

# Y-STEP

**Y**oung People

**S**moking

**T**obacco

**E**ducation

**P**revention

# Smoking and Social Pressure

**HEALTH  
WARNING!**

# TASK

At your table, write down or draw the things around you which might influence your choices about smoking and NOT smoking





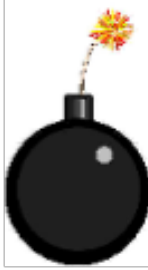
# Social Pressure



**1. As Yourself**

**2. At Home, with Friends**

**3. The Wider World**



## **1. As Yourself:** How we're doing at school

- How we feel about ourselves
- If we feel anxious or stressed
- How we feel about smoking
- How old we are

## **2. At Home, with Friends** Who else smokes at home

- How we get on with them
- What we think is cool
- How easily we can get hold of tobacco
- Income

## **3. The Wider World:** Laws

- Prices



## **1. As Yourself:**

- feeling we can make choices and they are respected

## **2. At Home, with Friends:**

- feeling that people value us and that we belong

## **2. The Wider World:**

- having the chances to try new things

Tobacco advertising was  
banned on TV in 1965,  
billboards, newspapers  
and magazines in 2003  
and sponsorship  
advertising  
(Formula One) in 2005

# TASK

- Form a team
- Decide on a name for your team
- Have a look at the quotations from the tobacco industry
- Agree any that you think are real, and put them in one pile.
- If you think any are made up, put them in another pile
- Choose one person to put their hand up and feed back for your group

# Targeting the Young

*"[T]he base of our business is the high school student."*

Lorillard Tobacco Company Executive, 1978

*"If you are really and truly not going to sell to children, you are going to be out of business in 30 years"*

Bennett LeBow, Tobacco CEO

*"Each cigarette smoked can be equated to one chest x-ray"*

University of Iowa Cancer Centre

*Source: 'You Are The Target' Georgina Lovell 2002*

## Smoking in Scotland:

annual in-flows and out-flows, 2005-06

**IN-FLOW**  
**15,000**  
young people  
(aged 13-24)  
start smoking each year



**SCOTLAND**  
**1,048,800**  
adult smokers



**OUT-FLOW**  
**49,000**  
quit or die each year

# Y-STEP

## Clued Up Quiz

1. Stay in your teams
2. Choose as many answers as you think are right
3. Nominate a team member to announce the answers

# Question 1

“In 1979, Phillip Morris Europe (a tobacco company) paid the makers of Superman II £20,000 to show the Marlboro brand name 13 times in the film”

1. True

2. False

# Answer: A, True

In 1979, Phillip Morris Europe (a tobacco company) paid the makers of Superman II £20,000 to show the Marlboro brand name 13 times in the film.

# Question 2

In which year did Disney ban depictions of smoking in its family films?

1. 1982

2. 1991

3. 1999

4. 2007

# Answer: D

Disney ban depictions of smoking in its family films in 2007

# Question 3

If you spent £6.50 on 20 cigarettes every day, you'd spend enough in a month to buy:

1. An XBox 360 and a game
- B. A one night break for a family of 4 at Alton Towers
- C. A bike

Answer: Any one of A, B or C!

An XBox 360 and a game

B. A one night break for a family of 4 at Alton Towers

C. A bike

# Question 4

Which, if any, of the following celebrities DON'T SMOKE

1. Simon Cowell

2. Hayley Williams from Paramour

C. Beyonce

D. Tayler Lautner

Answer: B, C, and D

B. Hayley Williams from Paramour

C. Beyonce

D. Tayler Lautner

# Question 5

“The tobacco industry needs to recruit young smokers to keep making money”

1. True

2. False

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# Question 6

“Tobacco displays in shops often hide the health warnings on cigarette packs”

1. True

2. False

Answer: A, true

# Question 7

“Imperial Tobacco have taken the Scottish Government to court twice over their plans to introduce plain packaging for cigarettes and to ban the display of cigarettes in shops”

1. True

B. False

# Question 7

“Imperial Tobacco have taken the Scottish Government to court over their plans to ban vending machines, and to ban the display of cigarettes in shops”

1. True

B. False

# Answer: A, true

Imperial Tobacco lost the first case and have appealed, which is delaying this law coming into force. They succeeded in a similar case in Venezuela.

Tobacco packs are the most important way for the industry to promote cigarettes since the ban on advertising.

Young smokers surveyed said that plain packaging made them feel and look less 'fashionable', 'attractive' and 'popular'

# Answer: A, true

Sinclair Collins Ltd, a firm owned by Imperial Tobacco, challenged the ban on sales from vending machines but the case was rejected by the Court of Session 13th May 2011.

Imperial tobacco also challenged the banning of the display of cigarettes and lost, but appealed which delayed the law coming into force until October. They succeeded in pressuring the government in Venezuela to drop a law enforcing plain packaging.

# Question 8

Which of the following will soon be offences for which people others could be prosecuted or fined:

1. Selling a rolling machine to someone who is under 18
- B. Asking a police officer for a cigarette if you are under 18
- C. Buying or attempting to buy cigarette papers if you are under 18

Answers: A and C

# Tobacco, Young People and the Law

From 2011, it will be illegal to:

- 1. Sell** tobacco products or cigarette papers to people under 18
- 2. Buy or attempt to buy** tobacco products or cigarette papers if you are under 18
- 3. Get someone else to buy or attempt to buy** tobacco products or cigarette papers for you if you are under 18 (proxy purchase)
- 4. Refuse to hand over** tobacco products or cigarette papers to a police officer, or to give your name and address if asked

# What Can You Do?

Contact Kevin or Sarah at Trading Standards

- Chesser House, 500 Gorgie Road, Edinburgh, EH11 3YJ
- Tel: 0131 529 3030
- Email: [trading.standards@edinburgh.gov.uk](mailto:trading.standards@edinburgh.gov.uk)

If you are young, a smoker and  
would like confidential help and  
support to stop

TXT – STOP SMOKING to 07969 530 266:  
Groups, 1-2-1, NRT

[www.canstopsmoking.com](http://www.canstopsmoking.com)

Smokeline: 0800 848484

Y-STEP

**Thank you and  
well done**