

Module VI

Societal & Personal Attitudes

Module Objectives

By the end of these modules, the learner will have a better understanding of:

- Personal and cultural norms that influence drug use
- How the media markets ATOD products to youth
- Vermont statistics and trends in adolescent ATOD behavior and perceptions

PowerPoints included:

2007 Vermont Youth Risk Behavior Survey

Training Resources included:

Drug & Alcohol Scavenger Hunt
What Do You Think?
Why Kids Use/What Kids Need
Media Literacy Alphabet and Answer Sheet

Handouts included:

Alcohol Marketing and Youth: An Overview
Tobacco Company Marketing to Kids

the 2007
**Vermont Youth
Risk Behavior Survey**

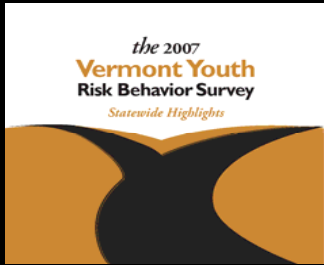
Statewide Highlights





2007 Vermont YRBS

- Measures the prevalence of behaviors that contribute to the leading causes of death, disease, and injury
- Enables us to:
 - **Monitor trends**
 - **Compare VT to US**
 - **Plan, evaluate and improve** community and school programs that prevent health problems and promote healthy behavior
- Approximately 29,000 VT students participate



Methods

Statewide Sample

- **Sampling:** Twenty Vermont high schools of varying sizes, along with their 21 associated middle schools were randomly selected for the state sample

- **Response rates:** Forty-one of the 41 sampled schools participated.
 - School response rate was 100%
 - Student response rate was 74%
 - The overall response rate was 74%
($1.00 \times .74 = .74$)



Methods

Volunteer Sample

- **Sampling:** All remaining VT schools with students in grades 8–12 were invited to participate

- **Response rates:**
 - Of the 150 public schools invited, 144 participated (96%)
 - A total of 28,918 public school students participated (74% of VT's total 06–07 public school enrollment)



Methods

Data Collection

- One staff person (school coordinator) per school attends YRBS administration training
- School coordinator is responsible for training all teachers to administer the YRBS
- Questionnaires are administered by teachers during an extended homeroom session or during a period when a regular class is cancelled for the day
- Students are instructed that participation is completely voluntary



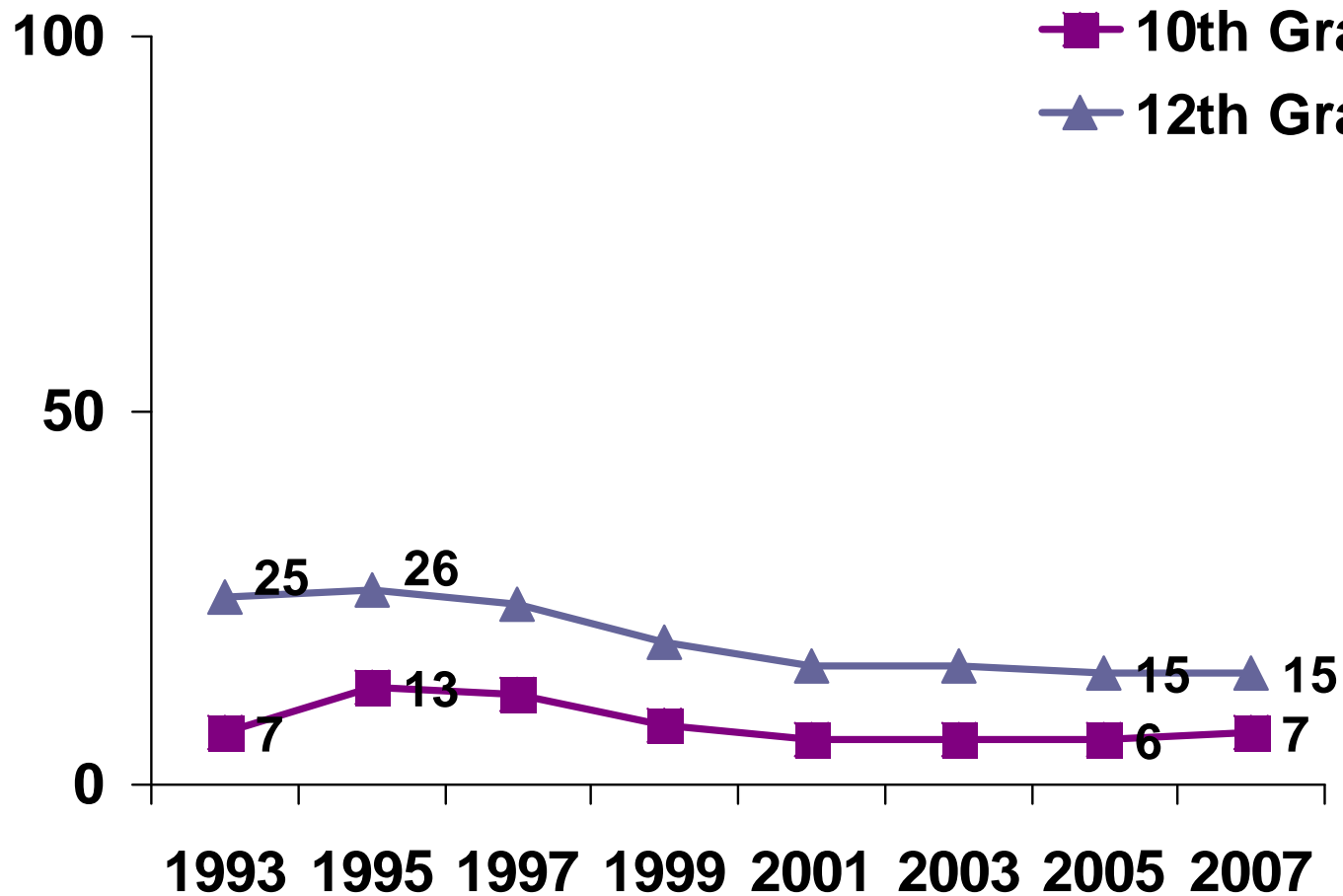
Driving

Riding in a car with an impaired driver down.

- 23% of students rode with a drinking driver in the past 30 days, down slightly from 26% in 1999
- 8% of students have driven when drinking alcohol, compared to 10% in 1999
- 22% rode with a driver who had been using marijuana, compared to 30% in 1999
- 11% of students have driven when using marijuana, compared to 16% in 1999

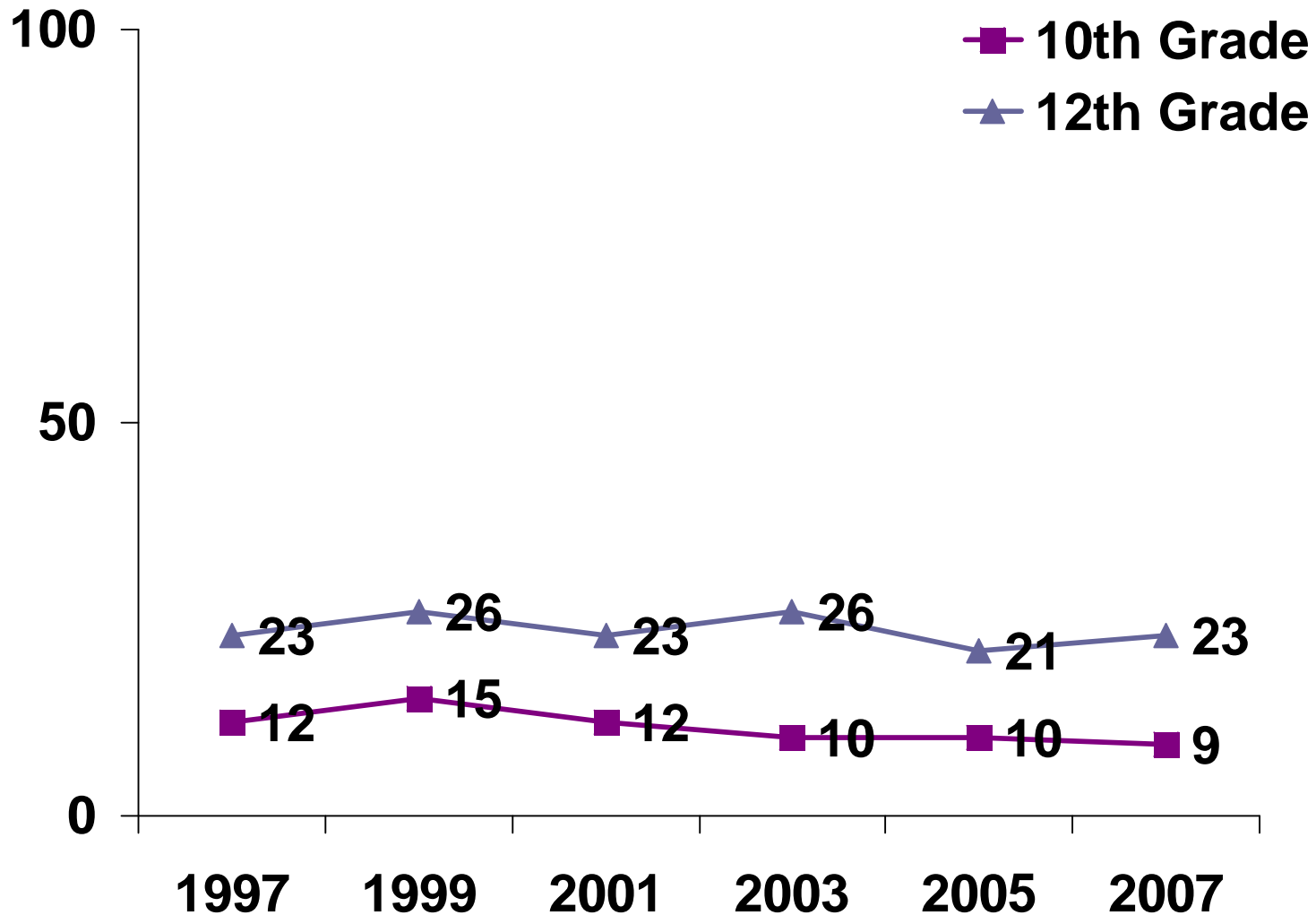
Drinking and Driving in Vermont 1993–2007

