

Help Your Child Get Smart about Tobacco Advertising

May 31st is recognized as World No Tobacco Day. As efforts are made to educate people world wide about the dangers of tobacco use, let's look at how the tobacco industry operates in our own backyard.

The pre-teen and teen years are a time when our youth are particularly vulnerable to pressures to use tobacco products, especially cigarettes. It's important to know that the tobacco industry is a chief source of that pressure. Did you know that cigarette products are among the most heavily advertised and promoted products in the United States? In fact, more than \$13 million dollars a day are spent to advertise and promote cigarettes.

And our children are the ones getting the message. A national survey found that about 86% of teen smokers preferred Marlboro, Camel or Newport cigarettes-the most heavily advertised brands. In contrast, only 35% of adults chose these brands.

Talk to your children about how tobacco companies stay in business. They create new customers; and that means, children are targets for their highly successful campaign for profits. Talk with your child and together notice the subtle and not so subtle messages they get about smoking-through billboards, store ads, magazine ads, movies, etc. Keep the tobacco companies from making a profit at the expense of your child's health!