



American Indian and Alaska Native Youth Commercial Tobacco Use and the Importance of Tobacco Screening Protocols

Chris Cooper, M.Ed.
May 11, 2016

Objectives:

- ▶ Summarize how youth are targeted by commercial tobacco companies
- ▶ Understanding the importance of screening for commercial tobacco use in youth
- ▶ Incorporate knowledge of youth commercial tobacco use to design youth tobacco screening protocols, and assess youth for commercial tobacco use.

Global Commercial Tobacco Epidemic

- ▶ The World Health Organization describes commercial tobacco smoking as an Epidemic.
- ▶ Causes 6 million deaths/year.
- ▶ Will cause 10 million deaths annually by 2030.

Commercial Tobacco Dependence

- ▶ Is a “chronic disease with remission and relapse.”
- ▶ Warrants medical treatment as does any drug dependence disorder or chronic disease.

Widely used Drugs of Addiction

Drug Used in past month

- ▶ Heroin 136,000 Users
- ▶ Methamphetamines 1 million
- ▶ Cocaine/Crack 2.3 million
- ▶ Marijuana/Hashish 14 million
- ▶ Alcohol 16 million (abusers)
- ▶ Nicotine 71.5 million

***all trigger release of dopamine**

Predictors of Smoking

- ▶ **Socio–demographic**
 - Below Poverty 30.6%
 - Above Poverty 20.4%
- ▶ **Environmental**
 - Co–workers, friends, and family
 - Access to cigarettes and socially acceptable smoking environments
- ▶ **Family and Peers**

Commercial Tobacco Marketing

- ▶ Adult Smoking Rates are declining.
- ▶ Adults smokers are dying from tobacco related illnesses.
- ▶ To remain profitable, tobacco companies need new smokers.

Companies target youth

V001172



CONFIDENTIAL

RESEARCH PLANNING MEMORANDUM

ON

SOME THOUGHTS ABOUT NEW BRANDS OF CIGARETTES
FOR THE YOUTH MARKET




February 4, 1980

Mr. J. B. Stuart

Re: TEENAGE SMOKERS (14 - 17) AND NEW ADULT SMOKERS AND QUITTERS

The following are the key findings of the analysis of the 14 - 17 year olds, new smokers, and quitters.



14 - 17 Year Olds

In the last five years, share of cigarette volume of the 14 - 17 year olds declined by about 36%, from 3.14% in 1975 to 2.00% in 1979. This decline is mainly the result of:

- Large decline in incidence from 17% in 1975 to 12% in 1979.
- Significant decline (3.6%) in the size of the group.

In the future, the 14 - 17 year old smokers will become less important for the same reasons - decrease in incidence and size.

The share of companies of the 14 - 17 year olds has changed very significantly in the last five years:

- RJR's share declined from 29.9% in 1975 to 21.3% in 1979. A large part of the share loss can be traced to WINSTON.
- Philip Morris' share increased from 39% in 1975 to 58% in 1979. Marlboro share growth in this age group accounts for most of the increase.
- The share of P. Lorillard, mainly via Newport, increased from 7.3% in 1975 to 9.7% in 1979, while B&W's share dropped from 22% in 1975 to 8.8% in 1979, mainly as a result of a large decline of Kool's share.
- ATC and Liggett shares of the 14 - 17 year olds are insignificant.

Franchise Aging

The age skew of the company's franchise is to some extent affecting company's share performance. This effect is due to the franchise aging process where young adult smokers (18+) are entering company's franchise at a certain rate, while the older smokers (50+) of the same company are leaving the market at another rate.

50076 8427



50718 1966

Younger Adult Smokers (YAS) -- Source: Tracker -- for RJETC (Mid - 1980 s)

1. Each year 1 million new adult smokers enter the cigarette market

**2. YAS are the only source of replacement smokers. Less than one-third of smokers start after age 18. So YAS must include those under 18.

YAS are the only source of replacement smokers. Less than one-third of smokers start after age 18. So YAS must include those under 18.

in the business. (Looking at past 50 years at Pall Mall, Winston, Marlboro.)

6. Executional ideas for a new product: Making it look right to YAS eyes.

7. Examples: Jack Daniels: converted YA s into walking billboards

8. Example in Budweiser shows the brand usage among 18-24 year olds, clearly under-age. Talk about appealing to young on TV that kids watch doing adolescent acts.

