

Big Tobacco Exposed: Targeted Marketing of Tobacco and the Health Impacts on Vulnerable Populations

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Smokefree South Carolina Summit 2022



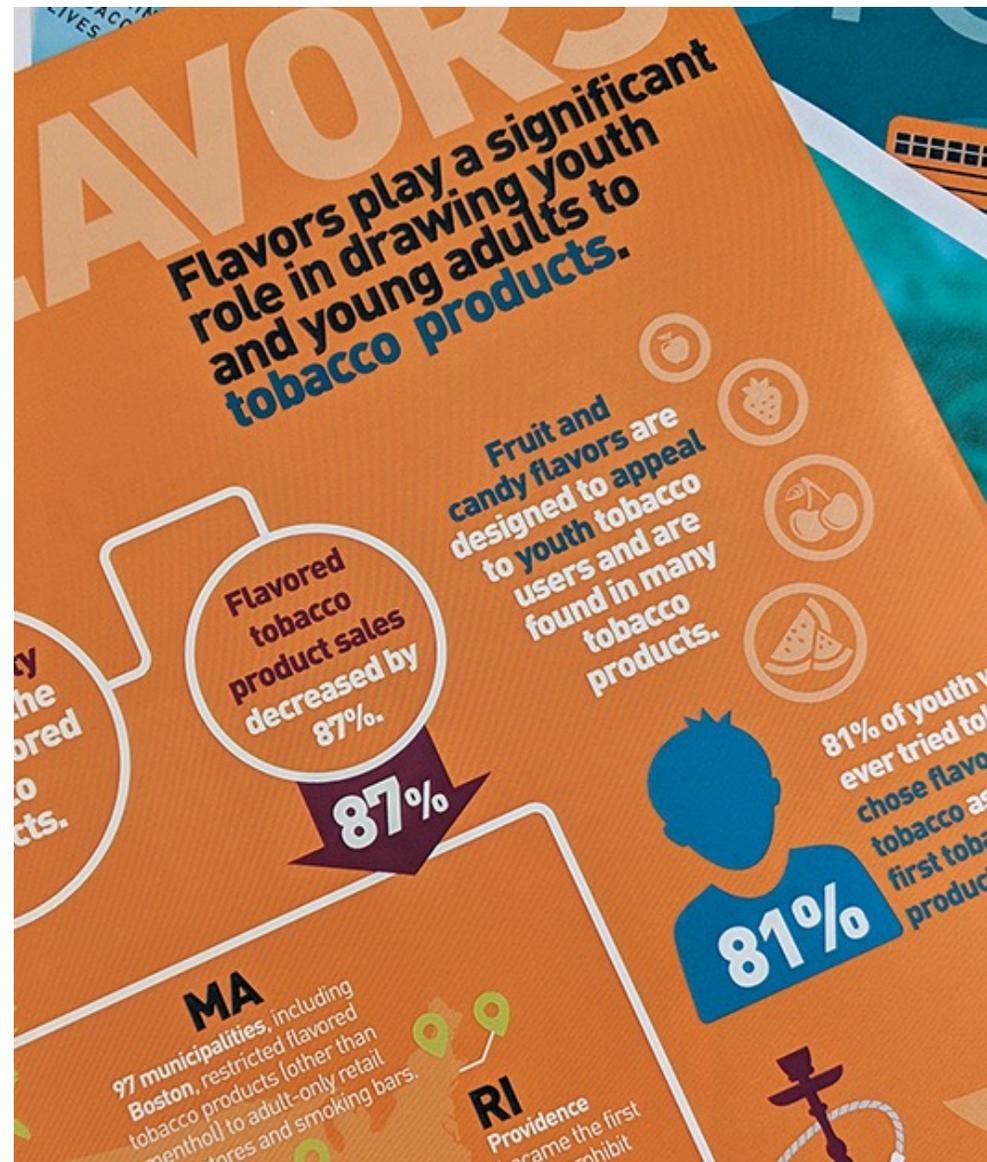
Mission and Purpose

Truth Initiative is America's largest nonprofit public health organization committed to making tobacco use and nicotine addiction a thing of the past.

We believe each individual has the right to live in a world free from tobacco and nicotine dependence, tobacco-related death and disease, and the devastating dollar cost to individuals and society.

We investigate, expose, and amplify the truth about smoking, vaping, and nicotine through groundbreaking research and policy studies, our award-winning truth® campaign, community activism and engagement, and innovation to end tobacco use.

For more information: <https://truthinitiative.org/what-we-do>



Origin Story

The Truth Initiative origin story begins with the **largest civil litigation settlement in United States history** that has changed tobacco control forever.

- In 1998, 46 US states, the District of Columbia (DC), and 5 US territories scored a victory that resulted in tobacco companies paying states and territories billions of dollars in yearly installments – this money serves as **compensation for taxpayer money that had been spent in connection with tobacco-related disease and losses to local economies.**
- This agreement also called for the **creation of an independent organization devoted to youth tobacco use prevention** and included funds to found that organization.
- It also created **new restrictions on the advertising, marketing, and promotion of cigarettes by tobacco companies** and allowed for the public release of tobacco company internal documents.