Percent of students who during the past 30 days drove a car or other vehicle when they had been drinking alcohol



Driving and Marijuana Use in Vermont 1997–2007

Percent of students who during the past 30 days drove a car or other vehicle when they had been using marijuana





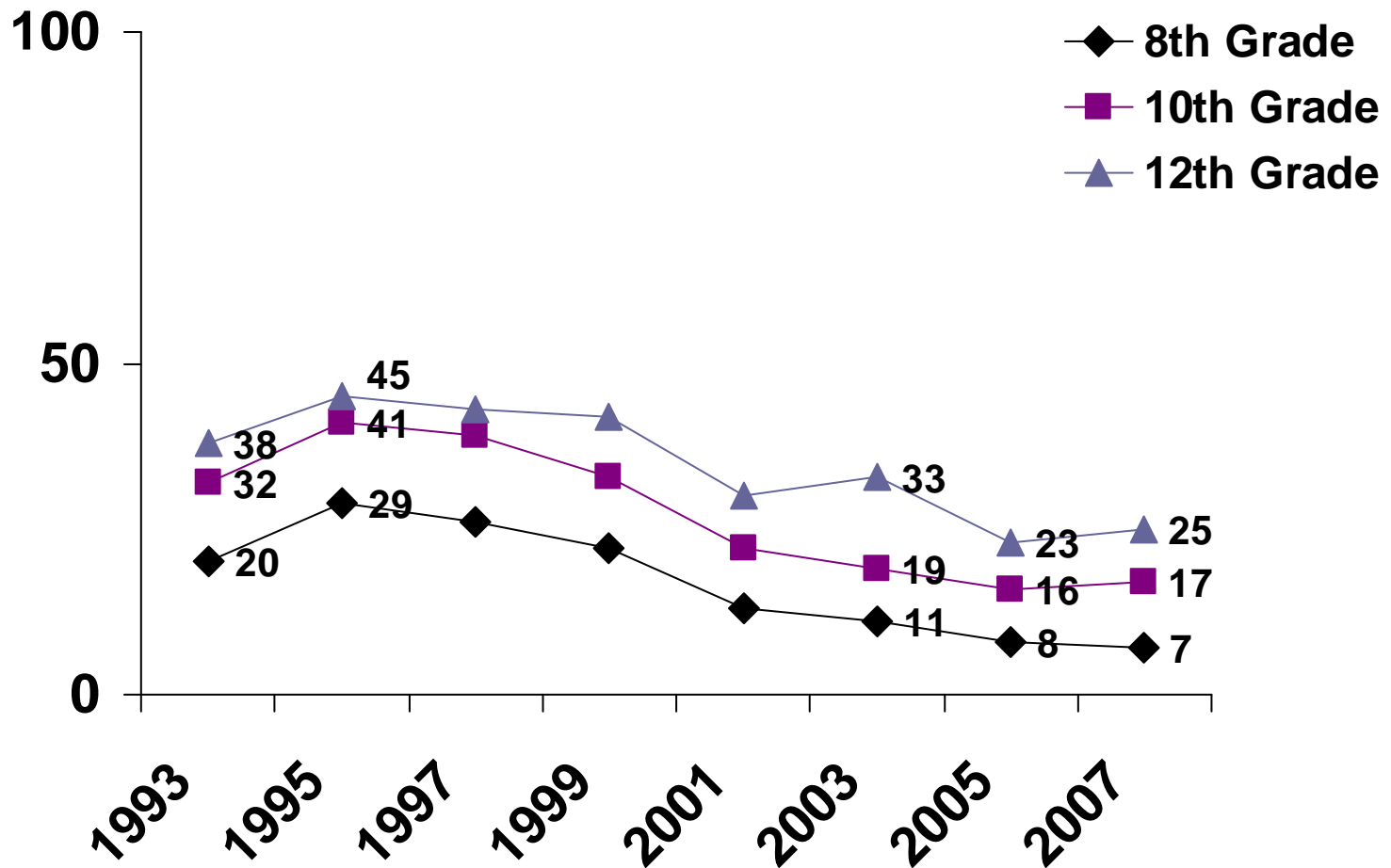
Cigarette Smoking

*Cigarette smoking continues to decline.
More students disapprove of smoking.*

- 16% of students reported smoking at least once in the past 30 days, down from 31% in 1999
- 12% of students smoked prior to age 13, down from 28% in 1999
- 66% of students report that it is easy to get cigarettes, compared to 74% in 1999
- 75% of students think it is wrong to smoke cigarettes, up from 57% in 1999

Cigarette Smoking in Vermont 1993–2007

Percent of students who smoked cigarettes during the past 30 days





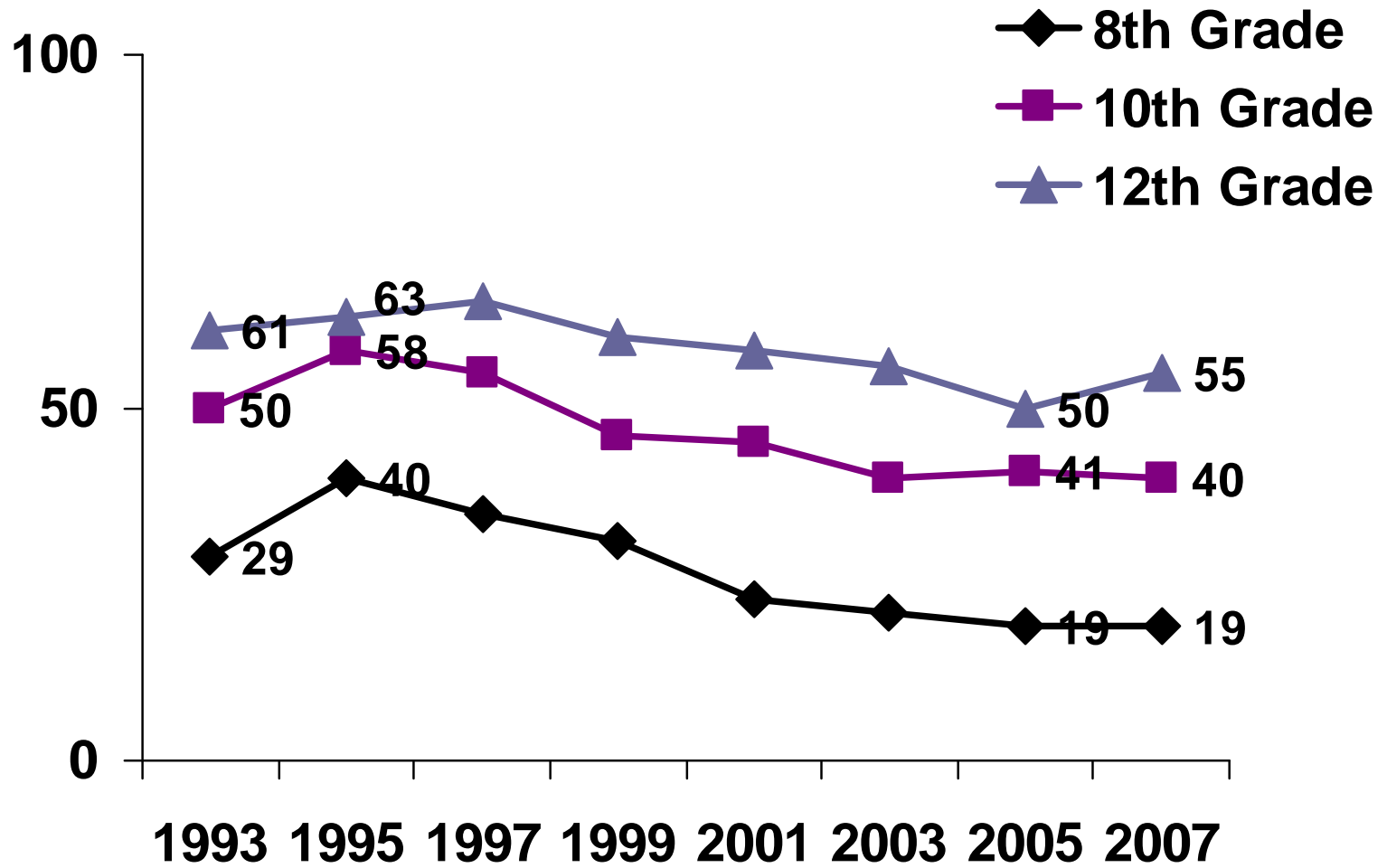
Alcohol

*Alcohol use is declining.
Still too many teens drink alcohol.*

- 39% of students drank alcohol in the past 30 days, down from 46% in 1999
- 73% of 8th graders think it is wrong to drink alcohol, up from 64% in 1999
- 23% of students binge drink, down from 29% in 1999