9. YA smokers today: Demographic Trends -- less educated - females - hispanics -- blacks Need to do 3 things: differentiate the target; use growth sectors; meaningful brand difference.

10. FUBYAS are in transition - belonging to the family (secure) replace by belonging to selected peer group (not secure). Stage of adolescence?

11. Very few smokers 18-20 say they are aware of cigarette advertising -- how they are positioned. Brand perceptions are more likely to come from users they see.

12. The market is likely to become increasingly oriented to the values of non-college smokers, Rockers.



ABEG Youth: Documents concerning advertising, market strategies, or market research (i.e., studies of brand awareness, message recall, or usage behavior) focusing on smokers 18 years of age or younger.

Conventional Advertising Campaigns



Didn't the Master
Settlement Agreement
in 1998 forbid
targeting youth?



Electronic Nicotine Delivery Systems have changed products are advertised

- ▶ <https://www.youtube.com/watch?v=QR5D-IJ6S2k>

It is Safe



Familiar Themes

TAKE BACK YOUR FREEDOM
With less of light, less heat, and less tar than regular cigarettes.
Smoke Virtually Nicotine Free
No Tar or Smell. Only Vapor.
America's Most Advanced Cigarette.

blu™ electronic cigarettes are now available in retail stores nationwide.

blu

FREE
FREEDOM
from
THROAT IRRITATION
"CALL FOR"
PHILIP MORRIS
AMERICA'S FINEST CIGARETTE

Rewrite The Rules.™

FIN

Electronic Cigarettes

REDEEM YOUR **\$5 OFF** COUPON AT FINCIGS.COM/STYLE

FIN
Electronic Cigarettes

Superslims

FROM VIRGINIA SLIMS

The Ultra Light with more taste than meets the eye.

6 mg "tar," 0.4 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

Photo: Eva Chin
© Philip Morris Inc. 2007



Commercial tobacco is always placed where kids most likely to see it



 **COUNTER
TOBACCO**

Commercial tobacco packaged and produced to taste like candy



MARKETING INNOVATIONS, INC.

SCARBOROUGH HOUSE, BRIARCLIFF MANOR, N. Y. 10510, USA - PHONE (914) 762-3030

CONFIDENTIAL
PURSUANT TO COURT ORDER

BROWN & WILLIAMSON TOBACCO CORPORATION

PROJECT REPORT

September, 1972

PROJECT: Youth Cigarette - New concepts

MARKETING INNOVATIONS' SUGGESTIONS:

MI suggests new ideas for the breath-freshener field...

COLA-FLAVOR

While the government would not permit us to add caffeine to a cigarette, it may be possible to use artificial ingredients to obtain a cola taste and aroma. Suitable names might be:
COLA-COLA, COLA-COOLER.

APPLE FLAVOR

Apples connote goodness and freshness and we see many possibilities for our youth-oriented cigarette with this flavor. Apple cider is also a possibility.

SWEET FLAVOR CIGARETTE

We believe that there are pipe tobaccos that have a sweet aromatic taste. It's a well known fact that teenagers like sweet products. Honey might be considered.

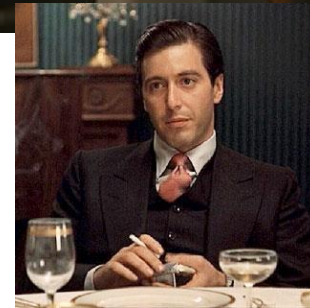
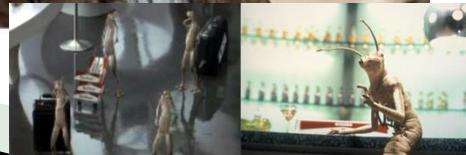
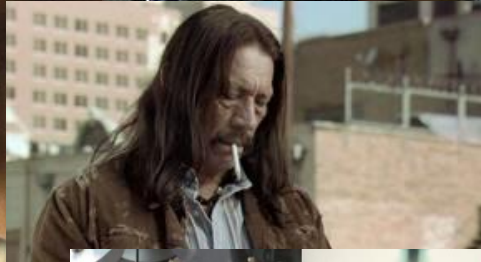
APPLE FLAVOR: "Apples connote goodness and freshness"

SWEET FLAVOR CIGARETTE:
"It's a well known fact that teenagers like sweet products."

