



American Heart Association.

The truth about... How the Tobacco Industry Targets Youth



The tobacco industry uses a variety of questionable tactics – including kid-friendly tobacco flavors, appealing packaging and social media marketing – to lure youth into a lifetime of addiction. As a result of this targeting, a disproportionate number of youth use tobacco products and experience nicotine addiction.

IF THE CURRENT RATE OF SMOKING CONTINUES,

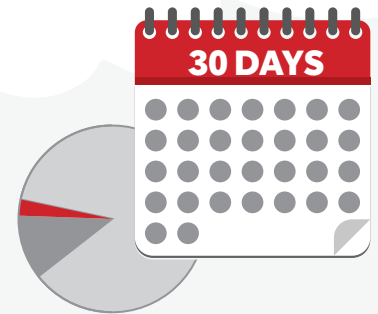
nearly **8%** of youth will die prematurely due to smoking-related diseases.

THAT'S AN ESTIMATED
5.6 MILLION PEOPLE.

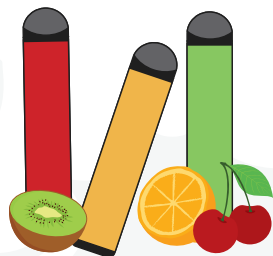


E-CIGARETTES ARE THE MOST USED TOBACCO PRODUCT AMONG YOUTH...

WITH **3% OF MIDDLE SCHOOLERS**
AND **11% OF HIGH SCHOOLERS**



HAVING USED THEM IN THE LAST 30 DAYS.



FLAVORED TOBACCO PRODUCTS, LIKE E-CIGARETTES, ARE THE MOST USED TOBACCO PRODUCTS BY YOUTH.



of **MIDDLE SCHOOLERS** who used tobacco products in the **PAST 30 DAYS USED A FLAVORED TOBACCO PRODUCT.**



IN THE PAST YEAR, MORE THAN

2/3 of youth who use tobacco products **HAVE TRIED TO QUIT.**



MORE THAN 4 IN 5 OF HIGH SCHOOLERS who used tobacco products in the past 30 days **USED A FLAVORED TOBACCO PRODUCT.**

QUIT SMOKING





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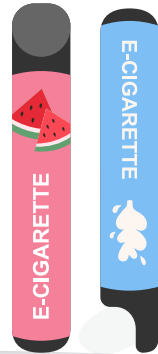
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FLAVORED TOBACCO PRODUCTS, INCLUDING E-CIGARETTES, CIGARILLOS AND LITTLE CIGARS, ARE DESIGNED TO APPEAL TO YOUNG PEOPLE.



Flavored



The packaging of these products includes bright colors to emphasize flavors and descriptive names such as "crisp apple" or "refreshing citrus."



AN ASSESSMENT OF 90 TOBACCO OUTLETS

found that
FLAVORED TOBACCO PRODUCTS
were often where

KIDS COULD SEE THEM — ON STORES' COUNTER TOPS AND BESIDE CANDY DISPLAYS.



A REVIEW OF TOBACCO INDUSTRY MARKETING

FOUND that FLAVORED TOBACCO COMPANIES use media channels ACCESSIBLE TO KIDS TO ADVERTISE their products.

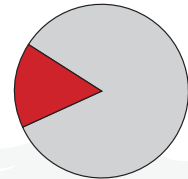


FOR EXAMPLE: One website redirected underage visitors to its Facebook page to circumvent the website age restrictions.



A recent study of
17-TO-25-YEAR-OLDS
WHO NEVER SMOKED FOUND:

that
16%



of them
BECAME EXPERIMENTAL SMOKERS
after exposure to tobacco marketing on apps and social media.