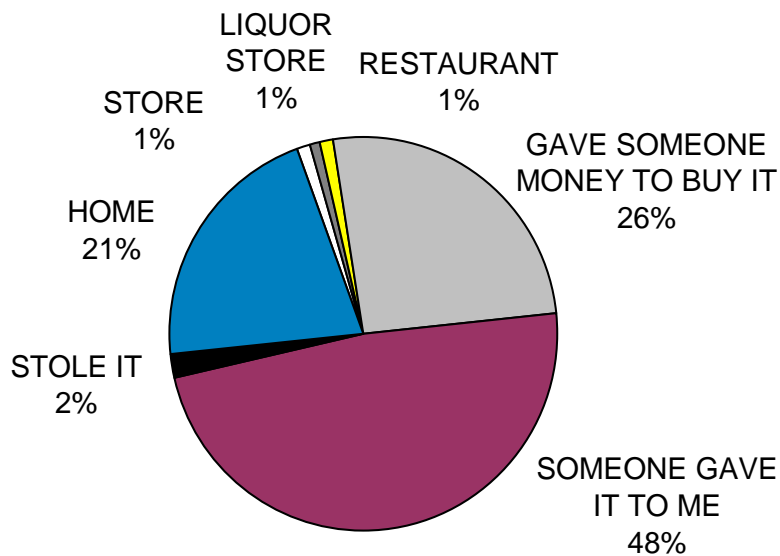
Alcohol Use in Vermont 1993–2007

Percent of students who drank alcohol during the past 30 days

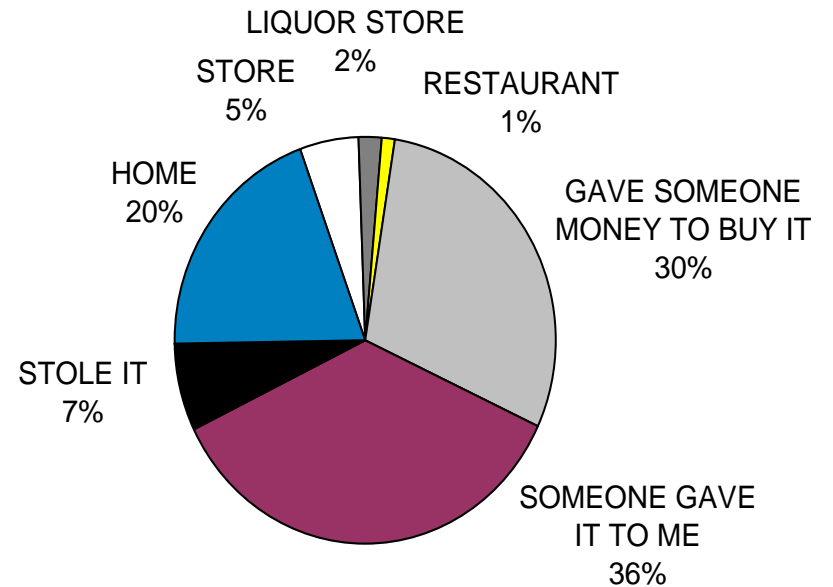


Where Do Students Get Their Alcohol? *(only among students who drank in the past 30 days)*

Females



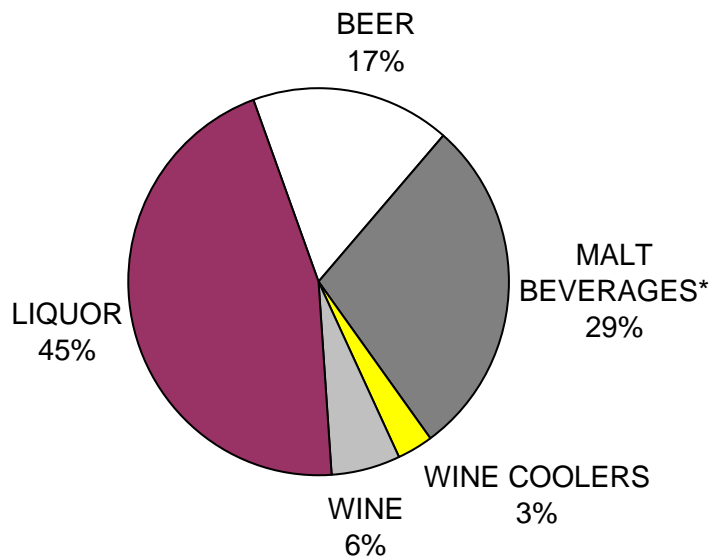
Males



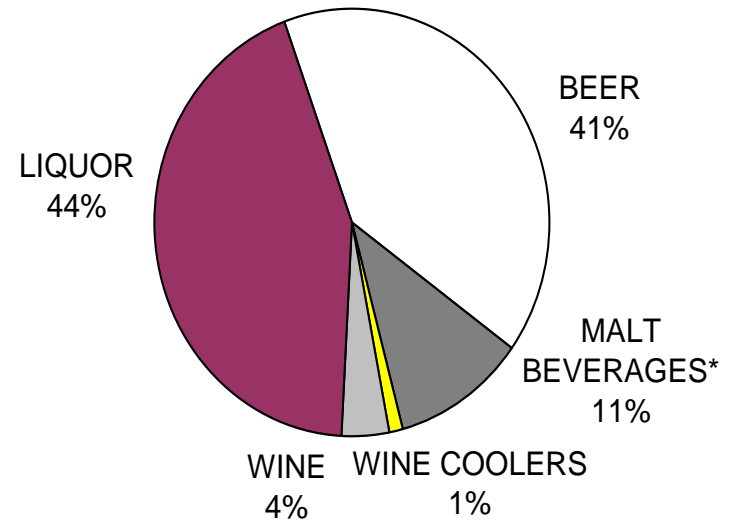
Type of Beverage

(only among students who drank in the past 30 days)

Females



Males



*Malt beverages (also known as AlcoPops), includes Smirnoff Ice, Bacardi Silver, and hard lemonade.



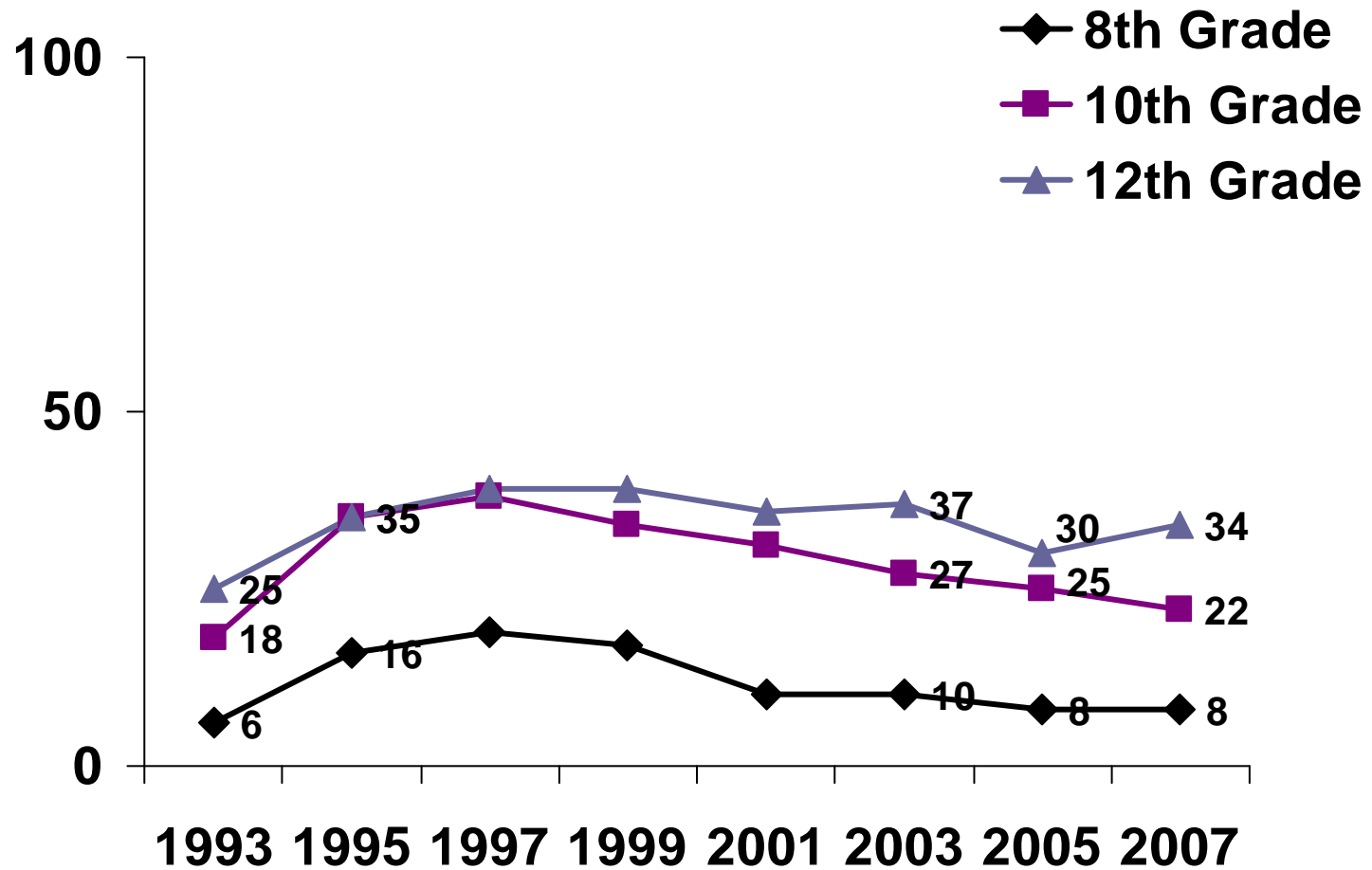
Marijuana

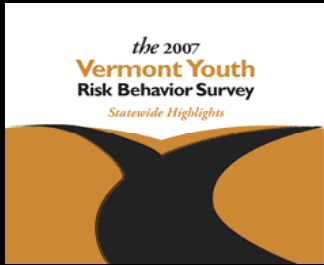
***Marijuana use is declining.
More students disapprove of marijuana use .***

- 21% of students used marijuana in the past 30 days, down from 30% in 1999
- 87% of 8th graders think it is wrong to use marijuana, up from 73% in 1999
- 55% of students report that it is easy to get marijuana, compared to 62% in 1999

Marijuana Use in Vermont 1993–2007

Percent of students who used marijuana during the past 30 days





Other Drugs

Methamphetamine, hallucinogen and inhalant use declining.

