

Big Tobacco: Targeting a new generation

YOUTH

UC MERCED | 06/24/2023



CALIFORNIA HEALTH
COLLABORATIVE
changing lives by improving health and wellness

MEET THE FACILITATORS!



CELESTE RAMOS
Project Coordinator
Unidos Por Salud Program



SAUCI XIONG
Project Coordinator
API PACT Program



**CALIFORNIA HEALTH
COLLABORATIVE**
changing lives by improving health and wellness

WITH A MISSION OF CHANGING LIVES BY IMPROVING HEALTH AND WELLNESS, THE CALIFORNIA HEALTH COLLABORATIVE (CHC) WAS FOUNDED IN 1982 AS A NONPROFIT PUBLIC BENEFIT CORPORATION UNDER CODE 501 (C) 3.

API PACT & Unidos Por Salud are tasked with reducing tobacco-related health disparities and improving health equity among API & Latinx populations in the Central Valley.



API PACT
PROGRAM

Asian Pacific Islander Partners & Advocates Countering Tobacco



Unidos por Salud

ICEBREAKER

Using your whiteboards, share

1. Where you are from?

2. Your favorite sweet treat

3. What are you looking forward to during the summer?



TRADITIONAL TOBACCO

Tobacco grown or harvested and used by American Indian Nations for ceremonial or medicinal purposes.



COMMERCIAL TOBACCO

Tobacco marketed for profit



EARLY TOBACCO MARKETING


To keep a slender figure
No one can deny...



Reach
for a
LUCKY
instead of a
sweet



"It's toasted"
No Throat Irritation • No Cough



*"I've been a two-pack-a-day man for fifteen years and I've found much milder Chesterfield is best for me."
Berry Como*

NOW...10 Months Scientific Evidence For Chesterfield


A MEDICAL SPECIALIST is making regular bi-monthly examinations of a group of people from various walks of life. 45 percent of this group have smoked Chesterfield for an average of over ten years.

After ten months, the medical specialist reports that he observed...

no adverse effects on the nose, throat and sinuses of the group from smoking Chesterfield.

**MUCH MILDER
CHESTERFIELD
IS BEST FOR YOU**

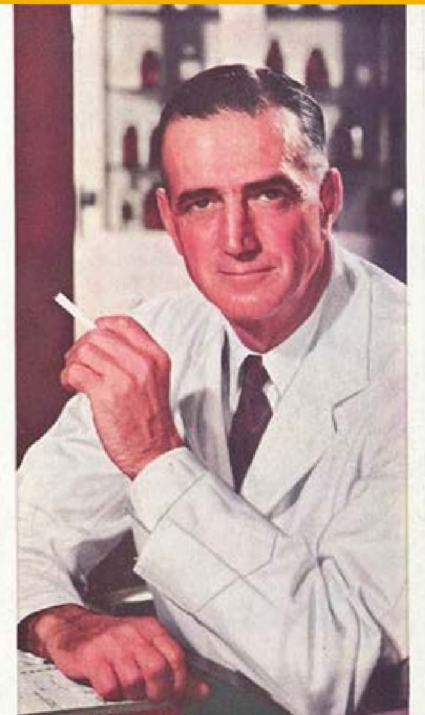
First and Only Premium Quality Cigarette in Both Regular and King-Size



CONTAINS TOBACCO OF BETTER QUALITY AND HIGHER PRICE THAN ANY OTHER KING-SIZE CIGARETTE

According to repeated nationwide surveys,


**More Doctors
Smoke **CAMELS**
than any other
cigarette!**



Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camel!

You'll enjoy Camels for the same reasons so many doctors enjoy them. Camels have cool, cool *mildness*, pack after pack, and a *flavor* unmatched by any other cigarette. Make this sensible test: Smoke only Camels for 30 days and see how well Camels please your taste, how well they suit your throat as your steady smoke. You'll see how enjoyable a cigarette can be!


THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



MAUREN O'HARA says: "I pick Camels. They agree with my throat and taste wonderful!"

DICK HAYNES says: "I get more pleasure from Camels than from any other brand!"

RALPH BELLAMY reports: "Camels suit my taste and throat. I've smoked 'em for years!"



