

Pennsylvania's 100% Tobacco Free Schools Toolkit *for Student Assistance Programs*



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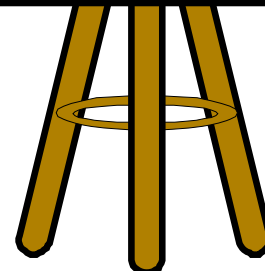
Includes fact sheets; presentations for students, parents and staff; and templates that are available on CD or at www.tobaccofreeallegheny.org

TobaccoFreeAllegheny

This presentation is part of the Tobacco Free Schools Toolkit. The printed booklet that accompanies the presentation is available from Tobacco Free Allegheny.

TobaccoFreeAllegheny

Nicotine: What *Parents* Need to Know



Tobacco Products

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Definition: (Any of the following you don't know about?)

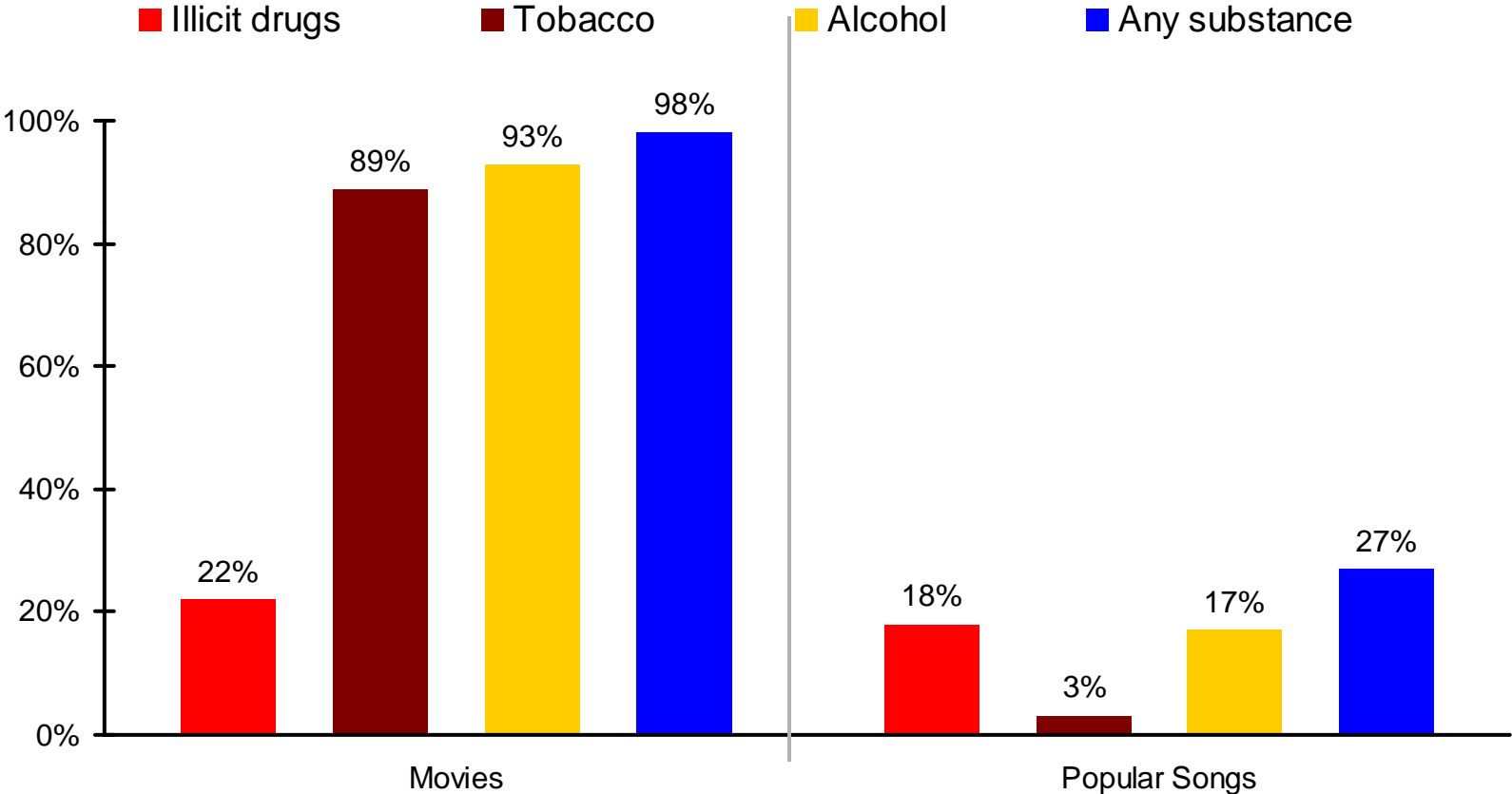
- Any lit or unlit cigarette, cigar, pipe, bidi, blunt, clove cigarette, chewing or spitless tobacco in any form or any item containing or reasonably resembling tobacco or tobacco products