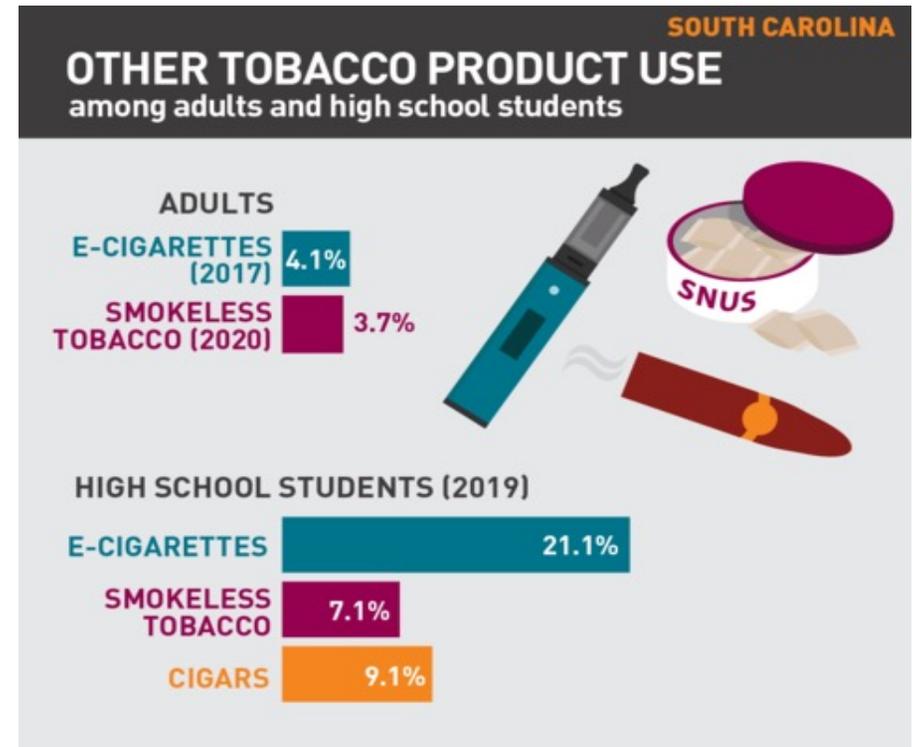
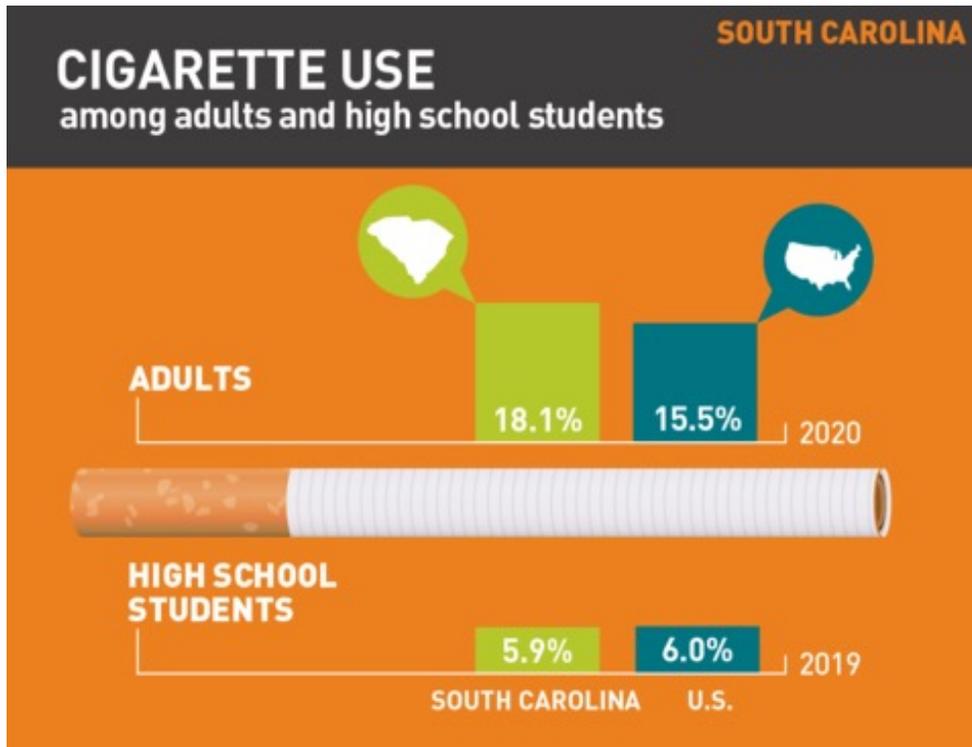
For more information: <https://truthinitiative.org/who-we-are/our-history>





Achieve a culture where young people reject smoking, vaping, and nicotine

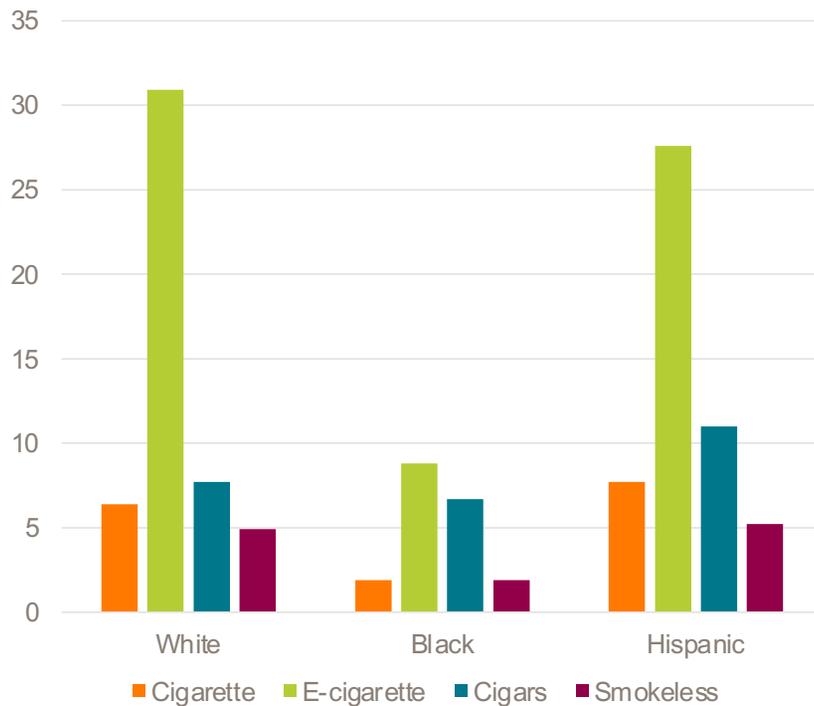
Tobacco Product Use in South Carolina



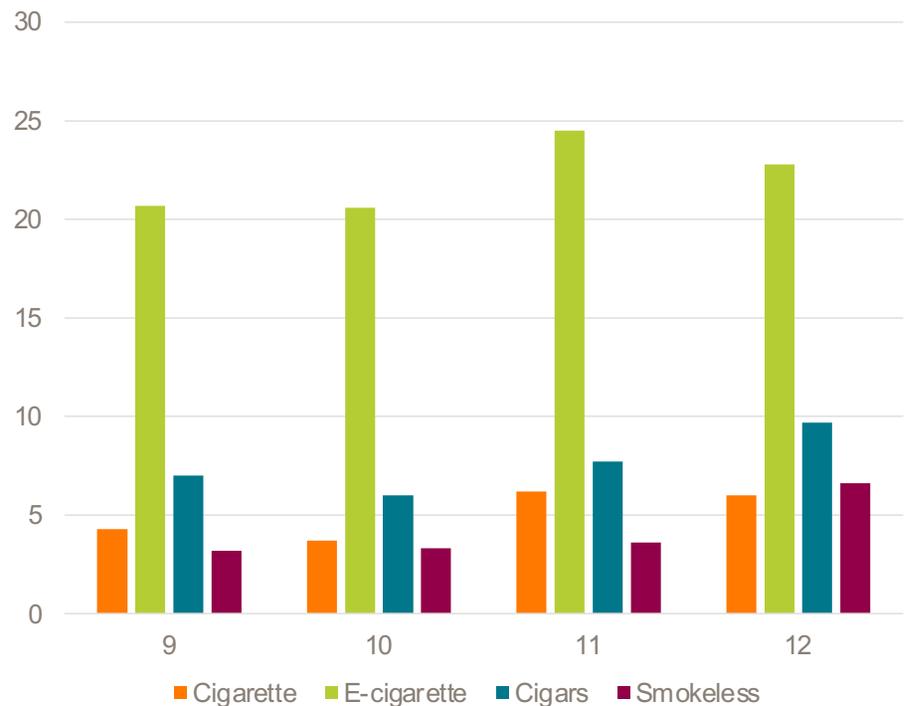
Source: <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-south-carolina-2021>