If any of the above ideas have interest, MI, will prepare concept ads.



Smoking placed in films that are targeted to children and teens



Billboards



Vapor Shark E-Cigarette Billboard, Florida, 2013

Sponsorships

PHILLY WEEKLY

SMOKIN' PHILADELPHIA Summer CONCERT CALENDAR

blu PLUS
RECHARGEABLE KIT

blu PLUS
HIGH
CLASSIC FLAVOR

blu
ELECTRONIC CIGARETTES

MAY

APR 24-25
BLU FACTORY
THE SCRIPPS
PHILLY.COM

MAY 01-02
ONE ON ONE
PURITY RING
PHILLY.COM

MAY 08-09
STYLING FOR BY
PETER LINCOLN
ROOTS PICNIC
PHILLY.COM

MAY 15-16
MUSIC
THE KID NEW
PHILLY.COM

CONCERTS 2008

SMOKIN' PHILADELPHIA Summer CONCERT CALENDAR

JUNE

MAY 29-30
MUSIC ON 33
BEAMIE SINGEL
PHILLY.COM

MAY 31
MADATA A.C.
LAMA DEL REY
PHILLY.COM

JUNE 01-02
BOB & LANCE
NOEL MIRANDA
PHILLY.COM

JUNE 07-08
7 LIPS
MELISSA
PHILLY.COM

JUNE 08-09
MUSIC ON 33
ETHERIDGE
PHILLY.COM

JUNE 10-11
MUSIC ON 33
TAYLOR SWIFT
PHILLY.COM

JUNE 12-13
MUSIC ON 33
STATE STREET
BLUES STROLL
PHILLY.COM

JUNE 14-15
MUSIC ON 33
MARC COHEN & SHAWN COLEMAN
PHILLY.COM

JUNE 16-17
MUSIC ON 33
THE DILLINGER
ESCAPE PLAN
PHILLY.COM

JUNE 18-19
MUSIC ON 33
FIREFEST
FESTIVAL
PHILLY.COM

JUNE 20-21
MUSIC ON 33
NEW KIDS ON THE BLOCK
PHILLY.COM

JUNE 22-23
MUSIC ON 33
MORRISSEY
PHILLY.COM

JUNE 24-25
MUSIC ON 33
PATTEN IS MOVEMENT
FAREWELL TOUR
PHILLY.COM

JUNE 26-27
MUSIC ON 33
THIRD COAST
KINGS