Forms of Tobacco

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- Kreteks
- Bidis
- Spit
- Snus
- NicoFix & Nicogel
- Hookah pipes
- Screwdriver
- Blackjack Gin
- Snake Eyes

Substance Appearance in Popular Movies and Songs

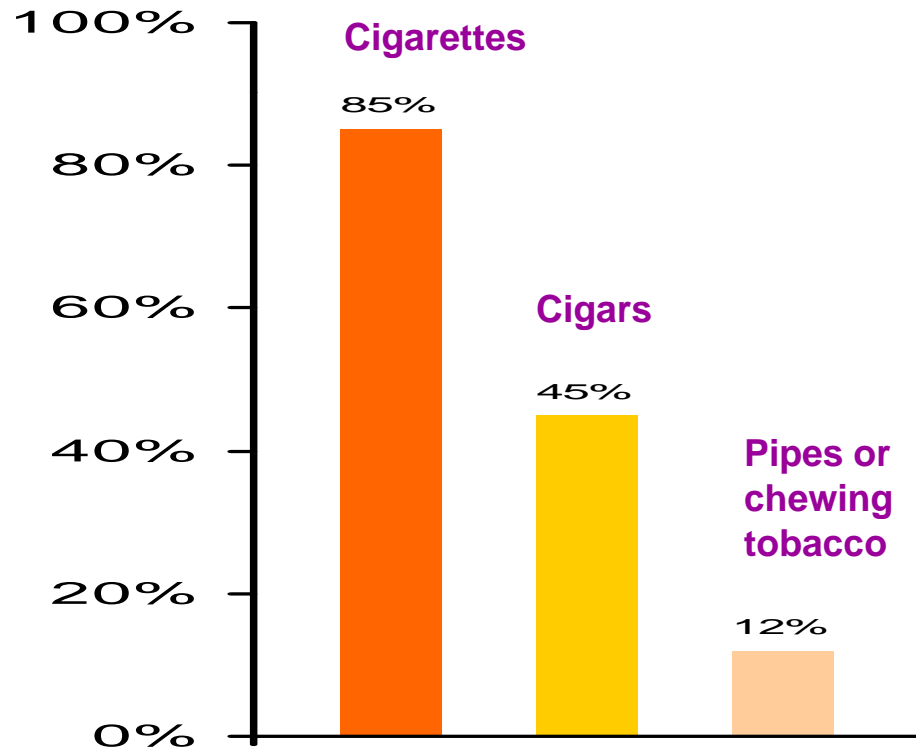


Percentages reflect the number of movies (200 total) and songs (1,000 total) in which substances appeared, whether or not they were used.

Tobacco in Movies

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Percentage of movies with tobacco portrayals that show use of:



172 movies portrayed tobacco use. Percentages sum to more than 100% because multiple substances appeared in the same movie.