Current Tobacco Use in South Carolina (Youth, 2019)

Race/Ethnicity

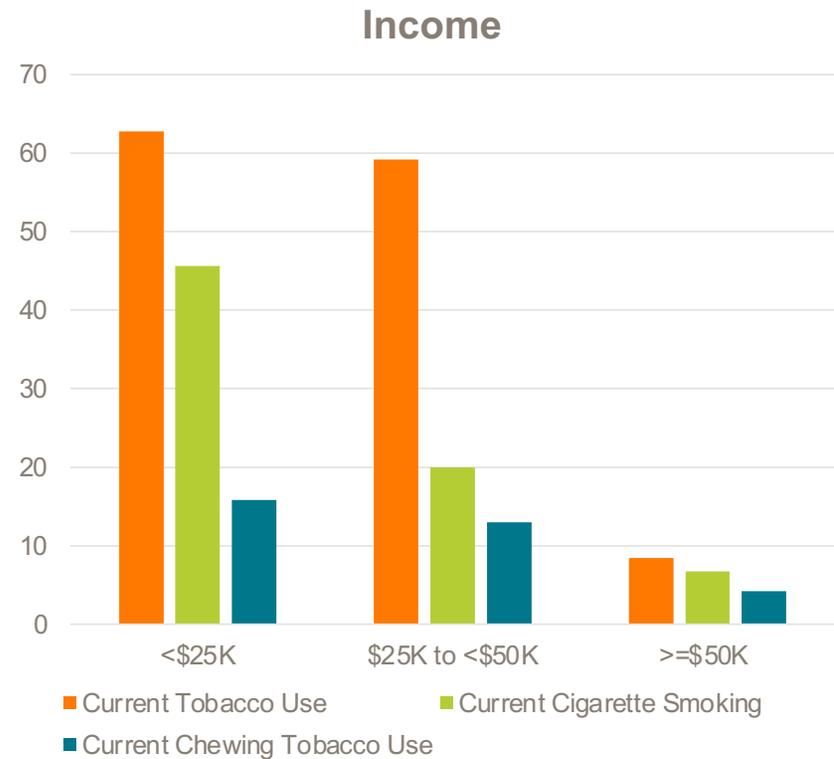
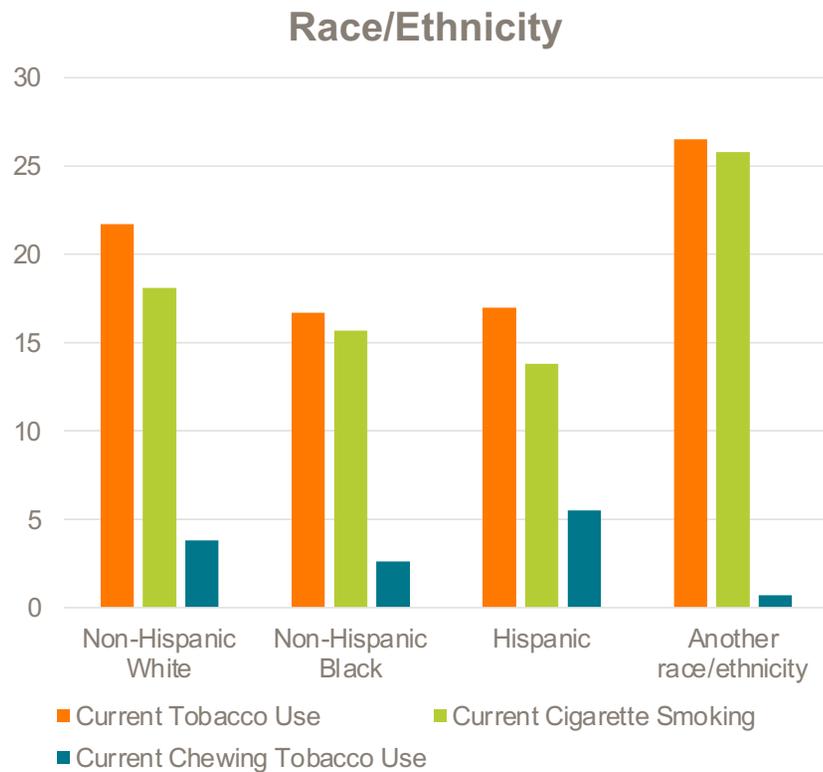


Grade



Data Source: [South Carolina Youth Tobacco Survey, 2019](#)

Current Tobacco Use in South Carolina (Adults, 2020)



Data Source: [South Carolina Behavioral Risk Factors Surveillance System \(BRFSS\), 2020](#)

Health Effects of Tobacco Use

Tobacco contains ≥ 70 carcinogens that can harm nearly every organ of the body.

- If the body cannot remove these irritants, it can create blockages in the lungs, over time.
- These blockages can damage blood vessels anywhere in the body.
- Damages to the circulatory system leads to additional damage to reproductive health systems, teeth and gums, and immune system function overall.
- Smoking is also a risk factor for developing severe illness from COVID-19