PHILLY.COM

JUNE 28-29
MUSIC ON 33
D'ANGELO
AND THE YAKS BARD
PHILLY.COM

JUNE 30
MUSIC ON 33
MISSION OF BURMA
PHILLY.COM

JUNE 01
MUSIC ON 33
DAR WILLIAMS & JILL SOBULE
PHILLY.COM

JUNE 02
MUSIC ON 33
CREEDIV
RECORD RELEASE
PHILLY.COM

JUNE 03
MUSIC ON 33
MALL & CATES
PHILLY.COM

JUNE 04
MUSIC ON 33
IMAGINE DRAGONS
PHILLY.COM

JUNE 05
MUSIC ON 33
KELLIE PICKLER
PHILLY.COM

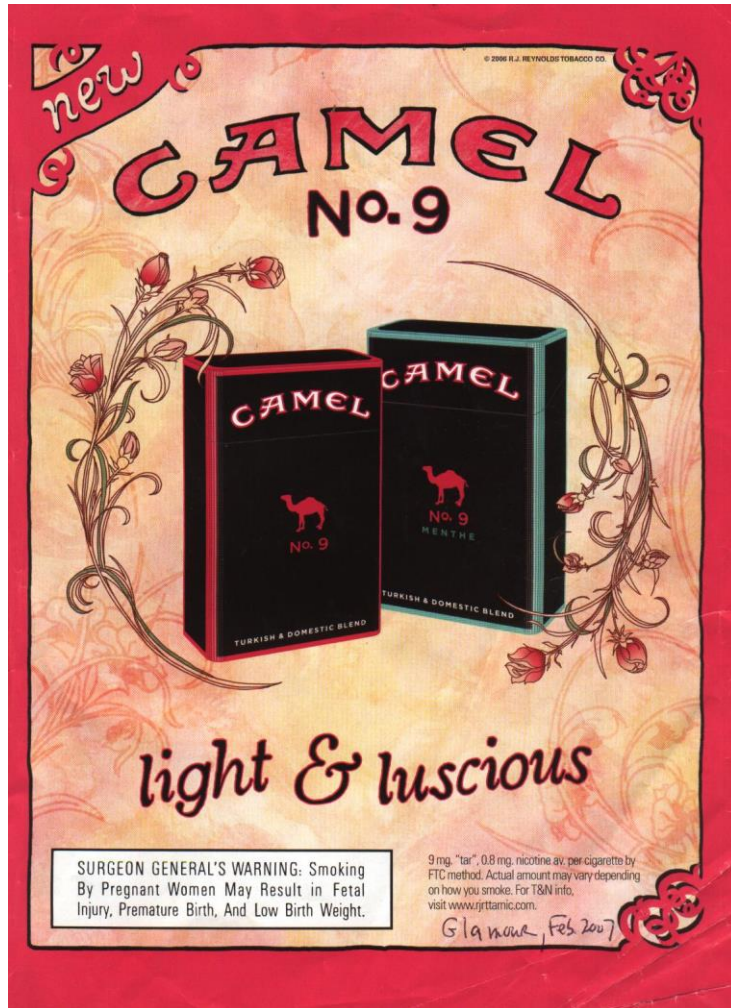
JUNE 06
MUSIC ON 33
PHILLY BICO
PHILLY.COM

JUNE 07
MUSIC ON 33
NANA WELCOME AMERICA
PHILLY.COM

JUNE 08
MUSIC ON 33
SHOW OF THE SUMMER
PHILLY.COM



Magazine Advertising



Advertised in women's magazines with high teen readership.

Increase in teen girls stating a favorite cigarette brand by 10%.

Nearly half of the teen girls that previously did not list a favorite cigarette, listed Camel as their favorite.

Having a favorite cigarette increased risk of smoking by 50%.

(Pierce, Messer, James, White, Kealey, Vallone, Heaton, 2010)

Recent Marlboro Advertising Campaign



Be Marlboro: Germany



Targeting the Plugged In Generation



It's Own Language

VAPE– The act of using an e-cigarette.

MOD– Modifications to an e-cigarette.

THROAT HIT– The sensation of a “bite” at the back of the throat when vapor hits it.

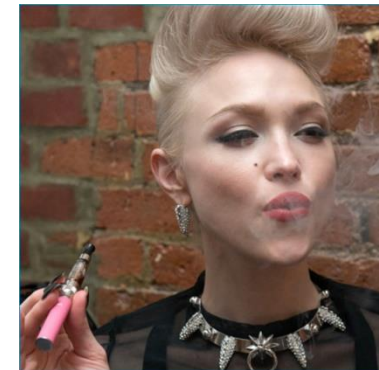
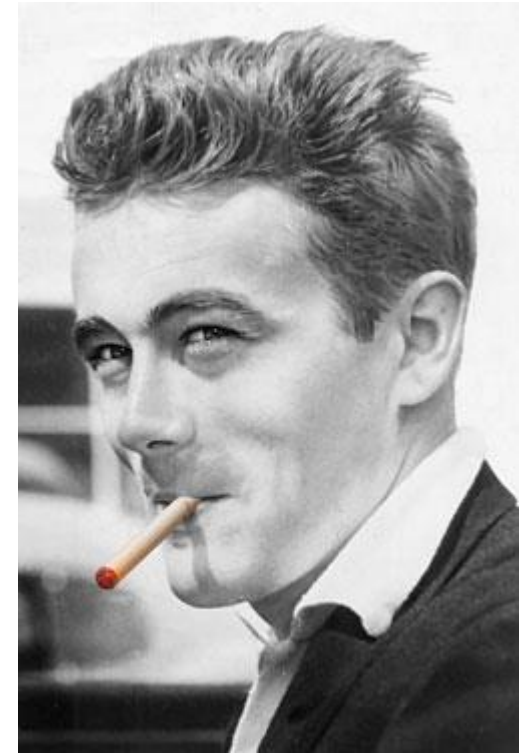
DRY HIT– No vapor on the drag.

