

GOALS AND OBJECTIVES OF TOBACCO POINT-OF-SALE REDUCTION PROJECT

Goal: To prevent tobacco use among teens and young adults.

Objective 1: At least 75% of retail establishments in the Town and City of Groton will reduce the size, number and location of tobacco advertisements in their store

Objective 2: The number of Groton. teens who report getting their cigarettes from convenience stores and other retail outlets will be reduced by 25%

Objective 3: Increase compliance rates of sales to minors in Groton

TRUE! by Daryl Cagle



Source: LA Times quoting Richard Pollay, University of British Columbia study.
Underage smokers are three times as likely as adults to be swayed by cigarette advertising.

TOBACCO CESSATION PROGRAMS ARE AVAILABLE!

YOU CAN QUIT TODAY!

Ledge Light Health District offers “*Freedom from Smoking*”, an 8-week program developed by the American Lung Association. This free program helps people learn the skills needed to quit smoking and using other tobacco products while providing a supportive group setting.

Pharmaceutical quit aides such as gums, lozenges and patches will be offered.

To register for a cessation program call Kerensa Mansfield at Ledge Light Health District 860.448.4882 Ext. 309



TOBACCO ADVERTISING AT POINT-OF-SALE REDUCTION PROJECT



An Initiative of Ledge Light Health District

Funded by Connecticut Department of Public Health

TOBACCO COMPANIES AND MARKETING

- Children are **three times more sensitive** to tobacco advertising than adults
- **75%** of teens say that they are likely to visit a convenience store at least once a week
- Tobacco companies in the United States spend \$14.5 billion dollars in store advertising
- Tobacco industries spend billions of dollars a year “hooking” new smokers and to keep those who smoke hooked
- Research by the Harvard School of Public Health in 11/2005 showed that cigarette manufacturers developed candy-flavored cigarettes to target the youth market
- 18.8% of stores have tobacco ads posted at a child’s eye level



(A local Groton Convenience Store, 2007)

TOBACCO USE AND CHILDREN

- Children consume over 800 million cigarette packs per year
- 1,500 kids (under 18) will become new regular, daily smokers each day
- 6,000,000+ kids under 18 alive today will ultimately die from smoking (unless smoking rates decline)
- 90% percent of smokers begin before the age of 21



DID YOU KNOW?

- **58,000 people in Connecticut die** from smoking-related illnesses each year
- Recent survey show that New London County smoking rates were 48% higher than that of the rest of the state

WHAT YOU CAN DO IN YOUR LOCAL COMMUNITY

Consumers are flooded with tobacco advertisements everywhere they go, particularly in convenience stores.

For young people, tobacco ads have become part of every day life and making it seem that smoking is an acceptable norm.

Encourage your local retailers to do one of the following:

- Remove all tobacco ads or at least decrease the amount of ads in the store
- Reduce the amount of ads that children can see from the street and parking lot
- Move ads to less prominent areas in the store (away from candy and kid friendly items)
- Restrict ads and promotions that appeal to kids
- Remove any candy and alcohol flavored cigarettes that appeal to kids



FOR MORE INFORMATION ON HOW YOUR COMMUNITY CAN MAKE A CHANGE IN TOBACCO MARKETING CONTACT :

MICHELLE HAMILTON AT LEDGE LIGHT HEALTH DISTRICT AT 448-4882 EXT. 305