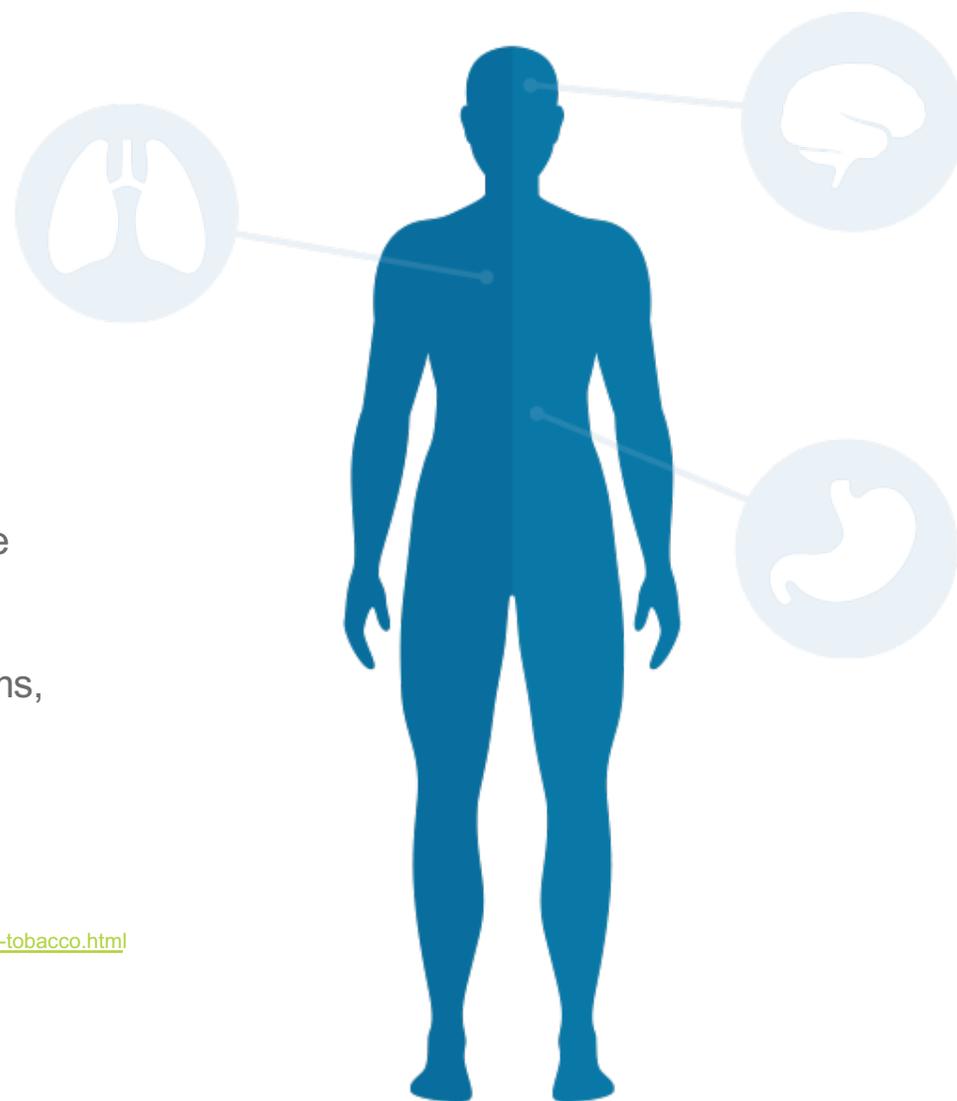
Sources:

<https://www.fda.gov/tobacco-products/public-health-education/health-effects-tobacco-use>

<https://www.cancer.org/healthy/stay-away-from-tobacco/health-risks-of-tobacco/health-risks-of-smoking-tobacco.html>

<https://www.cancer.gov/about-cancer/causes-prevention/risk/tobacco/cessation-fact-sheet>

<https://www.cdc.gov/tobacco/campaign/tips/diseases/copd.html>



Health Effects of Tobacco Use

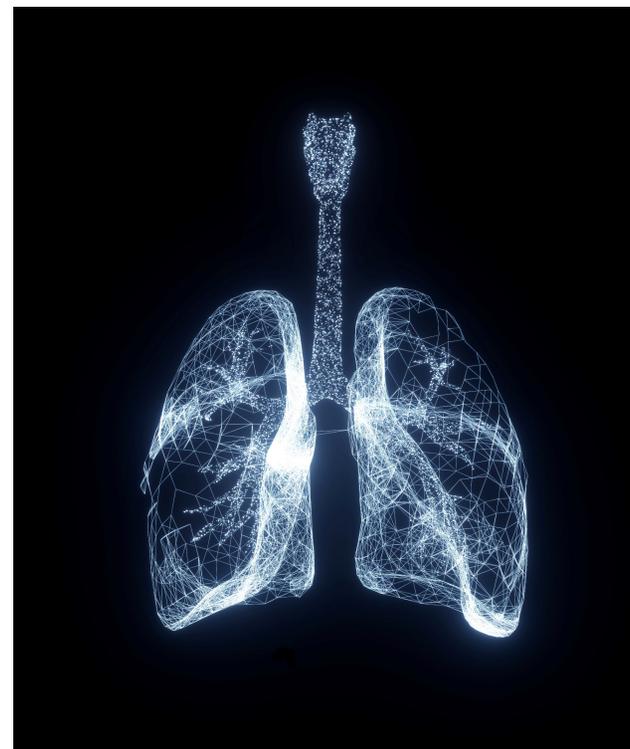
On average, people who smoke die about 10 years earlier than never smokers.

To date, smoking has been found to cause:

- At least 14 types of cancer*,
- Heart disease*,
- Stroke*,
- Lung disease,
- Diabetes,
- Chronic obstructive pulmonary disease (COPD), including emphysema, chronic bronchitis,
- Weakened immune response, including rheumatoid arthritis

*Note: Heart disease, cancer, and stroke are the leading causes of death for African Americans, Asian Americans, American/Indian Alaskan Natives, and Hispanic/Latinos.

Source: https://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/effects_cig_smoking/index.htm



Tobacco-Related Expenditures in South Carolina

State & federal tax burden from smoking-caused expenditures:
\$1,138 per household

Medicaid costs caused by smoking: \$476 million

Smoking-caused health care costs: \$1.9 billion

Smoking-caused losses in productivity: \$2.4 billion

Source: https://www.tobaccofreekids.org/problem/toll-us/south_carolina



Tobacco remains the leading cause of preventable death and disability in the United States.



Tobacco use and exposure are more likely to occur in vulnerable and marginalized groups.

TOBACCO USE IS NOT AN EQUAL OPPORTUNITY KILLER. SMOKING DISPROPORTIONATELY AFFECTS THOSE MOST IN NEED SUCH AS THE POOR, THE HOMELESS, RACIAL MINORITIES, LGBTQ PERSONS AND THOSE SUFFERING FROM MENTAL ILLNESS AND SUBSTANCE USE DISORDERS.



THERE ARE MORE TOBACCO RETAILERS NEAR SCHOOLS IN LOW-INCOME AREAS THAN IN OTHER AREAS.

D'ANGELO, H., AMMERMAN, A., GORDON-LARSEN, P., LINNAN, L., LYTLER, L., & RIBISL, K. M. (2014). SOCIODEMOGRAPHIC DISPARITIES IN PROXIMITY OF SCHOOLS TO TOBACCO OUTLETS AND FAST-FOOD RESTAURANTS. AMERICAN JOURNAL OF PUBLIC HEALTH, 106(9), 1556-1562.



