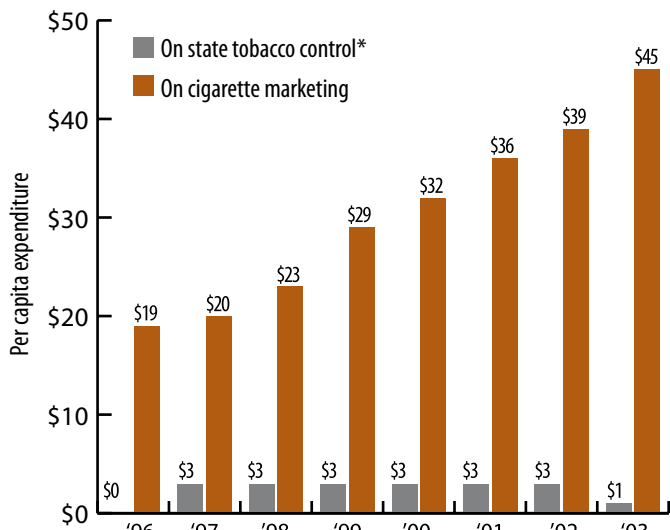


# PUBLIC EDUCATION AND AWARENESS

## The Challenge

Tobacco companies spent \$162.7 million marketing tobacco in Oregon in 2003.<sup>1</sup> As the graph below shows, this amounted to \$45 for every man, woman and child in the state. In comparison, Oregon spent \$3.45 million, or somewhat less than \$1 for every man, woman and child (per capita), on tobacco prevention and education. And while they say they have changed, much of this tobacco industry marketing is aimed at Oregon's kids.

**Per Capita Cigarette Marketing and State Tobacco Control Expenditures in Oregon, 1996-2003**



\*All state spending on preventing smoking and helping people quit.

## Young people are affected by advertising

### In 1998 the Master Settlement Agreement (MSA) barred advertising to children, but:

- Since the MSA, there has been a 33% increase in tobacco ads in magazines with high youth readership<sup>2</sup>
- 83% of kids who smoke, smoke the three most heavily advertised brands - Marlboro, Camel and Newport<sup>3</sup>

Because of this evidence, TPEP runs a strong anti-tobacco media campaign as an integral part of Oregon's comprehensive program. Since TPEP began, youth smoking has decreased by 59% in 8th graders and 46% in 11th graders. Anti-tobacco mass media campaigns, combined with other interventions, effectively reduce tobacco use<sup>4</sup> and prevent youth from starting to use tobacco.

The Tobacco Prevention and Education Program conducts a statewide mass media campaign concentrating on the following messages:

- 1) Secondhand smoke is dangerous.
- 2) There is help to quit using tobacco.

Along with advertisements on television, radio and in newspapers statewide, TPEP conducts media trainings that help grantees and partners learn how to work with the media to place stories and editorials in their local papers or to broadcast them on local radio and television stations. From July 2005 through December 2006, local programs, with help from TPEP, generated over 291 stories statewide.

In the spring of 2006, the American Cancer Society partnered with TPEP to conduct an air monitoring study in bars and restaurants with bars. After training in media relations and

media advocacy, coalition members all across the state generated coverage of the study in every major media market in Oregon. Over 14 stories appeared in print and on radio including the following:



At the same time, TPEP began airing new advertisements concentrating on the dangers of secondhand smoke exposure. One features Trish Dulka, a young woman who lost her father, a non-smoker, to lung cancer due to his exposure to secondhand smoke in his workplace.

Another advertisement focuses on Heather Crowe (below), a woman fighting lung cancer. Heather never smoked, but she worked in a restaurant to support herself and her daughter and had to breathe secondhand smoke every day on her job.



With additional funding, TPEP would continue effective trainings, outreach and paid advertising on our two main messages; with additional funding, TPEP could also design a campaign specifically targeted to youth. TPEP would also be able to offer more advertising with messages specific to audiences experiencing tobacco use disparities.

To counter tobacco industry marketing and to give our children a fighting chance of staying tobacco-free, TPEP needs a strong public education and awareness campaign. Public awareness and education is an important part of a comprehensive approach to tobacco control – school programs, community-based programs, help to quit and good smokefree policies.

References:

- <sup>1</sup> Campaign for Tobacco-Free Kids: The Toll of Tobacco in Oregon, 2005
- <sup>2</sup> Bowker D, Hamilton M. (2000). Cigarette Advertising Expenditures Before and After the Master Settlement Agreement: Preliminary Findings. <http://www.state.ma.us/dph/mtcp/report/mag.htm>
- <sup>3</sup> Substance Abuse and Mental Health Services Administration, (SAMHSA), HHS, Results from the 2005 National Survey on Drug Use and Health (NSDUH): Detailed Tables
- <sup>4</sup> Tobacco. Guide to Community Preventive Services Website. Centers for Disease Control and Prevention. [www.thecommunityguide.org/tobacco/](http://www.thecommunityguide.org/tobacco/). Last updated: 06/14/2005. Accessed on: 10/21/2005.