JUICE– the liquid nicotine in the tank of the e-cig.

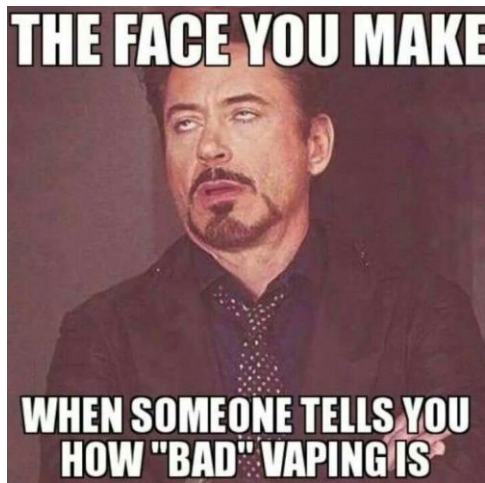
710– Marijuana wax or oil that can be vaporized with e-cigs.



Use of Influencers



Social Media Memes



Internet Pop-Ups



Social Media



- ▶ Facebook automatically generates pages based on enough people liking something.
- ▶ Marlboro currently has over 380,000 likes which includes old advertisements, videos, and people posting pictures of Marlboro.
- ▶ Companies pay influencers through 3rd parties to post pictures with their products or to mention them.
- ▶ Can find several small smoke shops on social media with advertising of discount prices.
- ▶ Social Media platforms require users to be age 18, but easy to bypass.

Youth Social Media



DJ Enuff Hot97
@djenuff

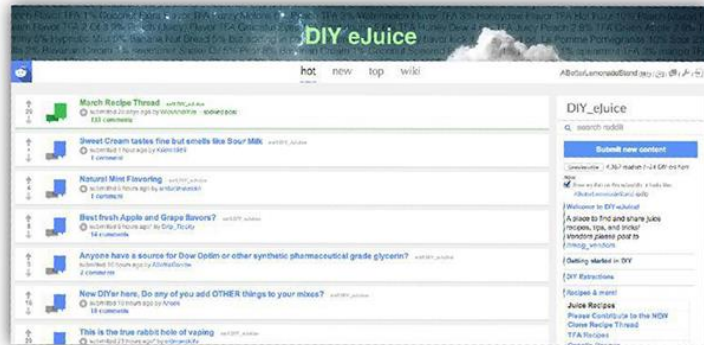
Sipping on ciroc in the pool up on the mountains of Phuket while puffing a peach @LogicECig hookah... [instagram.com/p/dOeZ_VrBZp/](https://www.instagram.com/p/dOeZ_VrBZp/)

07:15 AM - 20 Aug 13

Reply to @djenuff

Retweet

Favorite



It is a part of your culture



Spirit of the Old West
Collector's Series
NUMBER 5 OF 36

Hupa Female Shaman

This female shaman was a respected healer, using powers from the spirit world to drive out evil spirits and to establish inner balance.

Did You Know...

Other natural cigarette brands may use reconstituted sheet tobacco and/or tobacco scraps in their cigarettes? Natural American Spirit Cigarettes contain only premium quality, whole leaf, additive-free natural tobacco.

 **NATURAL AMERICAN SPIRIT**

© 1989 • Photo Courtesy of The Library of Congress



What does the data tell us?



Why Target youth?

- ▶ Almost 9 out of 10 smokers start before the age of 18.
- ▶ 99% of smokers start before the age of 26 (American Cancer Society, 2014).
- ▶ Nationally, AIAN youth, ages 12–18 have the highest smoking rate at 35% (CDC 2014).
- ▶ Youth are susceptible to Nicotine.