Youth

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THE HOMELESS, RACIAL MINORITIES, LGBTQ PERSONS AND THOSE SUFFERING FROM
MENTAL ILLNESS AND SUBSTANCE USE DISORDERS.**



**THERE ARE UP TO
10X MORE TOBACCO ADS
IN BLACK NEIGHBORHOODS
THAN IN OTHER
NEIGHBORHOODS.**

SEIDENBURG AB, CAUGHEY RW, REES VW, CONOLLY GN. STOREFRONT CIGARETTE ADVERTISING DIFFERS BY COMMUNITY DEMOGRAPHIC PROFILE. AM J HEALTH PROMOT. 2010; 24(6): E26-E31. (2-5X INCREASE)

MORELAND-RUSSELL S, HARRIS J., SNIDER D, WALSH H., CYR J, BARNOYA J. DISPARITIES AND MENTHOL MARKETING : ADDITIONAL EVIDENCE IN SUPPORT OF POINT OF SALE POLICIES. INT J. ENVIRON. RES PUBLIC HEALTH. 2013; 10:4571-4583. (10X INCREASE)

J. CANTRELL ET AL. MARKETING LITTLE CIGARS AND CIGARILLOS: ADVERTISING, PRICE, AND ASSOCIATIONS WITH NEIGHBORHOOD DEMOGRAPHICS. AMERICAN JOURNAL OF PUBLIC HEALTH: OCTOBER 2013, VOL. 103, NO. 10, PP. 1902-1909.



Racial/ethnic minorities

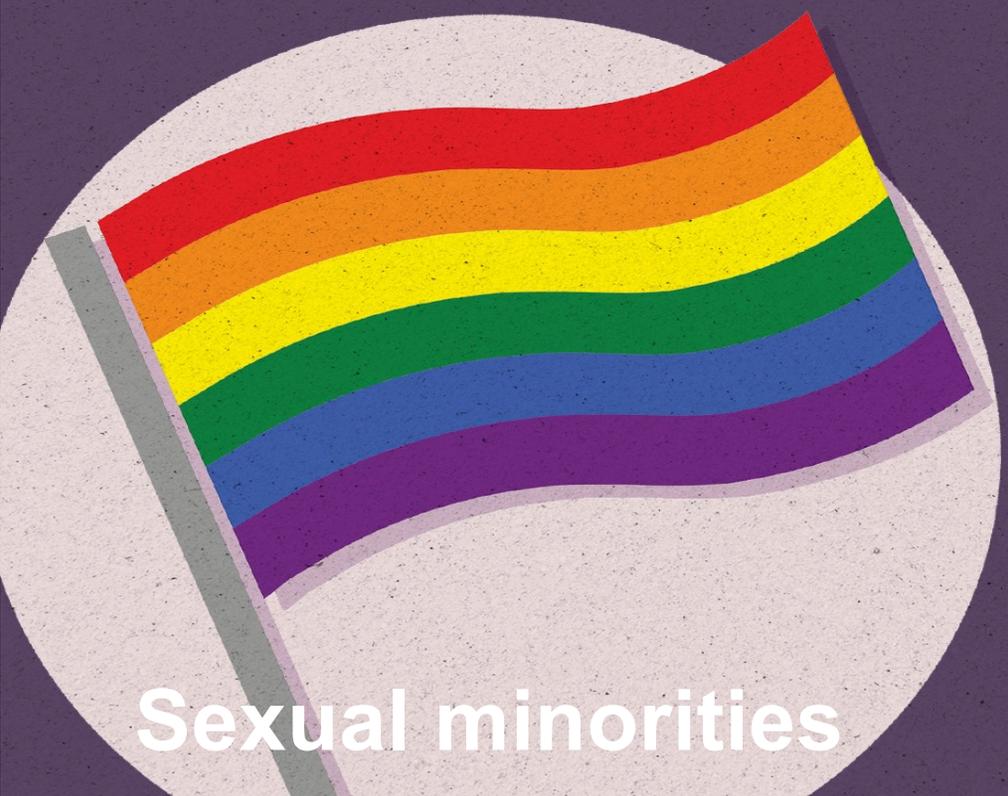
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MENTAL ILLNESS AND SUBSTANCE USE DISORDERS.**



**LGBTQ YOUNG
ADULTS, 18-24,
ARE NEARLY
2X AS LIKELY TO
SMOKE AS THEIR
STRAIGHT PEERS.**

[HTTP://WWW.FDA.GOV/TOBACCPRODUCTS/PUBLICHEALTHEDUCATION/PUBLIC-
LICATIONCAMPAIGNS/THISFREELIFECAMPAIGN/DEFAULT.HTM](http://www.fda.gov/tobaccoproducts/publichealtheducation/publiceducationcampaigns/thisfreelifecampaign/default.htm)

LEE JGL, GRIFFIN GK, AND MELVIN CL. (2009). TOBACCO USE AMONG SEXUAL MINORITIES,
USA, 1987-2007 (MAY): A SYSTEMATIC REVIEW. TOB CONTROL. ONLINE FIRST.



Sexual minorities



... and those with mental illness

*Individuals with mental illness account for **56% of cigarettes consumed in the United States***

Source: Chou SP, Goldstein RB, Smith SM, Huang B, Ruan WJ, Zhang H, Jung J, Saha TD, Pickering RP, Grant BF. The epidemiology of DSM-5 nicotine use disorder: Results from the national epidemiologic survey on alcohol and related conditions-III. *J Clin Psychiatry.* 2016;77(10):1404-1412

Tobacco Use is Not an Equal Opportunity Killer

Structural forces play an important role in the uptake, continued use, and addiction to tobacco products, including:

- Economic stressors
- Lack of enforcement of minimum age-of-sale laws
- Inferior access to health insurance and health care
- Poor access to cessation services
- Targeted marketing by the tobacco industry

Source: <https://publications.aap.org/pediatrics/article/147/1/e2020040253/33415/Health-Disparities-in-Tobacco-Use-and-Exposure-A>

A photograph of a business meeting. In the foreground, a woman with long brown hair, wearing a light pink button-down shirt, is pointing at a laptop screen. The screen displays a website with various images and text. In the background, a man in a dark suit is partially visible, looking at the screen. The scene is set in a modern office environment with large windows in the background. An orange semi-transparent banner is overlaid at the bottom of the image, containing the text "Tobacco Industry Marketing Tactics".