- 4% have ever used methamphetamines, down from 10% in 1999
- 10% have ever used hallucinogens, down from 20% in 1999
- 12% have ever used inhalants, down from 17% in 1999



Other Drugs

Cocaine and heroin use unchanged.

- 5% used cocaine (past 30 days), unchanged from 5% in 1999
- 3% have ever used heroin, compared to 4% in 1999
- 16% have ever used a prescription drug without a prescription
- 52% of students know an adult who uses illegal drugs and 31% know an adult who sells illegal drugs



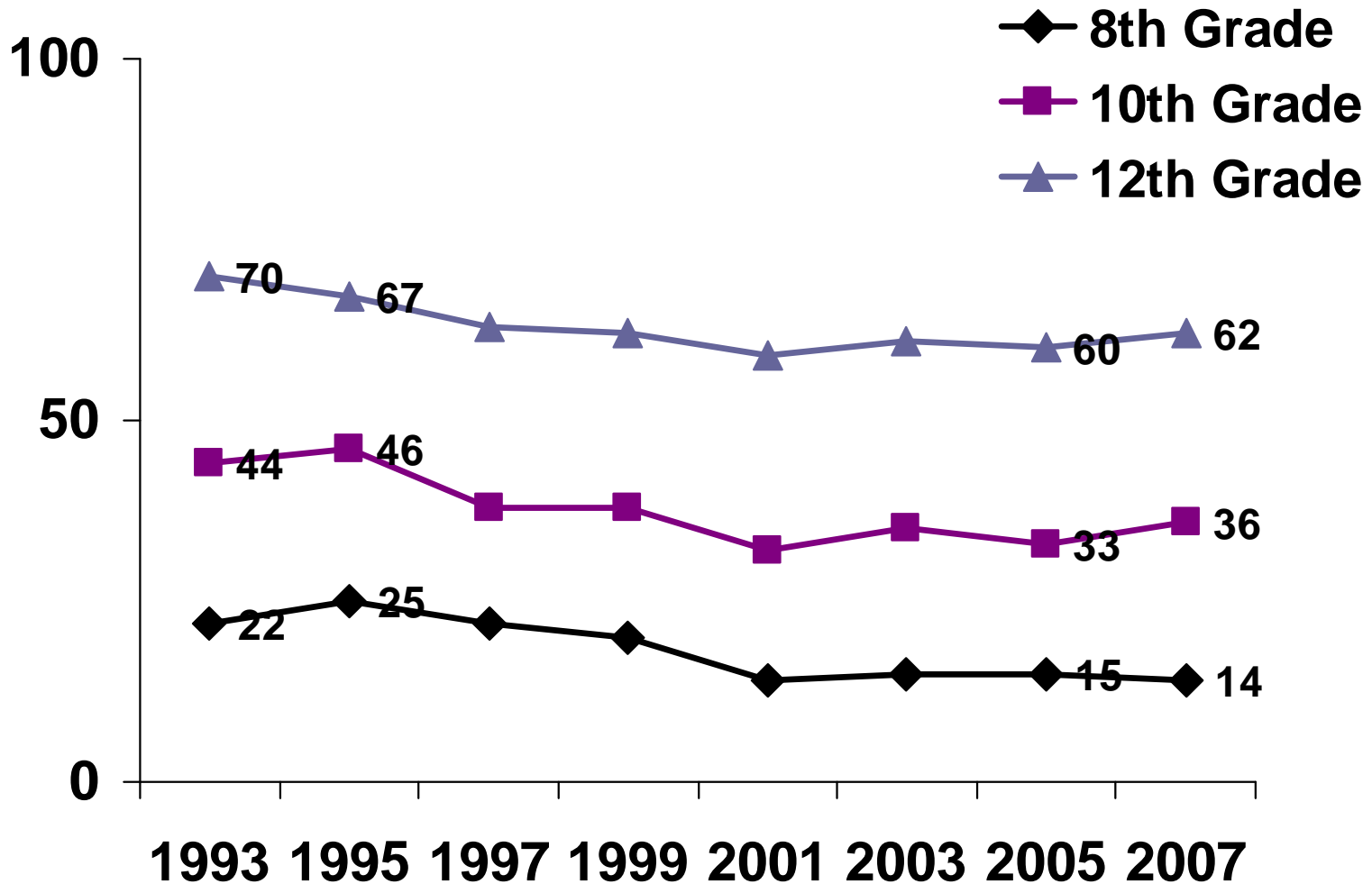
Sexual Intercourse

Over one third (37%) of students have had sex.

- 28% of students who are sexually active use alcohol or other drugs before sex, down slightly from 31% in 1999
- 63% of students who are sexually active used a condom during their most recent sexual experience, unchanged from 62% in 1999

Sexual Intercourse in Vermont 1993–2007

Percent of students who have ever had sex

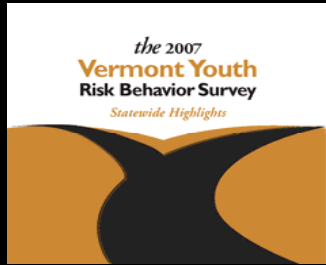




Youth Assets

Most students talk to their parents about school.

- 77% of students said their parents talked with them every day or week, up slightly from 74% in 1999
- 73% eat a meal with their family 3 or more times per week
- 30% spend 1 or more hours per week participating in clubs/organization, similar to 28% in 2003
- 45% spend 1 or more hours per week volunteering their time, unchanged from 45% in 2003
- 89% have an adult in their life they can turn to for help and advice



Resources

For more information about Vermont's Youth Risk Behavior Survey, please visit:

 www.healthvermont.gov

DRUG & ALCOHOL SCAVENGER HUNT

Directions: Please find 12 different people to answer the following questions. The first 8 questions are FACTS. Please write down the person's NAME and their ANSWERS on the corresponding line. Questions 9-12 are OPINION – you just need the PERSON'S name. First person done, who gets the most correct, wins a PRIZE!

FIND SOMEONE IN THE ROOM WHO:

1. Knows that pacifiers, glow sticks, Vicks and lollipops are associated with the use of this drug:

2. Knows the name of the active chemical in marijuana that gets a person high:

3. Knows which drug kills MORE Americans than all others combined:

4. Knows the legal age(s) in Vermont for using tobacco products AND alcohol is:

5. Knows the slang terms "crank," "ice," and "crystal" apply to what drug:

6. Knows what the term "rollin" refers to (NOT rolling a joint):

7. Knows Oxycotin is in what class of drug AND is similar to what illicit drug:

8. Knows the slang term "420" refers to the use of this drug:

9. Believes chemical dependency is a disease:

10. Has talked to a young person about their drug use:

11. Believes marijuana should be legalized:

12. Believes schools do have a role to play in helping young people make healthy lifestyle choices:

What Do You Think?

Please find a person who...

- 1) Has quit smoking, at some point in his/her life _____
- 2) Knows a recovering alcoholic or addict _____
- 3) Has been a "designated driver" _____
- 4) Has talked to a young person about drugs _____
- 5) Believes drug abuse is a community problem _____
- 6) Frequently used drugs as a teenager _____
- 7) Has ever referred a student for alcohol or other drug counseling

- 8) Chooses not to use alcohol or other drugs as an adult _____
- 9) Has been concerned about a relative's alcohol or drug use _____
- 10) Believes the media can have an influence on someone's decision to use or not use alcohol, tobacco or other drugs _____
- 11) Needs a cup of coffee to get going in the morning _____
- 12) Has confronted a student talking about partying/substance use

- 13) Smoked, but didn't inhale _____

Task: **Why Kids Use / What Kids Need**

(30 minutes)

Why Kids Use

As a large group, brainstorm a list of reasons why youth in your community use alcohol, tobacco & other drugs. We will hear from all. Responses will be recorded on a piece of flip chart paper. Viewing the entire list, what are your observations?

What Kids Need

Each table will be assigned a focus area: knowledge, skills, attitudes/beliefs. In your table group, brainstorm a list of needs young people have to reduce their likelihood of using alcohol, tobacco & other drugs. We will post lists and hear from all. Gallery walk: Viewing the entire list, what are your observations? Are there any additions?

