



# Reduce Youth Tobacco and Nicotine Use: Product Placement and Advertising



## TOBACCO COMPANIES KNOW...<sup>1</sup>

- 90% OF SMOKERS TODAY STARTED BEFORE THEY WERE 18
- EXPOSURE TO MARKETING MORE THAN DOUBLES THE ODDS THAT KIDS WILL USE TOBACCO
- YOUTH ARE MORE LIKELY TO BE INFLUENCED BY ADS THAN BY PEER PRESSURE
- YOUTH ARE 3 TIMES MORE SENSITIVE TO TOBACCO ADS THAN ADULTS



### WHAT WE KNOW

POINT OF SALE ADVERTISING BANS ARE ASSOCIATED WITH LESS EXPERIMENTAL SMOKING AMONG YOUTH <sup>1</sup>

## ACTIONS COMMUNITIES CAN TAKE

- **LIMIT** storefront advertising to no more than 10% coverage of doors and windows.
- **RESTRICT** placement of tobacco/vape advertising, displays and products within a certain distance of youth-oriented merchandise (candy, soda, snacks, etc.).

## LOCAL TOBACCO CONTROL PROJECTS CAN HELP

- Provide model policy language.
- Offer free legal resources and technical assistance.
- Help draft retail licensing policy specific to the needs of local communities.
- Provide opportunities for community collaboration and action through local coalitions.



For assistance and more information visit:

[www.NorCal4Health.org](http://www.NorCal4Health.org)  
Facebook: NorCal 4 Health



<sup>1</sup> - The Association between Point-of-Sale Advertising Bans and Youth Experimental Smoking: Findings from the Global Youth Tobacco Survey (GYTS). DECEMBER, 2015. AIMS Public Health, 2 (4): 832-843 DOI: 10.3934/publichealth.2015.4.832