

TOBACCO AND ADVERTISING

■ Cigarette promotional items are highly visible with almost 10 students seeing a cigarette promotional item for each one who brings it in the school environment. (1)

■ Students wearing and using cigarette promotional items in schools heightens the perception of approval of tobacco use by peers and promotes smoking as normative behavior. (2)

■ Studies have found a high density of tobacco billboards in racial and ethnic communities. In Los Angeles, the most billboards per mile were found in African-American communities and the lowest billboard placement was found in White communities. (3)

■ According to estimates, the tobacco industry spends \$14 million per day on advertising and promotion. (4)

■ The voluntary codes restricting marketing practices established by the tobacco trade associations are regularly violated by cigar advertising and promotional activities. (5)

Sources:

1. Sargent, J.D., Dalton, M.A., Beach, M., Bernhardt, A., Pullin, D., & Stevens, M. (1997). Cigarette Promotional Items in Public Schools. *Archives of Pediatrics and Adolescent Medicine*, 151, 1189-1196.
2. Sargent, J.D., Dalton, M.A., Beach, M., Bernhardt, A., Pullin, D., & Stevens, M. (1997). Cigarette Promotional Items in Public Schools. *Archives of Pediatrics and Adolescent Medicine*, 151, 1189-1196.
3. Stoddard, J.L., Johnson, C.A., Boley-Cruz, T., Sussman, S. (1997). Target Tobacco Markets: Outdoor Advertising in Los Angeles Minority Neighborhoods. *American Journal of Public Health*, 87, 1232-1233.
4. Turnquist, K. (1998, June 7). Scions of Joe Camel aren't just blowing smoke. *The San Diego Union-Tribune*, p. D5.
5. Cigars: Health Effects and Trends. (1998). Smoking and Tobacco Control Monograph #9. United States Department of Health and Human Services