

Nearly
9 out of 10
smokers start
before age 18.⁷

“The **ubiquity of marketing** increases young peoples’ perceptions of the prevalence of smoking (‘everybody’s doing it’), **normalizes smoking**, and connects positive imagery (sex appeal, popularity, peer approval, success and independence) with smoking, all of which work together to **encourage youth smoking initiation** and continued consumption.”

--Final Opinion: United States vs. Philip Morris 2006

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Big Tobacco spends big money on point-of-sale advertising

The tobacco industry spent over \$8.7 billion in the U.S. during 2012 at the point of sale. This amounts to over \$1 million per hour spent on in-store marketing.¹

Point-of-sale tobacco marketing puts Montana youth at risk

The tobacco industry markets its products in retail locations such as:

- Convenience stores
- Gas stations
- Grocery stores
- Pharmacies

Products are promoted via:

- Product placement
- In-store displays and branding
- Bright colors and candy flavors

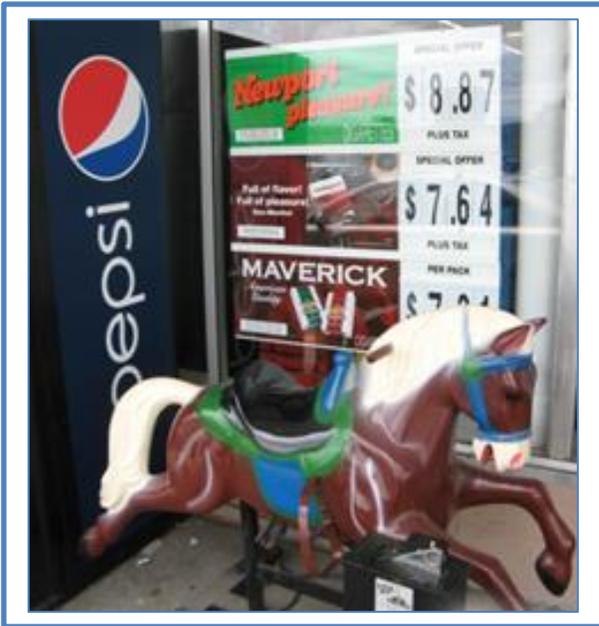


... all designed to create new users and keep people smoking, dipping, and vaping.

This marketing reaches children, who frequently visit point of sale locations², and it increases the likelihood that they'll begin smoking.³

Point-of-sale marketing reaches children

- **70%** of children visit convenience stores weekly.⁴ Many of these stores are near schools and playgrounds.
- Tobacco products, signs and branding are placed at **children’s eye level**, on the counter and near candy.
- The cigarette industry spends \$726 million/year on **product placement**, while the smokeless tobacco industry spends \$64 million.⁵
- The **bright packaging** on cigarillos and e-cigarettes makes them look like candy.
- Cigarillos and e-juice come in **candy flavors**, such as strawberry milkshake, banana split and chocolate ice cream.
- **Discounts and coupons** make tobacco products more affordable for young people.⁶



Each day in the U.S.
2,800 kids try smoking,⁷
700 become regular smokers.⁸

Point-of-sale marketing works!

- A 2007 study in the *Archives of Pediatrics and Adolescent Medicine* found that the more cigarette marketing teens are exposed to, the more likely they are to smoke.⁶
- A 2010 study in *Pediatrics* found that the odds of smoking more than doubled for teens who visited a store with point-of-sale tobacco ads at least twice a week.⁷

The impact in Montana

- The tobacco industry spends **\$30 million/year** marketing its products in our state.⁹
- **13%** of Montana high school students smoke, 12% use smokless tobacco, and 30% use e-cigarettes.¹⁰
- **900** Montana children under age 18 become daily smokers each year.⁹
- **19,000** Montana children now under age 18 will die prematurely due to smoking.⁹
- **19%** of Montana adults die from their own smoking each year.⁹
- **\$440 million** is spent on health care in Montana each year. due to smoking.⁹

Sources

1. Counter Tools: Deadly Alliance: How Big Tobacco and Convenience Stores Partner to Market Tobacco Products and Fight Life-Saving Policies, 2012.
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4. Counter Tobacco: Why Retail Tobacco Control is Important, U.S. Federal Trade Commission figures.
5. U.S. Surgeon General Report: Preventing Tobacco Use among Youth and Young Adults, 2012.
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Campaign for Tobacco Free Kids: Smoking and Kids, 2015.
9. All Montana information: Campaign for Tobacco Free Kids: The Toll of Tobacco in Montana.
10. Montana Youth Risk Behavior Survey, 2015.