Tobacco Use

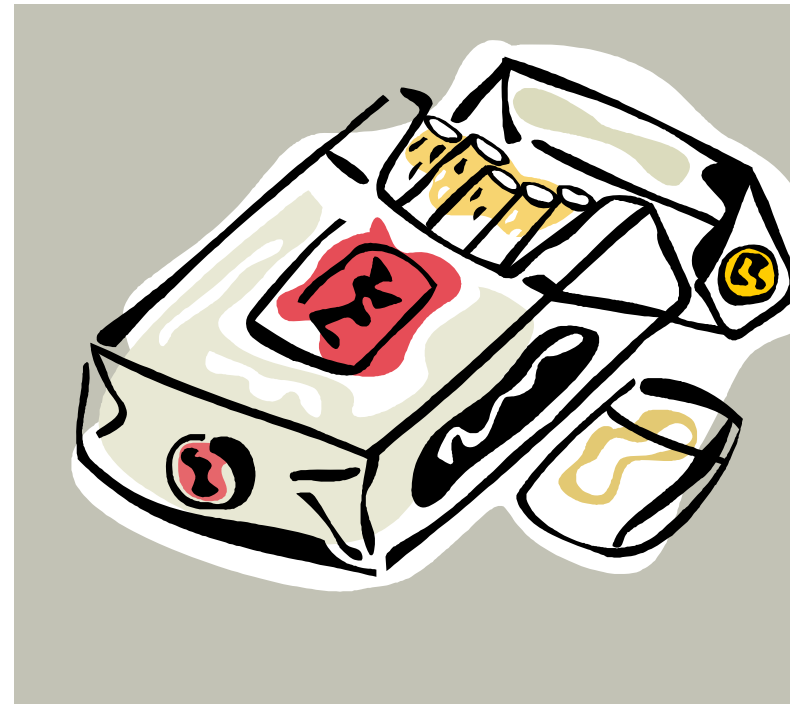
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Smoking, chewing, dipping or any other use of a tobacco or nicotine-containing product

Tobacco Advertising or Promotion

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- Any clothing, bags, hats or other items that include tobacco company names or logos



Kinds of Marketing Used

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ABOVE THE LINE (ATL) MARKETING

- Newspapers
- Magazines
- Cinema
- Television
- Radio
- Billboards (out-of-home, posters)
- E-mail
- Television
- Radio

BELOW THE LINE (BTL) MARKETING

- Events
- Point-of-sale displays
- Direct marketing
- E-mail promotions
- Text message promotions
- Premiums/gifts with purchase
- Pricing
- Public relations activities
- Sponsorship
- Trade shows
- Exhibitions
- Sales literature
- Catalogues

What Does the Tobacco Industry do for Retailers?

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- Trade promotional expenditure
- In-store display hardware and assistance with point-of-sale marketing
- Corporate advertising and alliance building
- Brand advertising direct to retailers
- A new, innovative electronic distribution system

Corporate Advertising

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- Corporate advertising in retail trade magazines and regular tobacco industry involvement in retail industry events
- Regular pro-tobacco industry editorials in retail trade press

Guerrilla Marketing

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- Not overt selling
- Creation of an environment “just happens” to contain the brand
- Having “the exclusive right to sell” cigarettes at an existing event (like a music festival)
- “Exclusive right” usually a professionally designed and dressed tent or stall consistent with the brand identity

Teenagers & Tobacco Control

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- Transition to regular smoking typically occurs well before age 18
- Half of smoking teenagers become lifetime smokers
- Half of lifetime smokers die prematurely from smoking-related illnesses
- Protection of teenagers from tobacco industry tricks is thus a natural theme for advocacy

Teenagers & the Tobacco Industry

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- Industry documents, observational studies and advocacy have exposed a history of deliberate industry targeting of young teenagers in research and marketing
- Transnational tobacco corporations (TTC) know that teenagers are a “hot topic” in tobacco control advocacy and a major issue for policymakers and stakeholders

Industry Response?