Training task design: Marta Koonz



Answers to Media Literacy Alphabet Exercise

- A: ALL
- B: BUBBLICIOUS
- C: CAMPBELLS
- D: DAWN
- E: EGGO
- F: FRITOS
- G: GATORADE
- H: HEBREW NATIONAL
- I: ICE
- J: JELLO (SUGAR FREE)
- K: KOOLAID
- L: LYSOL
- M: M N M'S
- N: NILLA WAFERS
- O: OREO
- P: PEZ
- Q: Q-TIPS
- R: REESE'S
- S: STARBURST
- T: TIDE
- U: UNCLE BEN'S
- V: V8
- W: WISK
- X: XTRA LAUNDRY DETERGENT
- Y: YORK PEPPERMINT PATTIES
- Z: ZEST

--based on an artwork by Heidi Cody



The alcohol industry has a public responsibility relating to the marketing of its product, since its use is illegal for more than 80 million underage Americans.

— The Surgeon General's Call to Action to Prevent and Reduce Underage Drinking, 2007

Alcohol Marketing and Youth: An Overview

The Center on Alcohol Marketing and Youth



1 in 4 high school students binged on alcohol in the past month.

Alcohol: Our Kids' Drug of Choice

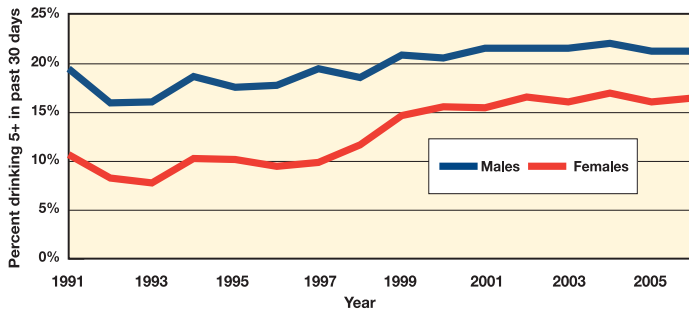
Alcohol is the most commonly used drug among America's youth. More young people drink alcohol than smoke tobacco or use marijuana.

— National Research Council / Institute of Medicine, 2004

- Each day, more than 5,000 kids in the United States under age 16 take their first full drink of alcohol.
- 1 in 6 eighth-graders are current drinkers.
- 1 in 5 youth, ages 12 to 20, binge drink (5 or more drinks on one occasion).
- Most kids drink to get drunk: more than 90% of the alcohol consumed by 12- to 20-year-olds is drunk when they are bingeing.



Girls Catching Up to Boys: 12-20 Year-Olds Who Binged in Past 30 Days



Source: SAMHSA's National Survey on Drug Use and Health.

Underage Drinking Harms and Kills Our Children

The short- and long-term consequences that arise from underage alcohol consumption are astonishing in their range and magnitude, affecting adolescents, the people around them, and society as a whole.

— The Surgeon General's Call to Action to Prevent and Reduce Underage Drinking, 2007

- Each year, an estimated 5,000 youth die from alcohol-related injuries involving underage drinking. About 1,900 (38%) of these deaths involve motor vehicle crashes.
- Teenage girls who drink are up to 63% more likely to become teen mothers.
- Underage drinking costs the United States nearly \$62 billion a year in medical care, lost productivity, and the pain and suffering of young drinkers.

Alcohol Marketing: Does It Affect Kids?

While many factors may influence an underage person's drinking decisions, including among other things parents, peers and the media, there is reason to believe that advertising also plays a role.

— Federal Trade Commission, 1999

- A national longitudinal study published in 2006 found that for each additional alcohol ad a young person saw (above the monthly youth average of 23), he or she drank 1% more. Further, for every additional dollar per capita spent on alcohol advertising in a local market, underage drinkers consumed 3% more alcohol.
- A study published in 2007 of 1,786 sixth graders in South Dakota found that youth who were more exposed to alcohol marketing — including television beer advertisements, alcohol ads in magazines, in-store beer displays and beer concessions, radio advertising, and ownership of beer promotional items — were 50% more likely to be drinking when surveyed a year later.
- Among Los Angeles seventh graders, those who viewed more television programs containing alcohol commercials had a 44% greater risk of beer use, a 34% greater risk of wine/liquor use, and a 26% greater risk of 3-drink episodes in eighth grade.
- Other studies have found that youth exposure to alcohol in movies and to alcohol signage near schools as well as youth ownership of alcohol promotional items are all associated with greater likelihood of underage drinking.

Every day, 5,000 kids under age 16 take their first drink.

Institute of Medicine, State Attorneys General Call for Industry Reforms

In the committee's opinion, alcohol companies should refrain from displaying commercial messages encouraging alcohol use to audiences known to include a significant number of children or teens when these messages are known to be highly attractive to young people. It is not enough for the company to say: "Because these messages also appeal to adults, who will predominate in the expected audience, we are within our legal rights."

—National Research Council/Institute of Medicine (NRC/IOM), 2004

- NRC/IOM called on the industry to move toward a standard of not placing ads where underage youth are more than 15% of the audience—the proportion of youth in the population.
- NRC/IOM called on the U.S. Department of Health and Human Services to monitor alcohol advertising and report its findings to Congress and the public.

"Given the absence of a reduction in underage drinking since the industry adopted the 30% standard, we encourage the Commission...to explore with the industry and others the reduction of the industry standard from 30% to 15%, which standard would require that alcohol advertising be limited to media where no more than 15% of the audience is age 12-20."

—20 State Attorneys General, letter to the Federal Trade Commission, May 8, 2006

- Because youth, ages 12 to 20, are only 13.3% of the national TV viewing audience, the alcohol industry's current threshold of not placing ads where underage youth are more than 30% of the audience allows alcohol advertising on programs where there are more than twice as many youth as in the viewing population.

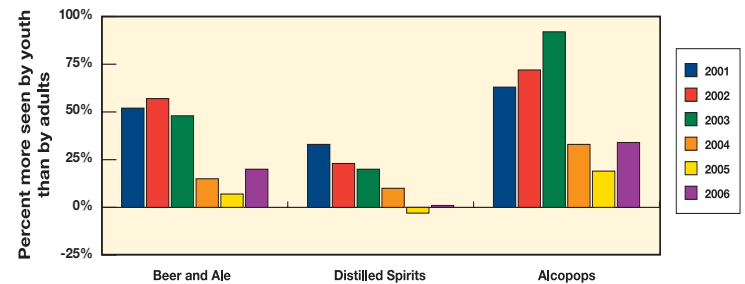
Congress and Surgeon General Call for Public Health Watchdog

- In December 2006, Congress passed and the President signed into law the Sober Truth on Preventing Underage Drinking Act (or STOP Act), requiring, among other things, that the U.S. Department of Health and Human Services report annually on rates of exposure of youth to positive and negative messages about alcohol in the mass media.
- In 2007, the Surgeon General issued the first-ever *Call to Action to Prevent and Reduce Underage Drinking* asking alcohol companies to end advertising placements that disproportionately expose youth.
- *The Surgeon General's Call to Action* also recommended on-going, independent monitoring of alcohol marketing to youth.

CAMY Documents Youth Exposure to Alcohol Ads

Using standard advertising industry databases and methods, the Center on Alcohol Marketing and Youth (CAMY) at Georgetown University has issued more than 20 reports since 2001 documenting widespread exposure of underage youth to alcohol marketing on TV, radio, the Web, and in magazines.

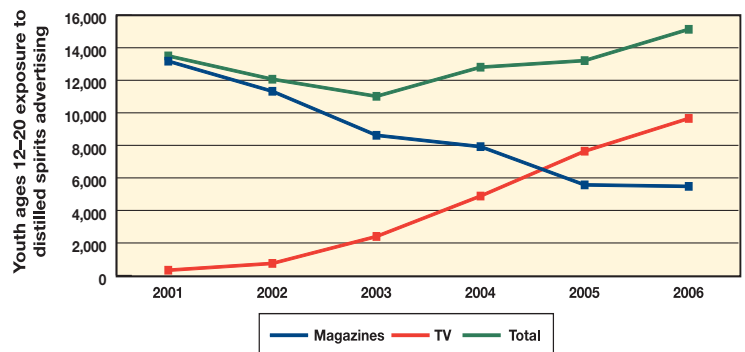
Underage Youth Often Saw More Alcohol Ads Than Adults in Magazines, 2001 to 2006*



* See www.camy.org for details; per capita comparison based on gross rating points. Sources: TNS Media Intelligence, Mediamark Research & Intelligence.

The industry has reduced youth exposure to its advertising in magazines and cut its spending on radio. However, youth exposure to alcohol advertising on television grew by 30% between 2001 and 2006. Much of this increase has come from distilled spirits advertising.

Youth Exposure to Distilled Spirits Advertising on Television and in Magazines, 2001 to 2006*



*See www.camy.org for details; youth exposure based on gross rating points. Sources: TNS Media Intelligence, Mediamark Research & Intelligence, Nielsen Media Research.

CAMY's monitoring tracks youth exposure to alcohol advertising down to the level of individual companies and brands. Brands play a key role. For instance:

- In magazines in 2006, 9% of the alcohol brands (21 brands) were responsible for 44% of youth exposure, but only 33% of adult exposure to alcohol product advertising.
- On television in 2006, 15% of the alcohol brands (22 brands) provided 36% of youth exposure but only 30% of adult exposure to alcohol product advertising.

