

## BIG TOBACCO IS STILL TARGETING OUR YOUTH.

Tobacco companies will spend over \$73 million promoting cigarettes in Maine this year, and they're not targeting adults.

### Why?

Adult smokers don't switch brands because of advertising, and few adults take up smoking if they haven't smoked in their youth.

So who's left? *Kids.*

Big Tobacco must have new customers to replace those who die from using their product or who have quit smoking. That's why it is now promoting flavored cigarettes, cigarette-sized cigars, and smokeless tobacco to our youth.

Big Tobacco is talking to our kids every day... in convenience stores, in magazines, online, and through special promotions designed to lure them into thinking that smoking is cool or a way to express their independence.

Tobacco addiction and death from tobacco use will continue as long as tobacco companies spend millions glamorizing their deadly products.

### NEW STUDY FINDS TOBACCO INDUSTRY "PREVENTION" ADS ENCOURAGE KIDS TO SMOKE.

- Televised ads sponsored by tobacco companies and targeted at youth do not change teen smoking outcomes.
- Results from the study also show that tobacco industry-sponsored prevention ads intended for parents **may have harmful effects** on older youth, *lowering* youth perceptions about the danger of smoking and increasing their likelihood of smoking.

For more information on the study published online by the *American Journal of Public Health*, visit [www.tobaccofreekids.org](http://www.tobaccofreekids.org).

*It's no coincidence that 51% of all Maine youth in grades 6-12 report noticing tobacco advertising in a convenience store.*

**THAT'S WHY MAINE NEEDS TO CONTINUE ITS SUCCESSFUL  
COMPREHENSIVE TOBACCO PREVENTION CAMPAIGN.**

# We must continue our comprehensive approach to prevention at every level, in schools, in our communities, through intervention programs, enforcement, and in the media.

***Our four primary goals are as relevant now as in 1997 when we started our campaign to make Maine tobacco-free.***

- To prevent youth and young adults from starting to use tobacco
- To motivate and assist tobacco users to quit
- To eliminate nonsmokers' exposure to secondhand smoke
- To identify and eliminate disparities related to tobacco use

## Maine leads the nation in tobacco control, but there's much more work ahead.

This year, Maine became the first and only state to receive perfect grades in the American Lung Association's State of Tobacco Control report. Maine received all "A's" for our smoke-free air, tobacco prevention spending, cigarette taxation, and restriction of youth access.

Said Governor John Baldacci, "We've reached this milestone through political resolve and strong public health partnerships."

While Maine has made great strides in reducing our teen smoking rates, our efforts at prevention must continue in order to maintain those advancements with each new generation. Big Tobacco is making its marketing fresh and relevant every year, spending \$73 million to ensure that as each generation grows up, it is immediately replaced by another generation influenced to smoke. This means that the strong declines that we are seeing now would disappear almost immediately if we reduce our current efforts.

Big Tobacco's real stronghold is among our young adult population. While they might have refrained from smoking as a youth because of PTM's prevention efforts in our middle and high schools, being out on their own ushers in a new era of experimentation and life pressures. Big Tobacco's strategy is to plant seeds during the teen years in order to predispose youth to view tobacco as an adult behavior that "most everyone tries." Through slick marketing tactics and highly saturated messaging, they are successfully reaping what they sow, as evidenced by Maine's young adult smoking rate of more than 26%!

## OUR COMPREHENSIVE APPROACH WORKS!

- Since 1997, there has been a 60% reduction in smoking by high school students.
- The percentage of Maine youth that have never tried smoking is increasing.
- Youth are delaying the age at which they experiment with cigarettes.
- Nine out of 10 middle and high school students say that their parents have told them not to smoke cigarettes.
- In 2004, 93% of retail stores refused to sell tobacco to minors.

## BUT WE MUST KEEP IT GOING!

- 16% of Maine high school students smoke.
- Almost half of all Maine high school students report experimenting with smoking.
- 26% of Maine young adults (18-24) smoke.
- High school students are attracted to tobacco at much higher rates than younger students.
- Youth are more likely than adults to be influenced by retail store promotions.
- Convenience stores with heavy tobacco advertising are more popular with youth than stores without a heavy tobacco presence.



DHHS Seal  
John Elias Baldacci, Governor  
Brenda Harvey, Commissioner  
Appropriation #013-10A-2622-032

*Milestones* is published by the  
Partnership For A Tobacco-Free Maine,  
MaryBeth T. Welton, Program Manager,  
287-4627



**Healthy Maine Partnerships**  
**Partnership For A Tobacco-Free Maine**  
Maine Department of Health and Human Services  
Maine Center for Disease Control and Prevention