Tobacco Industry Marketing Tactics

Tobacco Industry Marketing Tactics

Advertising in specific neighborhoods and publications popular with target audiences

- Sending direct mail promotions
- Increasing advertisements in specific geographic locations
- Providing discounts at convenience stores in areas of low socioeconomic status and/or high prevalence of individuals from specific minority and racial/ethnic groups



Source: <https://publications.aap.org/pediatrics/article/147/1/e2020040253/33415/Health-Disparities-in-Tobacco-Use-and-Exposure-A>

Point-of-Sale Price Promotions



Courtesy of CounterTobacco.org, https://countertobacco.org/wp-content/gallery/main-galleru/DSC_7738_2mb.jpg

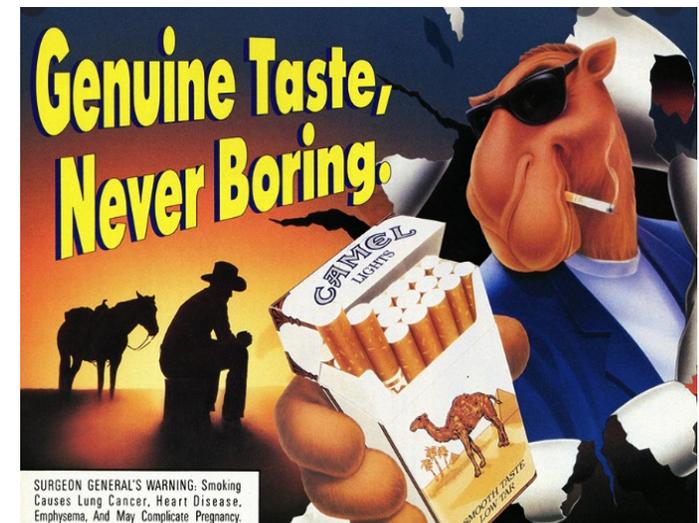
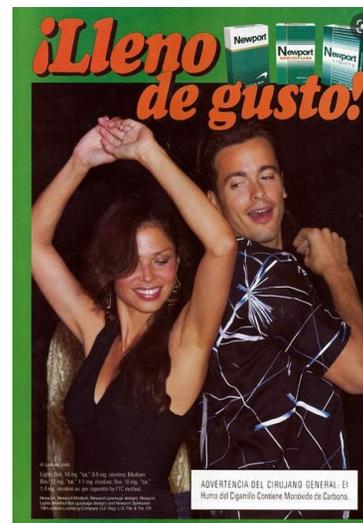
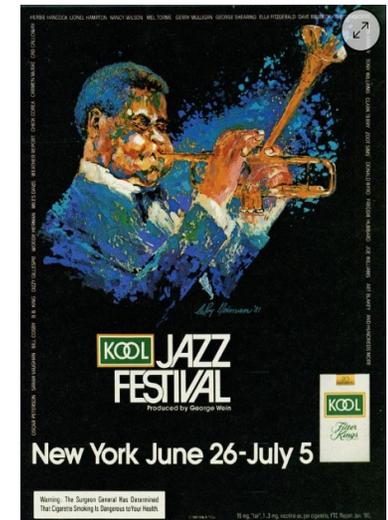
Tobacco Industry Marketing Tactics

Appropriation of culture in marketing, including sponsoring events

- Sponsoring events like festivals, scholarships, camps, etc.
- Providing free tobacco products at the community festivals and other sponsored events.
- Running large amounts of ads in publications that target specific groups (e.g., Black/African Americans, Hispanic/Latinos, LGBTQ, youth)

Source:

<https://publications.aap.org/pediatrics/article/147/1/e2020040253/33415/Health-Disparities-in-Tobacco-Use-and-Exposure-A>



Project Sub-Culture Urban Marketing (SCUM)

- Implemented by RJ Reynolds in the 1990s to ramp up marketing of Camel cigarettes
- Designed to target low socioeconomic consumer subcultures in the San Francisco Bay area, including:
 - Gay people in the Castro district
 - “Rebellious Generation X” (youth)
 - People of “international influence” (immigrants and foreigners)
 - “Street people” (homeless)
- Later renamed to Project Sourdough

Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3222279/>



FLOODED THE NEIGHBORHOOD



truth

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Long-Term Impacts on Black Communities

Despite smoking fewer cigarettes, on average, and starting smoking at older ages, relative to other racial/ethnic groups in the general population:

- More likely to be exposed to secondhand smoke
- Less successful at quitting, potentially due to use of mentholated products and lower utilization of cessation treatments
- More likely to die because of tobacco-related disease
- Highest rates of tobacco-related cancer of all racial and ethnic groups

Sources: <https://truthinitiative.org/research-resources/targeted-communities/tobacco-use-african-american-community>
<https://www.cdc.gov/tobacco/disparities/african-americans/index.htm>



Tobacco Industry Marketing Tactics

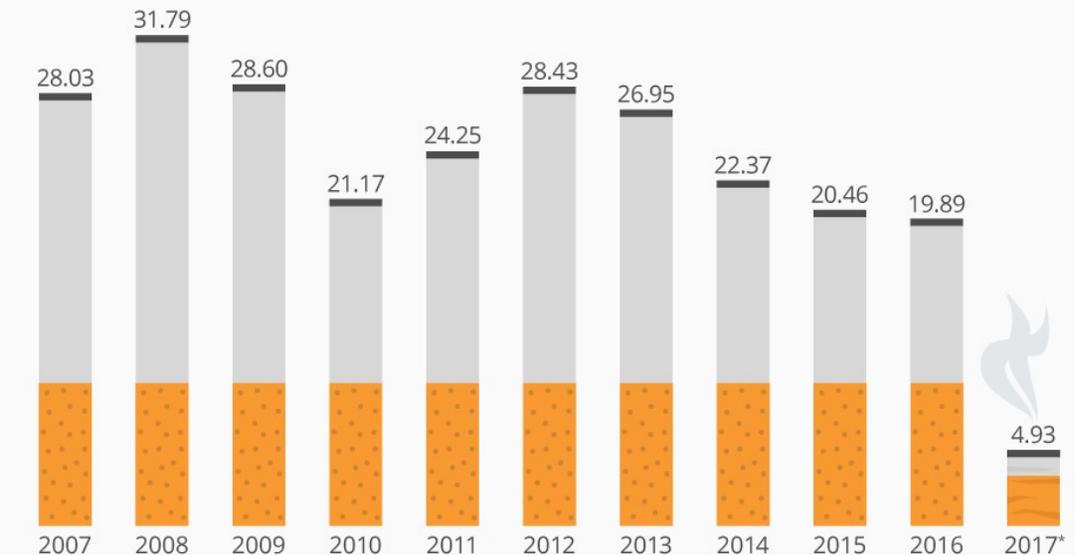
Lobbying for exemptions from legislation on tobacco products

- Political donations to influence new laws
- Mounting opposition campaigns against local policy efforts
 - Flavored products (e.g., menthol)
 - E-cigarette and vaping products
 - Other tobacco and nicotine products