There were 11 times as many distilled spirits ads on TV in 2006 as in 2001.

Television: A Vast Adland for Alcohol

- Nearly 1.7 million alcohol product ads aired on television from 2001 to 2006.
- More than 392,000 of these ads were more likely to be seen by underage youth than adults per capita on programs such as *Scrubs*, *Mind of Mencia*, and *That 70s Show*.
- Distilled spirits advertisers spent 27 times as much money to place 30 times more ads on cable television in 2006 than in 2001.
- On two cable networks – Comedy Central and VH1 – youth were consistently overexposed to alcohol advertising every year from 2001 to 2006.

	2001	2002	2003	2004	2005	2006
Number of televised alcohol product ads	225,619	299,356	286,935	285,849	296,360	299,475
Ads more likely to be seen by youth	55,721	77,388	74,406	67,111	58,662	58,753
Total spending	\$779,112,254	\$997,185,610	\$890,836,827	\$987,230,614	\$1,029,940,802	\$992,175,810

Source: Nielsen Media Research.

Recent CAMY TV Report:

CAMY Monitoring Report: Youth Exposure to Alcohol Advertising on Television and in National Magazines, 2001 to 2006

Available at www.camy.org.

Out of Balance: Alcohol Ads Outnumber “Responsibility” Ads 30 to 1

- Underage youth were 287 times more likely per capita to see a TV commercial promoting alcohol from 2001 to 2006 than an industry-funded “responsibility” ad regarding underage drinking.
- “Responsibility” advertising on television continues to be drowned out by the sheer volume of product advertising. Of the \$5.9 billion spent to advertise alcohol on television from 2001 to 2006, just 2.2% was spent to air “responsibility” ads.

	2001	2002	2003	2004	2005	2006
Number of alcohol “responsibility” ads	15,152	2,380	3,263	7,922	12,110	16,038
Number of alcohol product ads	225,619	299,356	286,935	285,849	296,360	299,475
Spending on alcohol “responsibility” ads	\$29,675,993	\$11,976,304	\$17,102,364	\$17,644,982	\$27,475,389	\$24,886,721
Spending on alcohol product ads	\$779,112,254	\$997,185,610	\$890,836,827	\$987,230,614	\$1,029,940,802	\$992,175,810

Source: Nielsen Media Research.

“Responsibility” ads have as their primary focus a clear, unambiguous message warning against driving after drinking, encouraging use of a designated driver, advising viewers to drink responsibly, or informing them about the legal drinking age of 21.

Recent CAMY “Responsibility” Reports:

Drowned Out: Alcohol Industry “Responsibility” Advertising on Television, 2001–2005

Alcohol Industry “Responsibility” Advertising on Television, 2001 to 2003

Available at www.camy.org.



Top 15 Teen Programs Have Alcohol Advertising

In 1999, the Federal Trade Commission (FTC) reported that alcohol ads had appeared on “at least three of the 15 television shows reported to have the largest teen audiences.” According to the FTC, “These shows may be among the best ways to reach teens, although they often have a majority legal-age audience.”

In 2003, the alcohol industry placed ads on all 15 of the 15 television shows most popular with teens. In 2006, the alcohol industry still ran ads on 14 of the 15 television shows most popular with teens, according to a CAMY analysis: 1,722 ads at a cost of more than \$8.7 million.

Alcohol ads are among teens’ favorites. Teens have ranked ads for Budweiser among their top 10 favorite TV advertisements in studies done in 2004, 2005, 2006 and 2007.

Source: Teenage Research Unlimited



1 in 3 radio alcohol ads in top markets is more likely to reach youth per capita than adults.



Alcohol Radio Ads: Tuning in to Kids

CAMY analyzed 337,602 radio ads airing in 2006 in 28 of the largest media markets across the nation, covering 42% of the U.S. population. CAMY's analysis shows that 36% (120,299) of these airings occurred when underage youth were more likely to be listening per capita than adults, and that 8% (27,682) were placed on programming with youth audiences larger than the industry's voluntary maximum of 30%. According to revised industry marketing codes announced in September 2003, underage youth should not constitute more than 30%—a change from 50%—of the audience for alcohol ads.

Twenty-six brands placed more than half of their advertisements on radio programming that youth were more likely to hear on a per capita basis than adults.

Recent CAMY Radio Reports:
CAMY Monitoring Report: Youth Exposure to Alcohol Advertising on Radio 2006
Youth Exposure to Alcohol Advertising on Radio – United States, June–August 2004
 Available at www.camy.org.

Alcohol Web Sites: Cyber Playgrounds for Kids

CAMY analyzed data on visits to 55 alcohol company web sites in the last six months of 2003. Here are some of the findings:

Alcohol Web Sites Attract Large Numbers of Underage Youth

Alcohol company Web sites received nearly 700,000 in-depth visits—visits that went beyond the age-verification page on the site—from young people under the legal drinking age in the last six months of 2003 alone. In fact, 13.1% of all in-depth visits to 55 alcohol Web sites were initiated by underage youth.

Games, Cartoons, Music and High-Tech Downloads Fill Alcohol Web Sites

Video games such as a water-balloon toss, pinball, car races, shooting aliens and air hockey, as well as customized music downloads and IM (instant messaging) accessories were found throughout alcohol company Web sites, especially beer and distilled spirits Web sites.

No Effective “Carding” on the Internet

Alcohol industry marketing codes hold out the promise of limiting access to only legal-age adults by working with the computer industry. However, underage youth have easy access to alcohol Web sites since the majority of parental control software programs are largely ineffective at preventing youth from visiting these sites. A CAMY report for 2003 showed that as many as 76% of the alcohol brands eluded parental controls half the time or more.

CAMY Alcohol on the Web Report:

Clicking with Kids: Alcohol Marketing and Youth on the Internet
 Available at www.camy.org.



According to CDC, 36 alcohol brands ran all their ads in 2005 in youth-oriented magazines.

Magazines: Alcohol Marketing Reaches Youth

- In 2006, 37% of alcohol advertising and 46% of the spending on advertising was in magazines with a disproportionate youth (ages 12 to 20) readership.
- However, between 2001 and 2006, youth exposure to alcohol advertising in magazines fell by 50%, while the number of alcohol advertisements overall placed per year fell by 22%, reflecting a trend of alcohol advertisers moving away from magazines to television.
- In 2006, of 229 alcohol brands advertising in magazines, 39 had all of their advertising and 35 had the majority of their advertising in magazines with disproportionately high youth readerships, such as *Sports Illustrated*, *Maxim*, *Rolling Stone*, *Stuff*, and *Us Weekly*.



Overexposing Ads Account for Much of Youth Exposure to Alcohol Advertising

- More than 77% of youth exposure to alcohol advertising in magazines in 2006 came from ads placed in magazines that youth were more likely to read per capita than adults.
- Alcohol advertising placed on radio programming that youth were more likely to hear than adults accounted for 58% of youth exposure to alcohol ads on the radio in 28 of the largest U.S. media markets in 2006.
- The 20% of advertisements placed on television programs youth were more likely to be watching than adults accounted for more than a third of youth exposure to alcohol advertising on TV in 2006.
- CAMY has estimated that if alcohol companies moved their advertising to television programs with fewer than 15% youth viewers, youth exposure would decline by 20%, and alcohol company advertising spending would fall by 8%, with virtually no impact on the industry's ability to reach 21- to 24-year-olds or 21- to 34-year-olds.

Magazines With High Youth Readership and Alcohol Advertising, 2006

	Vibe	Blender	Rolling Stone	In Touch
Percent youth readership	34.9%	31.6%	27.9%	26.6%
Total alcohol ad spending	\$345,709	\$6,221,710	\$12,748,019	\$1,653,678

Source: TNS Media Intelligence, Mediamark Research & Intelligence.

Between 2001 and 2006, alcohol companies spent \$2 billion to place ads in magazines. Distilled spirits advertising is especially prevalent in magazines because of the broadcast television networks' voluntary ban on distilled spirits ads. During that time, distilled spirits advertisers accounted for 70% of the dollars spent on alcohol advertising in magazines.

Year	Beer and Ale		Distilled Spirits		Alcopops		Wine		Total	
	Ads	Dollars	Ads	Dollars	Ads	Dollars	Ads	Dollars	Ads	Dollars
2001	292	\$30,524,944	2,840	\$254,375,577	73	\$6,944,474	411	\$28,534,584	3,616	\$320,379,579
2002	291	\$33,991,692	2,697	\$260,802,078	96	\$10,294,433	514	\$38,857,593	3,598	\$343,945,795
2003	465	\$54,893,009	2,330	\$228,207,697	29	\$3,009,913	417	\$39,947,891	3,241	\$326,058,509
2004	514	\$64,674,633	2,224	\$239,121,482	70	\$10,468,580	475	\$46,700,395	3,283	\$360,965,090
2005	520	\$71,752,209	1,910	\$210,457,371	21	\$1,881,440	446	\$42,654,495	2,897	\$326,745,515
2006	413	\$67,522,115	1,825	\$204,932,217	39	\$4,370,967	554	\$54,248,283	2,831	\$331,073,582
Total	2,495	\$323,358,601	13,826	\$1,397,896,423	328	\$36,969,806	2,817	\$250,943,241	19,466	\$2,009,168,070

Sources: TNS Media Intelligence, Mediamark Research & Intelligence.
Note: Sums of rows and columns may not match totals due to rounding.