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- Transition from marketing strategies to issues management/ public relations (PR) strategies
- “Voluntary marketing codes,” “Youth smoking prevention” (YSP) and “youth access programs” now part of TTCs’ PR platforms
- These programs intended to buy legitimacy, particularly in highly restricted markets
- Teenagers aggressively targeted with marketing the moment they turn 18, even in highly restricted markets

Marketing Objective

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- “Our marketing objective [is] to increase our young adult franchise. To ensure increased and longer-term growth for CAMEL FILTER, the brand must increase its share penetration among the 14-24 age group, which have a new set of more liberal values and which represent tomorrow's cigarette business.”

RJReynolds

Jan. 1975

BATES 505775557

Brand Loyalty

- “Younger adult smokers have been the critical factor in the growth and decline of every major brand and company over the last 50 years.
- They will continue to be just as important to brands/companies in the future for two simple reasons. The renewal of the market stems almost entirely from 18-year-old smokers. No more than 5% of smokers start after age 24. The brand loyalty of 18-year-old smokers far outweighs any tendency to switch with age. Thus, the annual influx of 18-year-old smokers provides an effortless momentum to successful ‘first brands.’

RJR Strategic Research Report
Marketing development department
Feb 1984 BATES 501928462-501928550



Young Adults

17

- Sales representatives are asked to identify stores “heavily frequented by young adult shoppers...can be in close proximity to colleges [or] high schools...the purpose of this exercise is to try to keep premium items in [these] stores at all times.”

RJ Reynolds

Jan. 1990

BATES 682817261

Tobacco Cessation Program

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- A support system, program and service to help people impacted by the laws or rules that forbid the use of tobacco products

Tobacco-free Environment

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- 100% absence of tobacco products, use of advertising or promotion 24/7 on school grounds, at school-sponsored events or vehicles owned, rented or chartered by the district

Impact of Nicotine on Myelin

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University of Pittsburgh Medical Center Study

- Nicotine breaks down nerve cell membranes in the brains of young people.
- Younger subjects experienced brain changes that could make addiction more likely in adulthood.
- Male test subjects appeared particularly likely to have their brain cells altered by nicotine exposure.

Nicotine & Addiction

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- Even just a few puffs from a cigarette can activate a significant number of nicotine receptors in the brain, fostering the urge to continue smoking.
- For kids already addicted to other substances, the act of cigarette smoking serves as a cue for drug and alcohol craving, and nicotine serves as a primer for this craving.

Link Between Nicotine & Alcohol

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“Do smokers appear to be more sensitive to the effects of alcohol?”

- Adolescent smokers are at a 50% greater risk of developing an alcohol use disorder.
- Once the “central reward system” is exposed to one drug, the brain may become more sensitive to the effects of other drugs.

Gateways

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- Cigarettes and alcohol are also known to be 'gateway' drugs. That is, the overwhelming majority of illegal drug users begin their use with one or both of these drugs.

Kids at Risk for Alcohol Use Disorder

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- Nicotine appears to directly impact the development of other addictions.
- This is a strong message to add to health education programs.



Cognitive & Psychiatric Disorders: Tobacco & Women

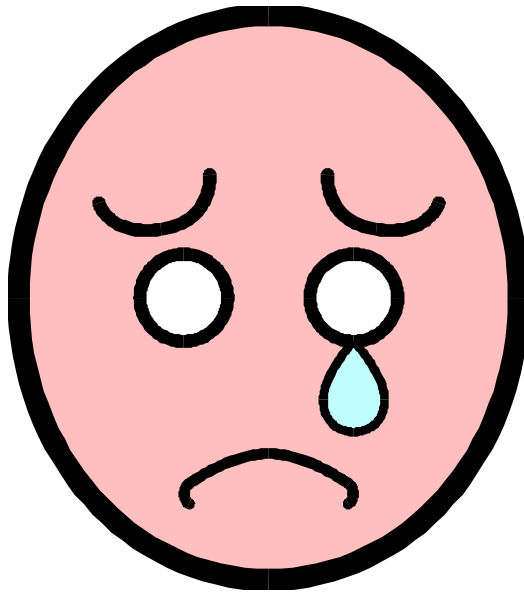
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- Nearly twice as likely to report feeling depressed
- High doses of nicotine have a depressive effect on the central nervous system
- Lung problems give false sensation of suffocation, leading to panic attack
- Increased risk for panic attacks and panic disorder
- Nearly three times likelier to have considered suicide
- Teenage girls more likely to smoke when pregnant.