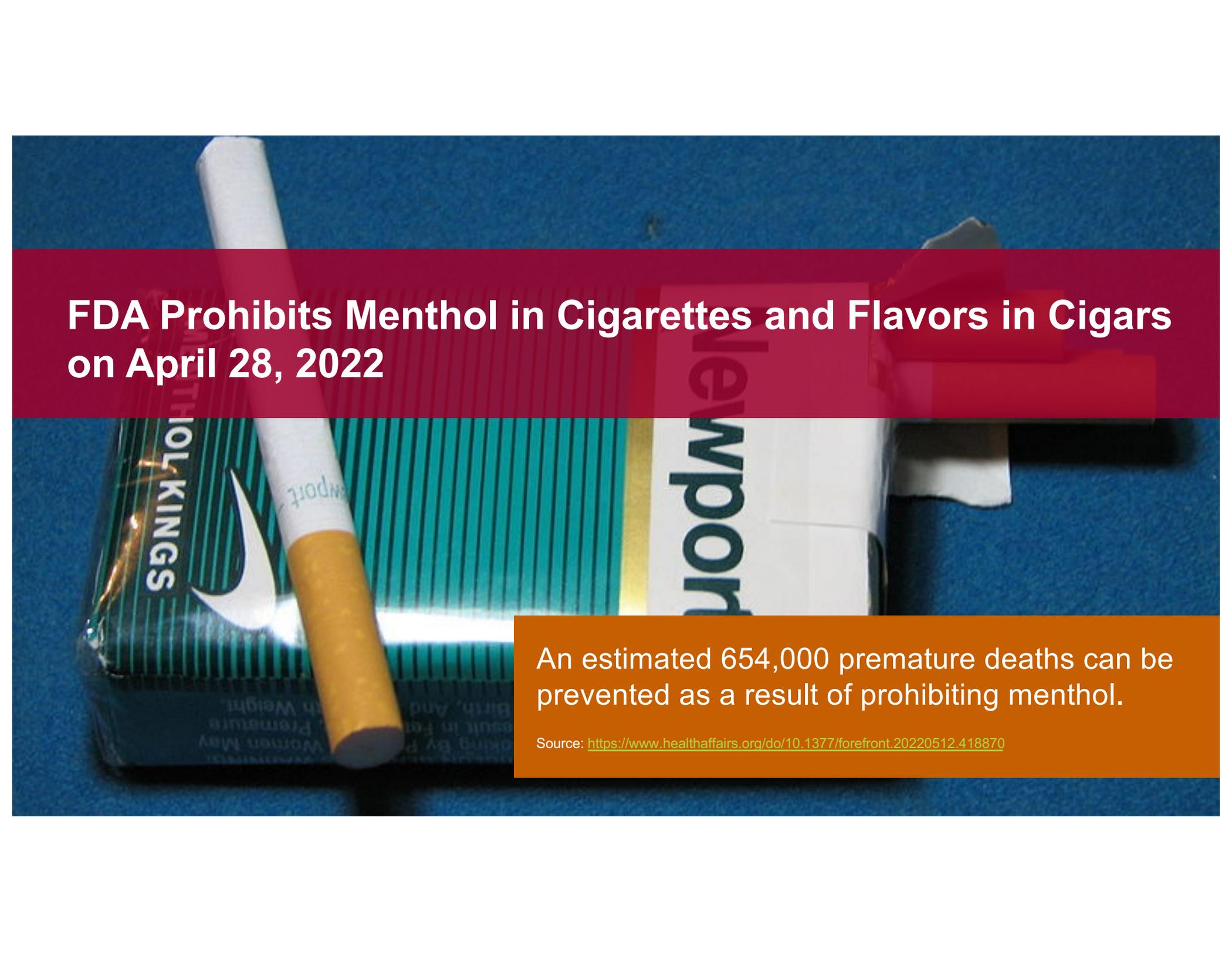
Source: <https://www.statista.com/chart/9613/tobacco-lobbying-in-the-usa/>

Tobacco Lobbying in the USA

Total lobbying on tobacco in the United States from 2007 to 2017 (in million U.S. dollars)





A photograph of two packs of cigarettes. On the left is a pack of 'Menthol Kings' with a green and white striped pattern and a white bird logo. On the right is a pack of 'Newport' with a white and gold design. A lit cigarette with a yellow filter and a white tip is resting on the Newport pack. The background is a dark blue surface.

FDA Prohibits Menthol in Cigarettes and Flavors in Cigars on April 28, 2022

An estimated 654,000 premature deaths can be prevented as a result of prohibiting menthol.

Source: <https://www.healthaffairs.org/doi/10.1377/forefront.20220512.418870>



Big Tobacco's Shifted Focus: Vaping and Other Nicotine Products

What Big Tobacco SAID

2017

PMI creates the **Foundation for Smoke-Free World to reduce deaths from smoking**: "I have been working with PMI to establish a foundation to accelerate the end of smoking," said Derek Yach, head of the foundation.⁷⁸



2017

More than **5.4 trillion cigarettes** were sold to more than **one billion smokers** worldwide. The leading world brand is Marlboro, made by PMI.⁵

Oct. 25, 2018

In a letter to the FDA, **Altria** says "... we are **alarmed about the reported rise in youth e-vapor use to epidemic levels** ... we believe underage use of e-vapor products is further compounded by flavors in these products that go beyond traditional tobacco flavors."⁷⁶



2011-present

Altria and other tobacco companies **systematically opposed policies that would protect youth and prevent youth use of e-cigarettes** and other tobacco products, by investing in JUUL and funding the Citizens for Tobacco Rights to facilitate opposition to tobacco control policies like taxes and restrictions on flavored products that appeal to kids.⁷⁷

April 8, 2019

PMI announced the "**Year of Unsmoke**," encouraging people to quit or not start smoking. Jacek Olczak, the company's chief operating officer, said that "it is common sense to move away from ideology and take concrete steps forward together toward a common goal: remove smoke from our world and encourage 1.1 billion men and women to switch to better alternatives if they do not quit."⁵²



