

# Y-STEP

**Y**oung People

**S**moking

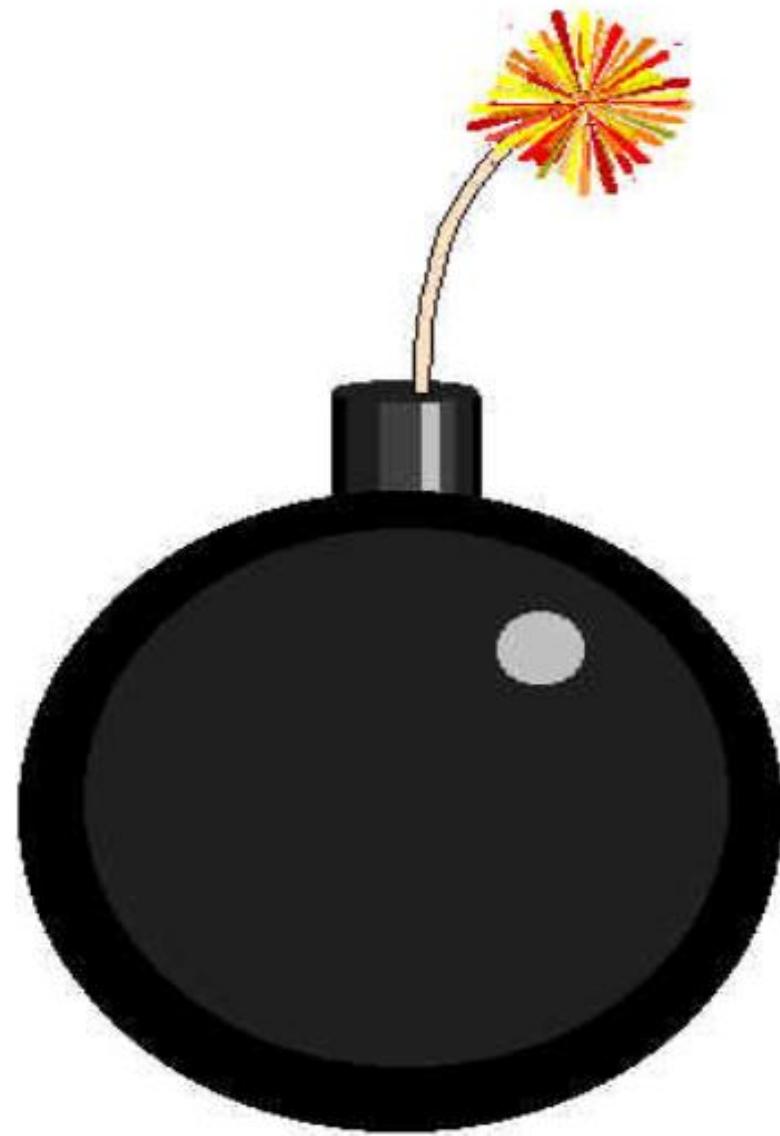
**T**obacco

**E**ducation

**P**revention

# The Tobacco Industry and the Media

**HEALTH  
WARNING!**





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 genuine, 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

*“Marlboro’s phenomenal growth rate in the past has been attributable in large part to our high market penetration among young smokers...15 to 19 years old...my own data, which includes younger teenagers, shows even higher Marlboro market penetration among 15-17-year-olds.”*

Philip Morris report, 1975

*“[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



# Targeting the Young

*“We don’t smoke the s\*it, we just sell it. We reserve the right to smoke for the young, the poor, the black and the stupid”*

R J Reynolds Tobacco

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

University of Iowa Cancer Centre

*“Very few consumers are aware of the effects of nicotine, i.e. its addictive nature and that nicotine is a poison”*

Brown and Williamson Memo 1978

*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: 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, 2007**

# Question 3

Which TV soap has never shown smoking?

1. Emmerdale

2. Hollyoaks

3. Eastenders

4. Coronation Street



**Answer:**  
**B. Hollyoaks**

# 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 maintain profits”

1. True

2. False

# Answer: A, true

An RJ Reynolds employee said:

“we are presently, and I beleive unfairly, constrained from directly promoting cigarettes to the youth market....if our company is to survive and prosper, over the long term we must get our share of the youth market”

Teague, 1973, RJ Reynolds

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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 over their plans to ban vending machines, and to ban the display of cigarettes in shops”

1. True

B. False

# 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 are offences which you or others could be prosecuted or fined for:

1. Selling cigarettes at the back gate to someone who is under 18

B. Asking a police officer for a cigarette if you are under 18

C. Someone attempting to buy cigarettes at the back gate if they are under 18

Answers: A and C

# Changes in the Law from 2011

- **Tobacco and Primary Medical Services (Scotland) Act 2010 (Part 1):**

New Offence 1. [Sale of tobacco products or cigarette papers to persons under 18](#)

- Maximum penalty £2,500

New Offence 2. [Purchase or attempted purchase of tobacco products or cigarette papers by persons under 18](#)

- Maximum penalty £200

New Offence 3. [Purchase or attempted purchase of tobacco products or cigarette papers on behalf of persons under 18](#)

- Maximum penalty £5,000

New Offence 4. [Failure for someone under the age of 18 who is in possession of tobacco products or cigarette papers in a public place to comply with a request from the police to surrender these items or to supply a name and address](#)

# 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**