Coexisting Disorders with Alcohol, Other Drugs & Nicotine

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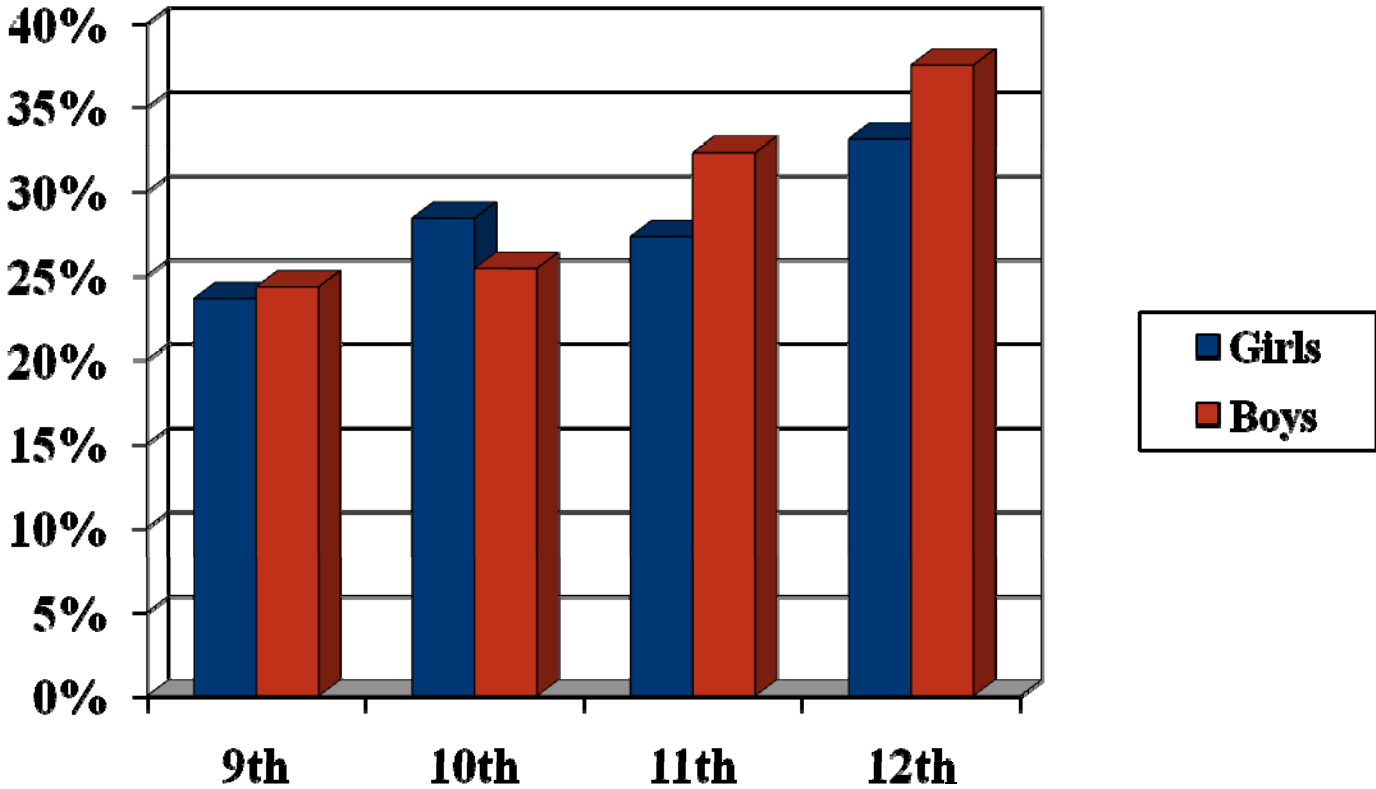
- Mood and anxiety disorders
 - 31% phobic
 - 19% major depression
- Behavior disorders
 - Fighting
- Eating disorders
 - 35% to 50%
 - 50% with bulimia use tobacco