April 8, 2019

PMI **launches new cigarette brand, "Bold."**⁷⁵

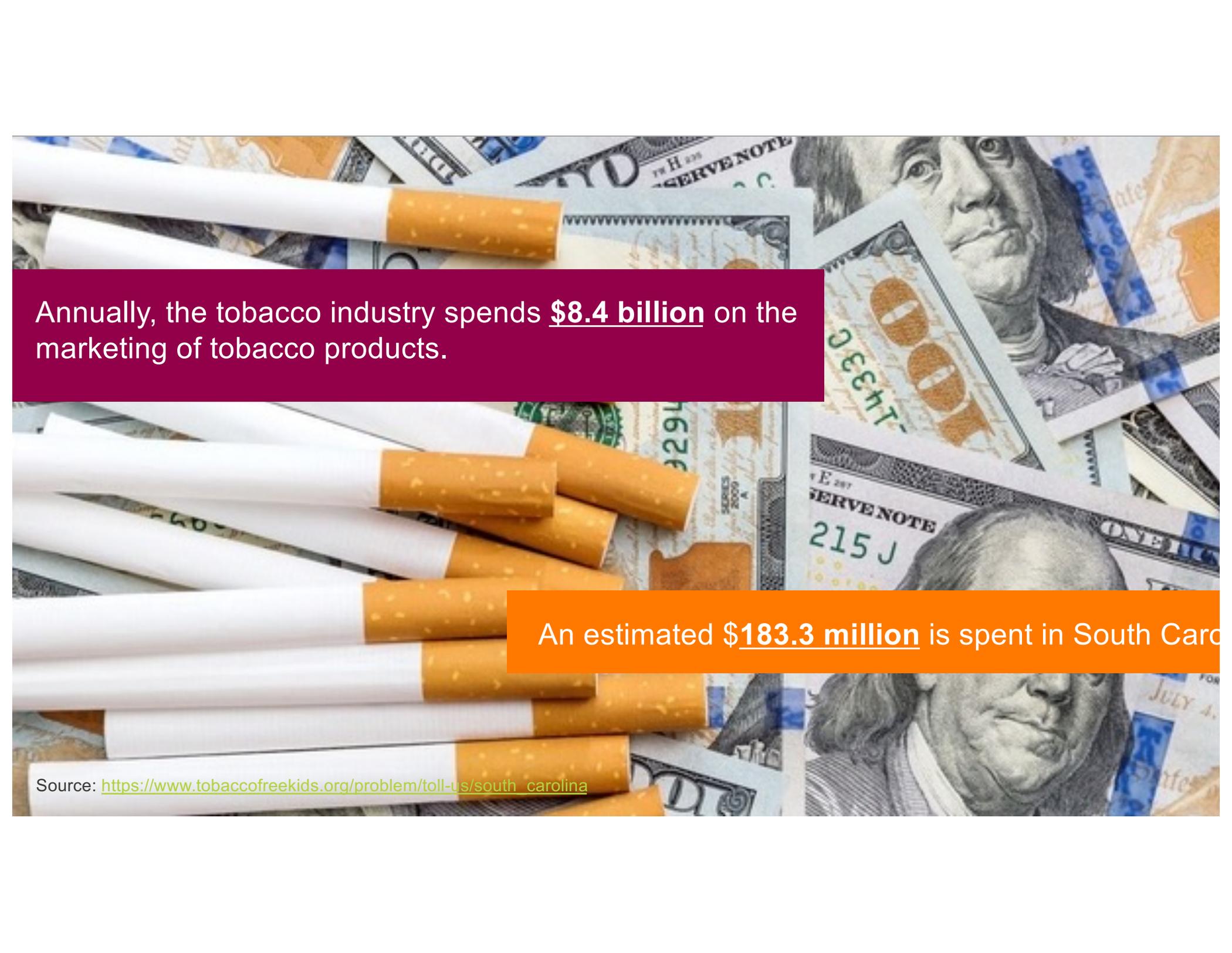
Meanwhile, what Big Tobacco DOES

The tobacco industry is attempting to engage in scientific discussion around smoke-free products to portray itself as an expert in solutions to tobacco addiction.



The tobacco industry will not readily change its behavior because it will always be motivated to protect its bottom line.



The background of the slide features a collage of US dollar bills and several cigarettes. The bills are scattered, with some showing the faces of Benjamin Franklin and George Washington. The cigarettes are white with orange filters, arranged in a fan-like pattern across the top and middle of the image.

Annually, the tobacco industry spends \$8.4 billion on the marketing of tobacco products.

An estimated \$183.3 million is spent in South Carolina

Source: https://www.tobaccofreekids.org/problem/toll-us/south_carolina

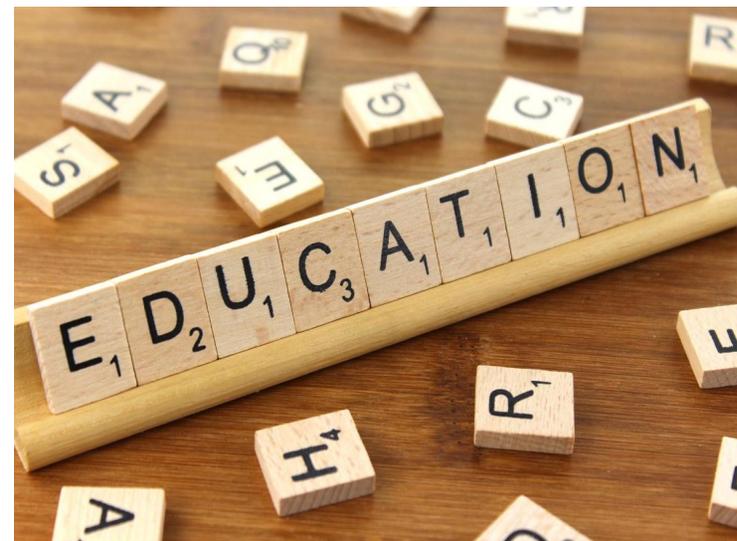


What can we do?

What can we do?

Educate others on the short- and long-term effects of tobacco product use

- Public education campaigns focused on the risk and dangers of nicotine use on the developing brain
 - truth® campaign (<https://www.thetruth.com/>)
- Evidence-based interventions aimed towards the reduction or delay of tobacco use and reducing or mitigating modifiable risk factors (e.g., exposure to tobacco smoke, advertisements and marketing)
 - Vaping: Know the Truth (<https://everfi.com/courses/k-12/vaping-programs-for-high-school-students/>)



What can we do?

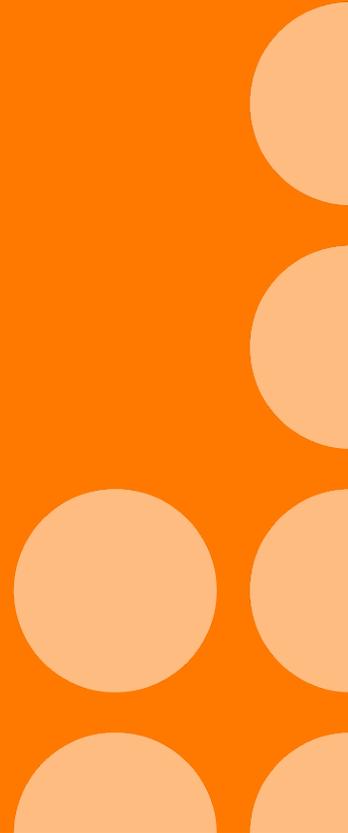
Encourage members of the FDA, Congress, state and local policymakers to stop the tobacco industry's predatory practices and reduce tobacco-related health disparities and ultimately, save lives.

- End the sale of flavored tobacco products, including mentholated products
- Implementation of enforcement laws regarding who can purchase tobacco products and where they can be used
- Expand and promote coverage of tobacco cessation treatments



Questions?

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