Recent CAMY Magazine Reports:

CAMY Monitoring Report: Youth Exposure to Alcohol Advertising on Television and in National Magazines, 2001 to 2006
It Can Be Done: Reductions in Youth Exposure to Alcohol Advertising in Magazines, 2001-2005
Available at www.camy.org.



Black and Hispanic youth are exposed to more alcohol advertising than youth in general.

African-American & Hispanic Youth: No One Left Behind When It Comes to Kids & Alcohol Advertising

African-American Youth & Alcohol Advertising

African-American youth have historically had lower rates of alcohol use and abuse than other youth, and African-American communities have been proud of that. That is what makes the Center's report striking and upsetting. African-American parents do not need to have their hard work and success in protecting their children undermined by the alcohol industry's advertising and marketing.

—Dr. David Satcher, MD

- **Alcohol advertising was placed on television programs most popular with African-American youth.** Alcohol advertisers spent \$11.3 million in 2003 and 2004 to place ads on all 15 of the programs most popular with African-American youth, including *Girlfriends*, *One on One*, *Half & Half*, and *The Simpsons*.
- **Alcohol advertising in magazines and on the radio overexposed African-American youth.** Compared to youth in general, African-American youth saw 21% more beer and ale advertising and 42% more distilled spirits advertising in magazines in 2004. On radio, they heard 15% more alcohol advertising than youth in general on a per capita basis.



Hispanic Youth & Alcohol Advertising

The Center found that Latino children were even more likely than other youth to see alcohol ads in English-language magazines, and more likely to hear distilled spirits and alcopop ads on the radio. ... The alcohol companies need to do a better job of self-regulating and stop inappropriate advertising. The Institute of Medicine recommends that the industry move its ads to better ensure that adults are more likely to see, hear and read them than young people—an obvious solution that is long overdue.

—U.S. Congresswoman Lucille Roybal-Allard and David H. Jernigan, *La Opinion*

- **Alcohol advertising was placed on a majority of the TV programs most popular with Hispanic youth.** Alcohol advertisers spent \$19 million to place ads on 14 of the 15 programs most popular with Hispanic youth in 2003 and 2004, including *Bernie Mac*, *Don Francisco Presenta*, *The Simpsons* and *Cristina*.
- **Hispanic youth saw and heard even more alcohol advertising in magazines and on the radio than youth in general.** Hispanic youth saw 20% more alcohol advertising than youth in general in English-language magazines in 2004. In the summer of 2004, in seven of the top 20 markets by Hispanic population, Hispanic youth heard more radio alcohol advertising than youth in general.

Recent CAMY Reports on African-American and Hispanic Youth Exposure:

Exposure of African-American Youth to Alcohol Advertising, 2003 to 2004

Exposure of Hispanic Youth to Alcohol Advertising, 2003–2004
Available at www.camyy.org.



Taking Action to Protect Our Kids

Growing concern about the continued high rates of underage drinking in the United States and the role played by alcohol industry advertising practices have pushed policymakers and communities to take action. Efforts to reduce the exposure of underage youth to alcohol advertising range from federal legislation to local ordinances to new state rules to the creation of task forces by state Attorneys General. Here are examples of how policymakers and communities are trying to protect our youth:

- The “Sober Truth on Preventing Underage Drinking Act,” or “STOP Underage Drinking Act,” which was signed into law in December 2006:
 - authorizes measures to reduce teen access to alcohol, better enforce drinking laws, and provide more resources for local community efforts;
 - funds a small pilot media campaign that could serve as a model for a national campaign to educate parents about this issue; and
 - calls for public health monitoring of alcohol advertising reaching our youth.
- In 2004, the National Association of Attorneys General created the Youth Access to Alcohol Task Force to reduce underage drinking by studying youth exposure to alcohol advertising and access to alcohol, educating state Attorneys General on ways to reduce access and change social norms about underage drinking, and partnering with national and state entities to augment and enhance on-going efforts to stop underage drinking. Specifically, the Task Force:
 - examines the alcohol industry’s marketing practices and its self-monitoring programs;
 - works with the industry to reduce access by compiling data on best practices related to liquor enforcement, legislative initiatives, parental education, and campus enforcement and education programs, and exchanging information among states regarding these programs and initiatives;
 - tracks Congressional and federal agency efforts to respond to the problem of underage drinking.
- Following months of negotiations with a group of state Attorneys General and Beam Global Spirits & Wine, the company voluntarily agreed in May 2007 to advertise only on programs or in magazines with at least 75% adult audiences and to achieve an annual aggregate average audience for each of its brands in each medium of at least 85% adults. Beam set a new standard for responsibility that CAMY estimates would reduce youth exposure to alcohol advertising on television by 14% and in magazines by 11% if adopted by the entire industry.
- Philadelphia’s City Council unanimously passed in December 2003 an ordinance banning future alcohol advertising on city-owned property including the public transit bus shelters used by many schoolchildren traveling to and from school. The City of Philadelphia owns all public transit bus shelters and administers the seventh-largest public school system in the United States.
- The State of Ohio adopted in May 2004 an administrative rule prohibiting all alcohol billboards within 500 feet of schools, parks and churches. Ohio Parents for Drug Free Youth championed this reform and was supported by many other groups. While alcohol industry trade associations call for the 500-foot limit in their marketing codes, the Ohio rule is more specific, and makes the industry’s voluntary ban enforceable.

To learn more about these and other initiatives to reduce youth exposure to alcohol advertising, visit www.camy.org/action.

January 2008

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TOBACCO COMPANY MARKETING TO KIDS

From the 1950s to the present, different defendants, at different times and using different methods, have intentionally marketed to young people under the age of twenty-one in order to recruit 'replacement smokers' to ensure the economic future of the tobacco industry.

U.S. District Court Judge Gladys Kessler
Final Opinion, *United States v. Philip Morris*¹

The major cigarette companies, alone, now spend about \$13.1 billion per year (or more than \$35.9 million every day) to promote their products; and many of their marketing efforts directly reach kids.² In fact, cigarette company spending to market their deadly products increased by more than 95 percent from 1998 to 2005 (the most recent year for which complete data is available).³ Moreover, tobacco industry documents, research on the effect of the cigarette companies' marketing efforts on kids, and the opinions of advertising experts combine to reveal the intent and the success of the industry's efforts to attract new smokers from the ranks of children.

Tobacco Industry Statements & Actions

Numerous internal tobacco industry documents, revealed in the various tobacco lawsuits, show that the tobacco companies have perceived kids as young as 13 years of age as a key market, studied the smoking habits of kids, and developed products and marketing campaigns aimed at them.⁴ As an RJR Tobacco document put it, "Many manufacturers have 'studied' the 14-20 market in hopes of uncovering the 'secret' of the instant popularity some brands enjoy to the almost exclusion of others. . . . Creating a 'fad' in this market can be a great bonanza."⁵ The following are just a few of the many more internal company quotes about marketing to kids:

- Philip Morris:** *"Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens... The smoking patterns of teenagers are particularly important to Philip Morris."*⁶
- RJ Reynolds:** *"Evidence is now available to indicate that the 14-18 year old group is an increasing segment of the smoking population. RJR-T must soon establish a successful new brand in this market if our position in the industry is to be maintained in the long term."*⁷
- Brown & Williamson:** *"Kool's stake in the 16- to 25-year-old population segment is such that the value of this audience should be accurately weighted and reflected in current media programs . . . all magazines will be reviewed to see how efficiently they reach this group."*⁸
- Lorillard Tobacco:** *"[T]he base of our business is the high school student."*⁹
- U.S. Tobacco:** *"Cherry Skoal is for somebody who likes the taste of candy, if you know what I'm saying."*¹⁰

In August 2006, U.S. District Court Judge Gladys Kessler released her final opinion in the U.S. Government's landmark case against tobacco companies, meticulously describing how the tobacco companies target youth with sophisticated marketing campaigns. According to Judge Kessler, tobacco companies intimately study youth behavior and use their findings to create images and themes attractive to youth. Judge Kessler found that "Defendants spent enormous resources tracking the behaviors and preferences of youth under twenty-one...to start young people smoking and to keep them smoking."¹¹ Tobacco companies knowingly placed advertisements in magazines popular with youth, despite the Master Settlement Agreement, and often sent direct mail pieces to youth without verifying their age.

