 2% decrease in kids' risk of becoming daily smokers.**

## Toolkit



**TOBACCO STOPS WITH ME.**  
"NOT OK" CAMPAIGN TOOLKIT  
TOBACCO 21 TALKING POINTS

### "NOT OK" MEDIA CAMPAIGN OVERVIEW:

For decades, Oklahoma has been at the mercy of tobacco companies. They target our children and poison our loved ones with their deadly products. Thousands face serious health problems and preventable death from tobacco. It's costing our state billions in health care costs. Whether you use tobacco or not, we all pay a price. Big Tobacco puts profits over people.

### THAT'S NOT OK.

By implementing proven, effective control and prevention policies for today's tobacco challenges, we can save Oklahoma from the terrible toll of tobacco.

Below are common-sense, proven policies that are positively impacting the health of other states.

- Prohibiting smoking in cars with children present.
- 100% clean indoor air.
- Raising the minimum legal age to buy tobacco products to 21.
- Banning all menthols and flavored tobacco.
- Cigarette price increases over the next decade.
- Strengthening enforcement against underage tobacco sales.
- Removing smokers as a protected class of employees.

**TOBACCO CONTROL AND PREVENTION POLICIES HAVE BEEN PROVEN TO NOT ONLY REDUCE TOBACCO USE, BUT ALSO INCREASE THE OVERALL HEALTH OF PEOPLE IN STATES THAT HAVE IMPLEMENTED THEM.**

These policies will pave the way for the healthier future Oklahoma deserves.

It's time to take a stand against tobacco in Oklahoma. **ARE YOU READY?**

**TOBACCO STOPS WITH ME.**



**TOBACCO STOPS WITH ME.**

# NotOK Preemption

## Op-Eds



Home / Opinion / Guest Column / Bisbee: Empower local leaders on smoking laws

## Bisbee: Empower local leaders on smoking laws

By: Julie Bisbee Guest Columnist December 8, 2020 0



Julie Bisbee

The coronavirus pandemic has highlighted the role city and county officials play in supporting health and protecting the public. Many Oklahomans have sought COVID-19 tests at county health departments. Mayors, city councils and school boards have weighed evidence when enacting prevention measures for their communities.

However, there's one area of public health where local officials find their hands tied – protecting citizens from tobacco use.

State law in Oklahoma prohibits local officials from enacting protections from cancer-causing secondhand smoke that are stricter than state law. While more than 60% of Americans enjoy comprehensive clean indoor air protections, Oklahomans do not. Local communities cannot pass clean indoor air laws that close the

loopholes in state law, such as banning smoking in bars and hotel rooms. Cities and counties are limited in their ability to restrict tobacco advertising often placed at eye-level for children.

In 2013, lawmakers passed a law that made all state buildings smoke-free – finally closing the smoking room in the basement of the Capitol. This law allows cities and counties to enact ordinances making government-owned properties smoke-free. More than 100 Oklahoma cities have done so.

## Shared Social Media



## Blogs



NEWSROOM / A HISTORY OF BIG TOBACCO'S PREEMPTION PUSH IN OKLAHOMA

SHARE



## A History of Big Tobacco's Preemption Push in Oklahoma

Published by Tobacco Stops With Me on December 18, 2020

We spoke to Doug Matheny, Programs and Initiatives Manager for State and Local Policy at the University of Oklahoma TSET Health Promotion Research Center, about what tobacco preemption is and Big Tobacco's nefarious role in statewide policy in Oklahoma.

### Preemption is a vague term; can you explain what it means and how it impacts the ability of Oklahoma communities to take action on tobacco?

Very simply, preemption is when a higher level of government prohibits a lower level of government from acting on an issue. It's the exception rather than the rule. With tobacco preemption, the state is prohibiting communities from adopting any ordinance stronger than Oklahoma's weak statewide laws on [smoking in workplaces](#), tobacco advertising and youth access to tobacco products.

### How has preemption affected tobacco cessation in Oklahoma? What kind of policies are being prevented from going into effect on a local level?

Tobacco is the leading cause of preventable illness and death. Most smokers started as kids and are trying to quit. However, if an Oklahoma community wants to take action to protect the health of their citizens from tobacco, in most circumstances, they can't. For example, Oklahoma communities are not allowed to adopt 100% smokefree workplace laws. This is a major impediment to public health. We know smokefree workplace laws not only eliminate secondhand smoke, they help current smokers quit. Also, when smoking is not seen as commonplace, it lessens the likelihood of young people ever starting to smoke.

TOBACCO STOPS WITH ME.

# NotOK Preemption

TSET Better Health Podcast



The screenshot shows a podcast player interface. At the top left is a green square logo with a white headset icon and the text 'TSET BETTER HEALTH PODCAST'. To the right of the logo, the text 'The TSET Better Health Podcast' is displayed, followed by the episode title '#11: Preemption: Big Tobacco's Political Play'. Below the title is a playback bar with three circular buttons (previous, play/pause, next) and a progress line. The play button is highlighted. To the right of the progress bar is a timestamp '-0:00'. Below the playback bar is a list of episodes. The first episode is '#11: Preemption: Big Tobacco's Political Play' with a duration of '20:07'. The second episode is '#10: Happy Healthy Holidays!' with a duration of '22:03'. The third episode is '#09: Youth Vaping and the Great American Smokeout' with a duration of '53:25'. A vertical scrollbar is visible on the right side of the episode list.

