

## Tobacco Marketing to Young Adults

### Why and How the Tobacco Industry Sells Cigarettes to Young Adults: Evidence From Industry Documents

[http://www.nyscaat.org/nyscaatdir/pdf/JAPHA%206\\_02%20Marketing%20to%20young%20adults.pdf](http://www.nyscaat.org/nyscaatdir/pdf/JAPHA%206_02%20Marketing%20to%20young%20adults.pdf)

Tobacco marketing solidifies addiction to young adults. Cigarette advertisements encourage regular smoking and increased consumption by integrating smoking into activities and places where young adult's lives change. (Am J Public Health. 2002;92:908-916)

### Bar and Club Tobacco Promotions in the Alternative Press: Targeting Young Adults

[http://www.tobaccofreedom.org/issues/specials/alibi/ajph\\_75.pdf](http://www.tobaccofreedom.org/issues/specials/alibi/ajph_75.pdf)

The tobacco industry has increased its use of bars and clubs as promotional venues and has used the alternative press to reach the young adults who frequent these establishments. This increased targeting of young adults may be associated with an increase in smoking among this group. (Am J Public Health 2002;92:75-78)

### Smooth Moves: Bar and Nightclub Tobacco Promotions that Target Young Adults

<http://www.tobaccoscam.ucsf.edu/pdf/9.2-SepeBars2.pdf>

Tobacco industry bar and nightclub promotions in the 1980's and 1990's included aggressive advertising, tobacco brand-sponsored activities and distribution of samples. Financial incentives for club owners and staff were used to encourage smoking through peer influence. Increased use of these strategies occurred concurrently with an increase in smoking among persons aged 18-24. (Am J Public Health. 2002;92:414-419)

### Young adults - be aware of tobacco companies in clubs

<http://www.newswire.ca/releases/September2003/16/c1218.html>

This news release examines the tobacco industry's new way of marketing to young adults. This new way of marketing to young adults is happening due to a loophole in the legislation or regulations that was not foreseen. (Canadian Lung Association, September 16, 2003)

### Cigarette Marketing in Canada: Tobacco Industry Documents

[http://www.smoke-free.ca/pdf\\_1/adbroschure-documents.pdf](http://www.smoke-free.ca/pdf_1/adbroschure-documents.pdf)

The tobacco industry's internal documents allow us to better understand the methods and motives behind its strategies. This website provides a sampling of findings from recently released documents on marketing. (Physicians for a Smoke-Free Canada, September 2002)

### Tobacco Marketing to Young People

<http://www.infact.org/youth.html>

After declining every year for 25 years, US smoking rates increased slightly in 1991, reflecting the tobacco industry's success at hooking young smokers. More than 3,000 US teens become regular smokers each day. This paper examines young people as a key expansion market for tobacco industries and identifies youth oriented tobacco promotion strategies. (Infact)

This document was produced with a grant from Health Canada's Tobacco Reduction Programme.

**For more information, visit [www.ash.ca/backgrounders](http://www.ash.ca/backgrounders)**

### Increased Levels of Cigarette Use Among College Students

[http://jama.ama-assn.org/cgi/content/abstract/280/19/1673?maxtoshow=&HITS=10&hits=10&RESULTFORMAT=&fulltext=Increased+Levels+of+Cigarette+Use+Among+College+Students%3A+A+Cause+for+National+COncern&searchid=1066836421464\\_2513&stored\\_search=&FIRSTINDEX=0&journalcode=jama](http://jama.ama-assn.org/cgi/content/abstract/280/19/1673?maxtoshow=&HITS=10&hits=10&RESULTFORMAT=&fulltext=Increased+Levels+of+Cigarette+Use+Among+College+Students%3A+A+Cause+for+National+COncern&searchid=1066836421464_2513&stored_search=&FIRSTINDEX=0&journalcode=jama)

Cigarette use is increasing on campuses nationwide in all subgroups and types of colleges. Substantial numbers of college students are both starting to smoke regularly and trying to stop. National efforts to reduce smoking should be extended to college students. This abstract provides results on a study that examined changes in cigarette smoking among college students between 1993 and 1997 and among different types of students and colleges. (JAMA. 1998;280:1673-1678)

### US College Students Use of Tobacco Products

[http://jama.ama-assn.org/cgi/content/abstract/284/6/699?maxtoshow=&HITS=10&hits=10&RESULTFORMAT=&fulltext=Increased+Levels+of+Cigarette+Use+Among+College+Students%3A+A+Cause+for+National+COncern&searchid=1066836421464\\_2513&stored\\_search=&FIRSTINDEX=0&journalcode=jama](http://jama.ama-assn.org/cgi/content/abstract/284/6/699?maxtoshow=&HITS=10&hits=10&RESULTFORMAT=&fulltext=Increased+Levels+of+Cigarette+Use+Among+College+Students%3A+A+Cause+for+National+COncern&searchid=1066836421464_2513&stored_search=&FIRSTINDEX=0&journalcode=jama)

This abstract indicates that tobacco use is common among college students and is not limited to cigarettes. College appears to be a time when many students are trying a range of tobacco products and are in danger of developing lifelong nicotine dependence. National efforts to monitor and reduce tobacco use of all types should expand to focus on college students and other young adults. (JAMA. 2000;284:699-705)