Judge Kessler's conclusion is very straightforward, "The evidence is clear and convincing – and beyond any reasonable doubt – that Defendants have marketed to young people twenty-one and under while consistently, publicly, and falsely denying they do so."¹²

Tobacco Companies Still Market Their Products to Kids

The cigarette companies now claim that they have finally stopped intentionally marketing to kids or targeting youths in their research or promotional efforts. But they continue to advertise cigarettes in ways that reach vulnerable underage populations. For example, the cigarette and spit-tobacco companies continue to advertise heavily at retail outlets near schools and playgrounds, with large ads and signs clearly visible from outside the stores. In fact, cigarette companies increased their spending on point-of-sale marketing by almost \$19 million between 2004 and 2005, and spent the bulk of their marketing dollars (81 percent, or \$10.6 billion) on strategies that facilitated retail sales, such as price discounts and ensuring prime retail space.¹³ In addition:

- A 2008 study of retail outlets in California found that the average number of in-store cigarette ads in California increased between 2002 and 2005, from 22.7 to 24.9 ads per store. The proportion of stores with at least one ad for a sales promotion also increased between 2002 and 2005, from 68.4 percent to 79.6 percent.¹⁴
- A recent survey of 184 retail stores in Hawaii found 3,151 tobacco advertisements and promotions, most of which were for RJ Reynolds' Kool, the cigarette brand most heavily smoked by teenagers in Hawaii.¹⁵
- A 2002 survey in a Californian community found that stores where adolescents shop most often have more than three times more cigarette advertisements and promotional materials outside of the stores and almost three times more materials inside compared to other stores in the community.¹⁶
- A 2001 study in the *New England Journal of Medicine* found that the 1998 MSA had little effect on cigarette advertising in magazines. In 2000, the tobacco companies spent \$59.6 million in advertising expenditures for the most popular youth brands in youth oriented magazines. The settlement has not reduced youth exposure to advertisements for these brands. Magazine ads for each of the three most popular youth brands (Marlboro, Newport, and Camel) reached more than 80 percent of young people in the United States an average of 17 times in 2000.¹⁷
- A Massachusetts Department of Health study found that cigarette advertising in magazines with high youth readership actually increased by 33 percent after the November 1998 Master Settlement Agreement, in which the tobacco companies agreed not to market to kids.¹⁸ An American Legacy Foundation study found that magazine ads for eight of the top ten cigarette brands reached 70 percent or more of kids five or more times in 1999.¹⁹
- In June 2002, a California judge fined the RJ Reynolds cigarette company for advertising in magazines with high youth readerships in ways that violated the state tobacco settlement agreement's prohibition that forbids the cigarette companies from taking any action directly or indirectly to target youth in the advertising, promotion, or marketing of tobacco products.²⁰
- In July 2000, a study revealed that after tobacco billboards were banned by the Master Settlement Agreement the cigarette companies increased their advertising and promotions in and around retail outlets, such as convenience stores.²¹
- According to a study conducted by the Massachusetts Department of Health, United States Smokeless Tobacco Company (UST), the country's largest smokeless tobacco manufacturer, spent \$9.4 million advertising in magazines with high youth readership in 2001, compared to the average \$5.4 million spent in 1997 and 1998, the two years before the settlement. Nearly half of the company's advertising (45 percent) continued to be in youth-oriented magazines after the settlement.²²

At the same time, major cigarette companies vigorously oppose reasonable efforts to make it more difficult for kids to obtain cigarettes – such as raising tobacco excise taxes, eliminating cigarette vending machines in locations accessible by children, requiring that tobacco products be sold from behind the counter, forbidding sales of single cigarettes or “kiddie packs” (packs of fewer than 20 cigarettes), or prohibiting sales of cigarettes via the Internet or through the mail. In her final opinion, Judge Kessler noted, “Defendants continue price promotions for premium brands which are most popular with teens.”²³

In fact, the cigarette companies are addicted to underage smoking. Almost 90 percent of all regular smokers begin smoking at or before age 18, and hardly anybody tries their first cigarette outside of childhood.²⁴ In other words, if kids stopped smoking, the cigarette companies market of smokers would shrink away to almost nothing. But thanks, in large part, to cigarette company marketing efforts, each day about 4,000 kids try smoking for the first time, and another 1,000 kids become regular daily smokers.²⁵

Empirical Evidence of the Impact of Tobacco Marketing to Kids

Beyond the industry’s own statements, there is compelling evidence that much of their advertising and promotion is directed at kids and successfully recruits new tobacco users. A 2002 monograph by the National Cancer Institute, which reviewed the research on tobacco advertising and promotion and its impact on youth smoking, found that tobacco advertising and promotional activities are important catalysts in the smoking initiation process. The NCI report also found, based on a review of the extant research, that “the conclusion that there is a causal relationship between tobacco marketing and smoking initiation seems unassailable.”²⁶

Numerous studies have demonstrated the relationship between tobacco marketing and youth smoking behavior:

- A study published in the May 2007 issue of *Archives of Pediatrics and Adolescent Medicine*, the first national study to examine how specific marketing strategies in convenience stores and other retail settings affect youth smoking, concluded that the more cigarette marketing teens are exposed to in retail stores, the more likely they are to smoke, and that restricting these retail marketing practices would reduce youth smoking. Specifically, the study found that retail cigarette advertising increased the likelihood that youth would initiate smoking; pricing strategies contributed to increases all along the smoking continuum, from initiation and experimentation to regular smoking; and cigarette promotions increased the likelihood that youth will move from experimentation to regular smoking.²⁷
- A study published in the December 2006 issue of *Archives of Pediatrics and Adolescent Medicine* found that exposure to tobacco marketing, which includes advertising, promotions and cigarette samples, and to pro-tobacco depictions in films, television, and videos more than doubles the odds that children under 18 will become tobacco users. The researchers also found that pro-tobacco marketing and media depictions lead children who already smoke to smoke more heavily, increasing the odds of progression to heavier use by 42 percent.²⁸
- 81.3 percent of youth (12-17) smokers prefer Marlboro, Camel and Newport – three heavily advertised brands. Marlboro, the most heavily advertised brand, constitutes almost 50 percent of the youth market but only about 40 percent of smokers over age 25.²⁹
- A June 2007 study from the American Legacy Foundation found that 40 percent of youth smokers (ages 13-18) recalled seeing advertisements for flavored cigarettes. Eleven percent of youth smokers have tried flavored cigarettes and more than half of youth smokers who had heard of flavored cigarettes were interested in trying them, with almost 60 percent believing that flavored cigarettes would taste better than regular cigarettes.³⁰
- A study in the *American Journal of Public Health* showed that adolescents who owned a tobacco promotional item and named a cigarette brand whose advertising attracted their attention were twice as likely to become established smokers than those who did neither.³¹

- A survey released in March 2008 showed that kids were almost twice as likely as adults to recall tobacco advertising. While only 24 percent of all adults recalled seeing a tobacco ad in the two weeks prior to the survey, 47 percent of kids aged 12 to 17 reported seeing tobacco ads.³²
- A study in the *Archives of Pediatric and Adolescent Medicine* found that receptivity to tobacco advertising had a significant impact on each step of the progression from non-smoking to established regular smoking, even when exposure to smoking in the home and by peers was controlled. The biggest impact was on influencing non-susceptible youth to becoming susceptible to smoking.³³
- A study in the *Journal of the National Cancer Institute* found that teens are more likely to be influenced to smoke by cigarette advertising than they are by peer pressure.³⁴
- A study in the *Journal of Marketing* found that teenagers are three times as sensitive as adults to cigarette advertising.³⁵
- A longitudinal study of teenagers in the *Journal of the American Medical Association* showed that tobacco industry promotional activities influenced previously non-susceptible non-smokers to become susceptible to or experiment with smoking.³⁶
- An *American Journal of Preventive Medicine* study found that youth who were highly receptive to tobacco advertising were 70 percent more likely to move from being experimental smokers to established smokers compared to those who had a minimal receptivity to tobacco advertising. The study also found that youth who believed that they could quit smoking anytime were almost twice as likely to become established smokers compared to those who did not think they could quit any time.³⁷
- According to the U.S. Centers for Disease Control and Prevention, the development and marketing of “starter products” with such features as pouches and cherry flavoring have switched smokeless tobacco from a product used primarily by older men to one used mostly by young men.³⁸ More than 13 percent of high school boys are current smokeless tobacco users.³⁹
- Between 1989 and 1993, when advertising for the new Joe Camel campaign jumped from \$27 million to \$43 million, Camel's share among youth increased by more than 50 percent, while its adult market share did not change at all.⁴⁰
- A report in the *Journal of the American Medical Association* found that six years after the introduction of Virginia Slims and other brands aimed at the female market in the late 1960s, the smoking initiation rate of 12-year-old girls had increased by 110 percent. Increases among teenage girls of other ages were also substantial.⁴¹
- A December 1996 survey of advertising industry executives found that roughly 80 percent believed that advertising for cigarettes reaches children and teenagers in significant numbers and makes smoking more appealing or socially acceptable to kids. And 71 percent believed that tobacco advertising changes behavior and increases smoking among kids; and 59 percent believe that a goal of tobacco advertising is marketing cigarettes to teenagers who do not already smoke.⁴²

As a commentator in the *Advertising Age* trade journal put it, “Cigarette people maintain peer pressure is the culprit in getting kids to start smoking and that advertising has little effect. That’s like saying cosmetic ads have no effect on girls too young to put on lipstick.”⁴³

Campaign for Tobacco-Free Kids, April 24, 2008 / Meg Riordan

Related Campaign Factsheets

[Available at <http://tobaccofreekids.org/research/factsheets/index.php?CategoryID=23>]

- *Tobacco Industry Continues to Market to Kids*
- *Cigarette Companies Cannot Survive Unless Kids Smoke*
- *Philip Morris & Targeting Kids*
- *Increased Cigarette Company Marketing Since the Multistate Settlement Agreement Went into Effect*
- *Allocations of Cigarette Company Marketing Expenditures (Table)*

- *Tobacco Company Marketing to College Students Since the MSA was Signed*
- *Tobacco Company Marketing that Reaches Kids: Point-of-Purchase Advertising and Promotions*
- *Racing to Addiction: Tobacco Company Auto Racing Sponsorships*
- *Research Findings on Tobacco Industry Marketing To Kids In Magazines*
- *Tobacco Product Marketing on the Internet*
- *Tobacco Company Quotes on Marketing to Kids*
- *A Long History of Empty Promises: The Cigarette Companies' Youth Anti-Smoking Programs*

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