

TOBACCO COMPANIES TARGETING CALIFORNIA'S ETHNIC YOUTH

Tobacco companies aggressively direct their marketing campaigns to get young African Americans to smoke*:

- A recent Kool cigarette marketing campaign featured a hip-hop music theme, including rappers, DJs and dancers on cigarette packs and ads and a Hip-Hop DJ competition in major U.S. cities.
- Nearly 80% of young African American smokers smoke Newport cigarettes. Since 1998, the average yearly expenditures for Newport ads in magazines with young African American readership have increased 13%.
- Cigarette ads during Black History Month have featured pictures and quotations of African American leaders.
- Studies have found more cigarette ads in African American magazines, including *Jet* and *Ebony* than mainstream magazines such as *Time* and *People*.

Tobacco companies aggressively target their marketing campaigns toward the growing young Latino market, as exemplified in R.J. Reynolds' new marketing campaign for Kool cigarettes which includes:

- Concerts in 14 cities featuring Latino artists.
- Ads in *Latina* and *Cosmopolitan en Español* and other publications popular with Latino youth. The ad campaign includes an eight-page insert in some magazines, featuring multicultural images and slogans intended to appeal to the aspirations of ethnic minorities, such as "It's about old world class and new world style" and "It's about pursuing your ambitions and staying connected to your roots."
- Saturation advertising in English and Spanish in convenience stores in cities with large Latino populations.

The Tobacco Tax Act of 2006 is supported by a broad coalition, including the American Cancer Society, American Heart Association, and the American Lung Association. They are sponsoring this initiative because it will help keep kids from starting to smoke. The tobacco companies oppose this measure for the same reason. Tobacco companies know that ninety percent of smokers start as teens.

The initiative puts in place strict safeguards and audits to ensure that funds go exactly where voters intend. Legislators will not be able to raid the trust funds.

**Information courtesy of Tobacco-Free Kids—www.tobaccofreekids.org*