Health & Tobacco

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- Become addicted at lower levels of use
- Greater impairment of lung functioning
- Interferes with normal menstruation
- Risk of coronary heart disease increased when using oral contraceptives
- Risk for breast cancer increased for those who began smoking in early adolescence
- Greater difficulty quitting

Tobacco Rates



Differences in Use Among Girls

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	Tobacco Use	Alcohol Use	Binge Drinking	Marijuana Use	Cocaine Use
White	31.2%	48.3%	30.5%	20.6%	3.9%
Hispanic	26.0%	48.8%	28.7%	22.4%	5.9%
Black	13.3%	30.6%	7.5%	16.0%	0.4%

Caffeine Connection

30

- Drink coffee:
 - More likely to smoke
 - 23.5% vs. 5.1%
 - More favorable attitudes toward alcohol and more likely to drink
 - 69.5 % vs. 29.5%
 - Began smoking and using alcohol at an earlier age



Use During Pregnancy

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- 800,000 to 900,000 teens between 13 and 19 become pregnant
- Nearly 80% unplanned
- Teenagers more likely to smoke while pregnant

Peer Influence

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- More friends who smoke, drink or use marijuana or other illegal drugs, the likelier to use
- Girls' perception of pressure by other people their age increases with age.

Positive Attitudes About Use Increase Risk

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- Older girls are more likely to believe that smoking helps people relax and that it is easy to get addicted.
- Favorable attitudes about smoking increase tobacco use across school transitions.
- Older girls believe alcohol alleviates boredom, sadness or depression.

Marketing & the Media: Tobacco

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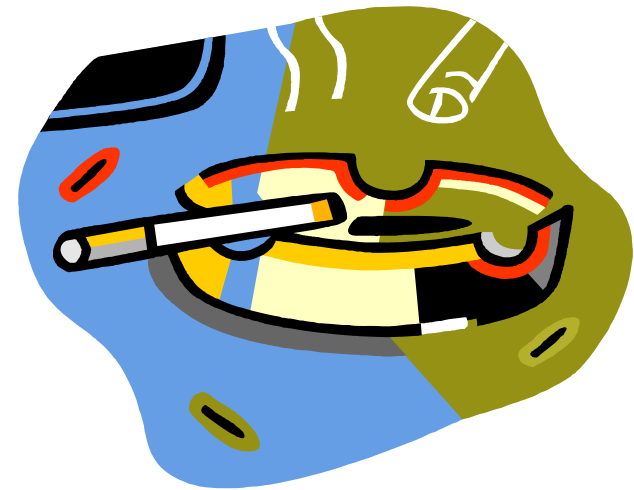
- Smoking initiation increased rapidly in 1967–aggressive marketing of women’s brands of cigarettes
 - Lucky Strike: “Reach for a Lucky instead of a sweet.”
 - Capri: “There’s no slimmer way to smoke.”



Prevention & Intervention Failures

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- Primary care physicians rarely counsel girls about substance use.
- Girls face special hurdles in attempting to quit smoking.
 - History of depression
 - Gaining weight
 - Relapse during and after pregnancy
 - Respond to social support
 - Confrontational approaches less appropriate
 - Lack of childcare



Substance Use Attitudes

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Older girls believe vs. younger girls:

- Smokers/drinkers do well in school.
- Smoking helps people relax and drinking helps people deal with boredom and depression.
- It is easy to get addicted to smoking.

Transition from:

- Elementary to middle school greatest increase in belief that smoking and drinking are ways to disobey adults
- Middle school belief that drinking is cool
- High school to college belief that tobacco relaxes and drinking helps people cope with boredom and depression

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aaron.white@duke.edu

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For more information, contact:

TobaccoFreeAllegheny

www.tobaccofreeallegheny.org

412-322-8321

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