



BIG TOBACCO IS TARGETING YOU AT THE POINT OF SALE.



The majority of the billions of dollars Big Tobacco spends to promote their deadly products are for promotions in stores that sell tobacco.



- Their marketing is a big reason why thousands of teens start smoking every day.
 - Nine out of 10 smokers start before the age of 18.
- Teens are more likely than adults to be influenced by promotional ads in convenience stores.
- Nearly half of teens visit a convenience store at least once a week.

- Tobacco companies know that "eye level is buy level."
 - Stores often display multiple shelves of cigarettes to create a "powerwall" – a giant enticing ad.
- Point-of-sale advertising is particularly effective because it targets consumers at the place where they can immediately buy the product.
- Frequent exposure to retail advertising normalizes the presence of tobacco products in everyday life.
- Tobacco advertising at the point of sale encourages youth initiation and discourages cessation.
- Youth exposed to stores with a high level of tobacco ads were more likely to believe that tobacco is easier to buy, and to overestimate the percentage of peers and adults that smoke, than youth who were exposed to stores with no tobacco advertising.
- Tobacco retail licenses can help protect your community against Big Tobacco's targeting.

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STUDENTS WORKING AGAINST TOBACCO