

it's about our kids!



Our kids are being targeted by tobacco companies:

Phillip Morris quote: "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 Phillip Morris."

- Teens are more likely to be influenced to smoke by cigarette advertising than they are by peer pressure. (Journal of the National Cancer Institute)
- Youth are 3 times more sensitive to tobacco advertising than adults. (Journal of Marketing)
- U.S. cigarette sales are declining; new laws and taxes make it more difficult to smoke
- Tobacco companies need to make up for these lost revenues



How do they get around this?

- New, smokeless tobacco products are currently being introduced into U.S. markets.
- New, smokeless, tobacco products.
- New, smokeless, tobacco products in breath-mint-like containers.
- One tablet of each of these products delivers at least 2X the amount of nicotine as one cigarette.

And it's working.

- One year ago, Linn County Public Health was awarded a grant designed to prevent and control tobacco use among children through the implementation of strategies recommended by the Centers for Disease Control and Prevention (CDC).
- The first step is to prevent these new, dissolvable tobacco products from being offered in the Linn County market.

Why do we need to do this?

The tobacco industry spends \$36 million per day nation wide to market its products.

In Iowa alone, over 4,000 kids start smoking every year (this does not include the use of other tobacco products).

These numbers will directly translate to people with higher rates of tobacco-related diseases and premature death. In Iowa we currently spend \$1Billion per year treating tobacco-related disease.

With this CDC grant and the efforts it supports, we have the opportunity to send a strong message to our kids, parents, tobacco retailers and the tobacco industry.

- We can prevent the influx of new tobacco products targeted toward kids.
- We can support the groups that help prevent kids from beginning the use of tobacco products.

How?

- Prohibit the sale of new dissolvable tobacco products such as sticks, strips, and orbs.
- Prohibit adult-only temporary facilities to give away free samples of smokeless tobacco.
- Prohibit the sale of different types of tobacco products for a combined price (buy-one, get-one).