The TSET Better Health Podcast

#11: Preemption: Big Tobacco's Political Play

-0:00

▶ #11: Preemption: Big Tobacco's Political Play	20:07
▶ #10: Happy Healthy Holidays!	22:03
▶ #09: Youth Vaping and the Great American Smokeout	53:25

**TOBACCO STOPS WITH ME.**

# Big Tobacco Targets Campaign

## Instant Article

**Tobacco Stops With Me**  Published by Maddie Shandy · October 13 at 12:12 PM · 

Big Tobacco targets African Americans with special brands, sweet flavors & advertising.



STOPSWITHME.COM  
**Profits Over People**  
See the scale of deception.



Like



Comment



THE PLUMS are  
**HERE TO  
BE PLUCKED.**



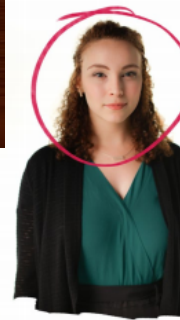
## “Red Kit” toolkit

### BIG TOBACCO TARGETS

The 2006 ruling against Big Tobacco required companies to surrender documents, communications and files. Predictably, their contents exposed a lack of empathy and a stunning lack of conscience. While words alone don't kill, these words — the ones that justify the planning, implementation and strategy of deadly products — DO kill.

Here's a look at the deadly efforts designed to ensnare specific populations.

#### WOMEN



**“Young adult smokers are strategically important to RJR's long-term growth... Specifically, these young adult females...”**  
- R.J. Reynolds.

You can be strong, skinny, sexy, bold. How can you be all of these things? Smoke our cigarettes. For decades, Big Tobacco has pitched women on lies like these. How did it all start? In the 1920s, Big Tobacco tied itself to women's equality, freedom and body image with slogans like “Reach for a Lucky Instead of a Sweet,” pushing cigarettes as appetite suppressants.

In the 1960s, Big Tobacco co-opted the women's rights movement. They embedded themselves in freedom demonstrations and even designed Virginia Slims specifically for women. The industry promotes products with a variety of handbags, jewelry and other female-centric items. The toll of these ploys? Between 1960 and 1990, lung cancer deaths among women increased by more than 400%.

Big Tobacco wants women to think that strong, sexy, independent and fashionable types smoke cigarettes. What they never talk about are the life-threatening conditions caused by smoking.

#### YOUTH

**“As this 14-24 age group matures, they will account for a key share of the total cigarette volume — for at least the next 25 years.”**  
- Actual quote from R.J. Reynolds tobacco exec.

Big Tobacco knows that 9 out of 10 adult smokers started before age 18. Research shows that candy-colored packaging and fruit-flavored products overwhelmingly appeal to youth. Teens who try flavored tobacco products are 3 times more likely to smoke than those who don't. Doesn't this sound dangerous? The teen vaping epidemic answers that question.



## Social Video Screenshot

**TOBACCO STOPS WITH ME.**

# Big Tobacco Alive and Well in Your State

- Know your tobacco lobbyists and name them.
- Follow the money.
- Direct payments are likely being made.

# Questions?

TSET Website: [tset.ok.gov](http://tset.ok.gov)

TSET Podcast: [tset.ok.gov/podcast](http://tset.ok.gov/podcast)

Link to resources and ads:  
<http://bit.ly/ashjan2021>

# Q&A

## Stay Involved



**Twitter**

@ASHorg  
@LaurentHuber



**Instagram**

@ASHorg



**Facebook**

@ASHglobalAction



[Info@ash.org](mailto:Info@ash.org)

### ADDITIONAL RESOURCES

- ASH US Tobacco Industry Interference Index 2020  
<https://ash.org/2020index>
- TSET Website: [tset.ok.gov](http://tset.ok.gov)
- Industry Watch: <https://www.tobaccofreekids.org/what-we-do/industry-watch>
- Tobacco Industry Marketing on TruthInitiative.org:  
<https://truthinitiative.org/research-resources/topic/tobacco-industry-marketing>
- Stay up to date on COVID-19 and smoking resources here:  
<https://ash.org/coronavirus-update>.



Global action for *everyone's* health.

## NEXT WEBINARS:

Thank you for your participation!

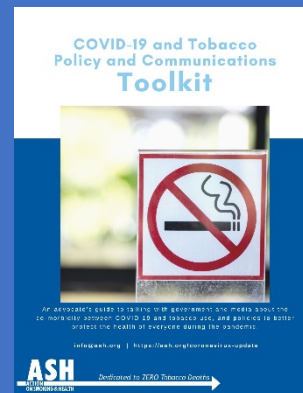
Please stay tuned for announcements about our next webinar in the Tobacco Industry Interference Series:

“Mobilizing to Overcome Tobacco Industry Interference in Lawmaking” on Thursday, February 25<sup>th</sup>.



Recordings from previous webinars and Live Chats on social media, under “Resources from ASH” here:

[ash.org/coronavirus-update](https://ash.org/coronavirus-update)



## Toolkit for Advocates

Talking with government and media about the COVID-19 and tobacco use co-morbidity and policies to protect the health of everyone during the pandemic.

[ash.org/covid19](https://ash.org/covid19)