

# Seen Any Good Tobacco Ads Lately?

**TAKE A LOOK!** There's a sea of tobacco ads out there—on average **over 17 per store** in our area.

**Tobacco companies put them up, and they hook our kids**—the next generation of smokers.

In fact, a new study\* confirms that retail ads encourage teens to start smoking, and special promotions influence their move to become regular smokers.



**BIG TOBACCO spends \$36 million a day to promote cigarettes in the US, mostly on retail ads & special pricing.**

## Help Teens Beat the Tobacco Trap

Everyone pays the price for tobacco addiction, and everyone can help fight it. **Ask retailers to cut back the tobacco advertising at their store.** For more information, visit [www.tompkins-co.org/tobaccofree](http://www.tompkins-co.org/tobaccofree).

**We cannot afford another generation of tobacco addiction.**



\* Slater et al. Arch Pediatr Adolesc Med. 2007 161 (5):440-445

# Do Kids Read Tobacco Ads?

KIDS RECALL tobacco ads twice as well as adults. And now a new study\* confirms that retail ads **encourage teens to start smoking**, and sales promotions influence teens to become regular smokers.

## Here In Our Backyard

There's a sea of tobacco ads out there—on average **over 17 per store** in our area. Tobacco companies put them up, and they **hook our kids**—the next generation of smokers.

## Help Teens Beat the Tobacco Trap.

Everyone pays the price for tobacco addiction, and everyone can help fight it. **Ask retailers to cut back on tobacco advertising at their store.** For more information, visit [www.tompkins-co.org/tobaccofree](http://www.tompkins-co.org/tobaccofree).

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# Help fight tobacco addiction

TOBACCO ADDICTION claims 25,500 lives every year in New York State. Half a million more suffer with illness from smoking.

**EVERYONE PAYS the price for tobacco addiction.** Everyone can help fight it.

Tobacco Free Zones are a county-wide effort to fight tobacco addiction. A T-Free Zone shows that you want to:

- 1. Keep the air smokefree.** Tobacco smoke is a hazard to everyone's health. T-Free Zones are safe areas around building entries and other outdoor areas.
- 2. Support those who want to quit.** Half of Tompkins County adult smokers want to quit. A T-Free Zone can help control the urge to light up.
- 3. Help teens beat the tobacco trap.** When retailers cut back on in-store ads as part of their T-Free Zone, it helps teens dodge Big Tobacco's \$13 billion U.S. marketing machine.

For more information or to register, visit [www.tompkins-co.org/tobaccofree](http://www.tompkins-co.org/tobaccofree).

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**Ready to Quit?** Call the NYS Smokers' Quitline at 1-866-NY-QUITS (1-866-697-8487)