The effects of targeting youth among the California AIAN population

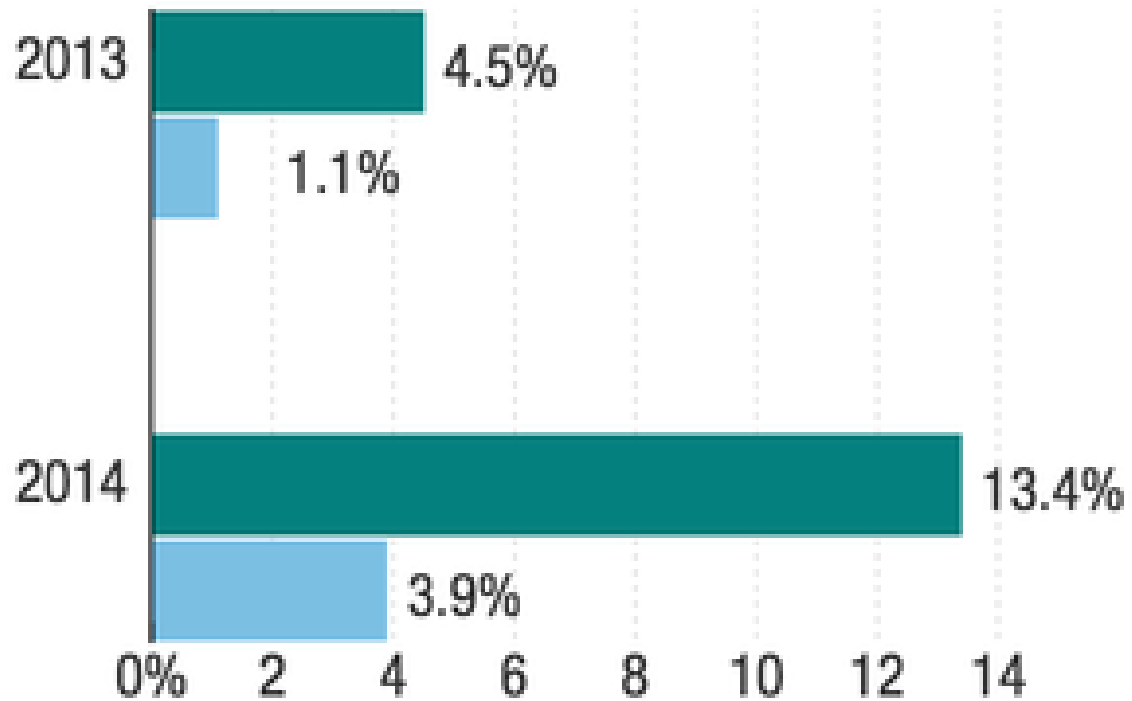
- ▶ 50% of youth admitted to experimenting with tobacco.
- ▶ 26% of youth smoked in the last 30 days.
- ▶ 22% said that the first puff happened between ages under 7–9.
- ▶ 47% took their first puff between ages 10–13
- ▶ Youth were 3x more likely to start smoking if a peer was smoking.

(Soto, Baezconde–Garbanati, Unger, Greenberg, 2009)



Student Use Of E-Cigarettes

■ High School ■ Middle School



Teens who use e-cigarettes are 3 times more likely to try cigarettes in a year

Source: Wills, Knight, Sargent, Gibbons, Pagano, and Williams. (2016). Longitudinal Study of Electronic Cigarette Use and onset of cigarette smoking among high school students in Hawaii.



Tobacco Screening of Youth

- ▶ The USPSTF recommends screening school age children and youth for tobacco use.
- ▶ Clinics tobacco screening protocols range from starting at age 5 to starting at age 18.
- ▶ GPRA begins tobacco screening at 5 years of age.

Why Screen Youth at age 5

Nearly $\frac{1}{4}$ of AIAN youth smokers start before age 10.

Allows for early intervention when a youth starts experimenting.

If a smoker quits before the age of 30, much of the damage that smoking did to their health will be undone.



Next Steps

Develop, implement, and use good commercial tobacco screening protocols starting at age 5.

Work with the family to help very young commercial tobacco users to successfully quit.

Document, Document, Document.



Future Steps

Work with your clinic and tribe to develop culturally relevant and age appropriate prevention programs.

Use your data to see if your programs are working, or if you need to change them.

Work with tribes to utilize Policy, Systems, and Environment Changes, and MPOWER Strategies to reduce smoking prevalence and incidence.



For Technical Assistance

California Indian Tobacco Education

Chris Cooper



chris.cooper@crihb.org
916-929-9761



Julie Villa



julie.villa@crihb.org
916-929-9761