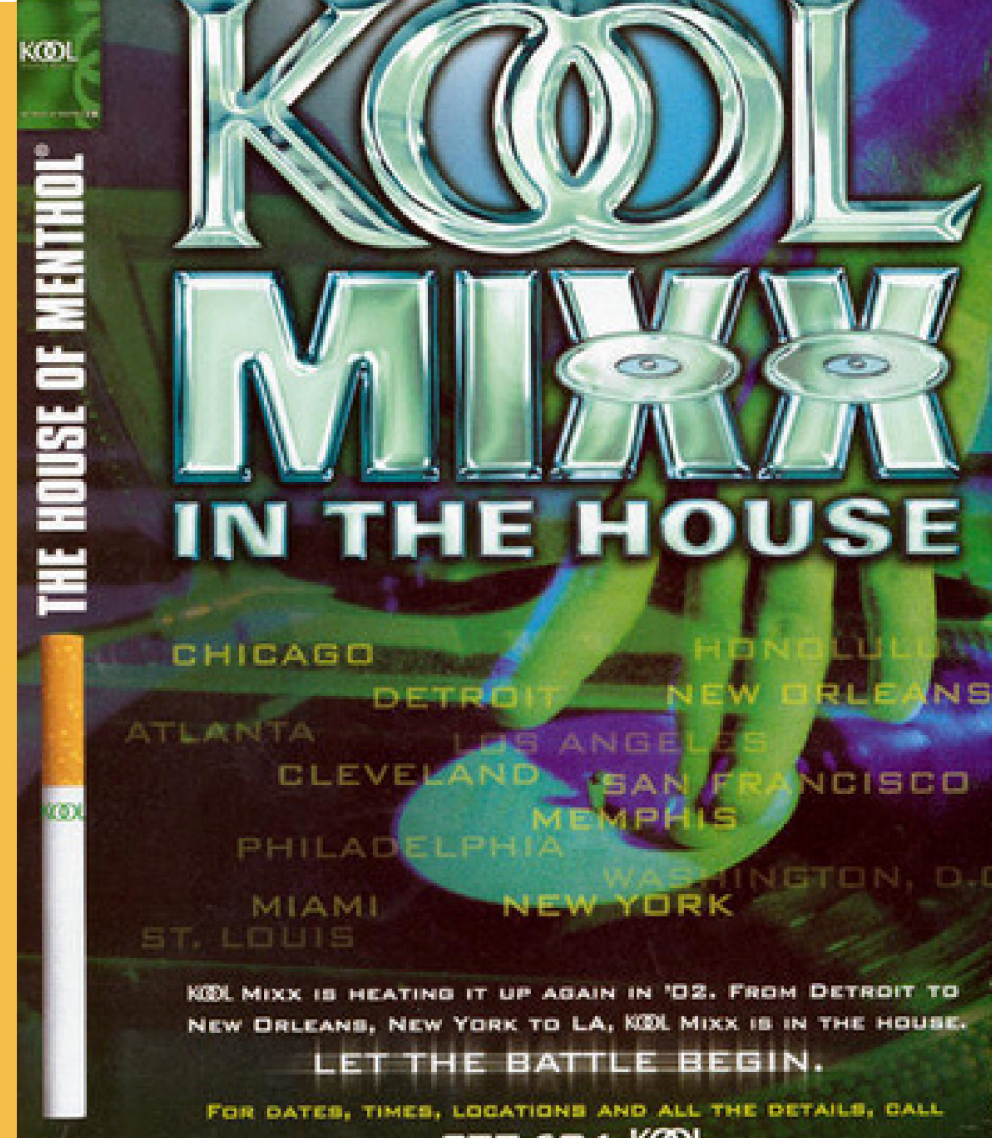
For 30 days, test Camels in your "T-Zone" (T for Throat, T for Taste).



TARGETING MINORITIES

MARKETING TO YOUTH & YOUNG ADULTS

When smokers started dying,
tobacco companies needed
replacement smokers





SECRET REPORTS

"Hitting the youth can be more efficient even though the cost to reach them is higher, because they are willing to experiment, they have more influence over others in their age group than they will later in life, and they are far more loyal to their starting brand."

A Phillip Morris Executive, 1957

"Attract young smoker to replace the older ones who were dying or quitting ... I was part of a scam, selling an image to young boys. My job was to get half a million kids to smoke by 1995"

Lead model for RJ Reynolds for 7 years, 1992



TARGETING A NEW GENERATION

— YOUTH

Through modern smoking devices,
flavored tobacco, cheap prices,
colorful packaging and their
favorite artists influencers



TOBACCO USE AMONG YOUTH

Overall, nearly 1 in 6 (14.9%) Hispanic high school students are current users of any tobacco product.

Vapes were the most common tobacco product used among California high school youth in 2022

WHAT IS VAPING?

Vaping simulates smoking

Vapes create an aerosol that is inhaled into the lungs where nicotine and chemicals cross over into the bloodstream.



A collection of cleaning supplies including a spray bottle, a brush, and gloves, overlaid with a purple gradient and the text "CAN YOU THINK OF AN AEROSOL?".

**CAN YOU THINK
OF AN AEROSOL?**

VAPOR

vs

AEROSOL



VAPING & CANNABIS



DIACETYL
Linked to permanent lung disease

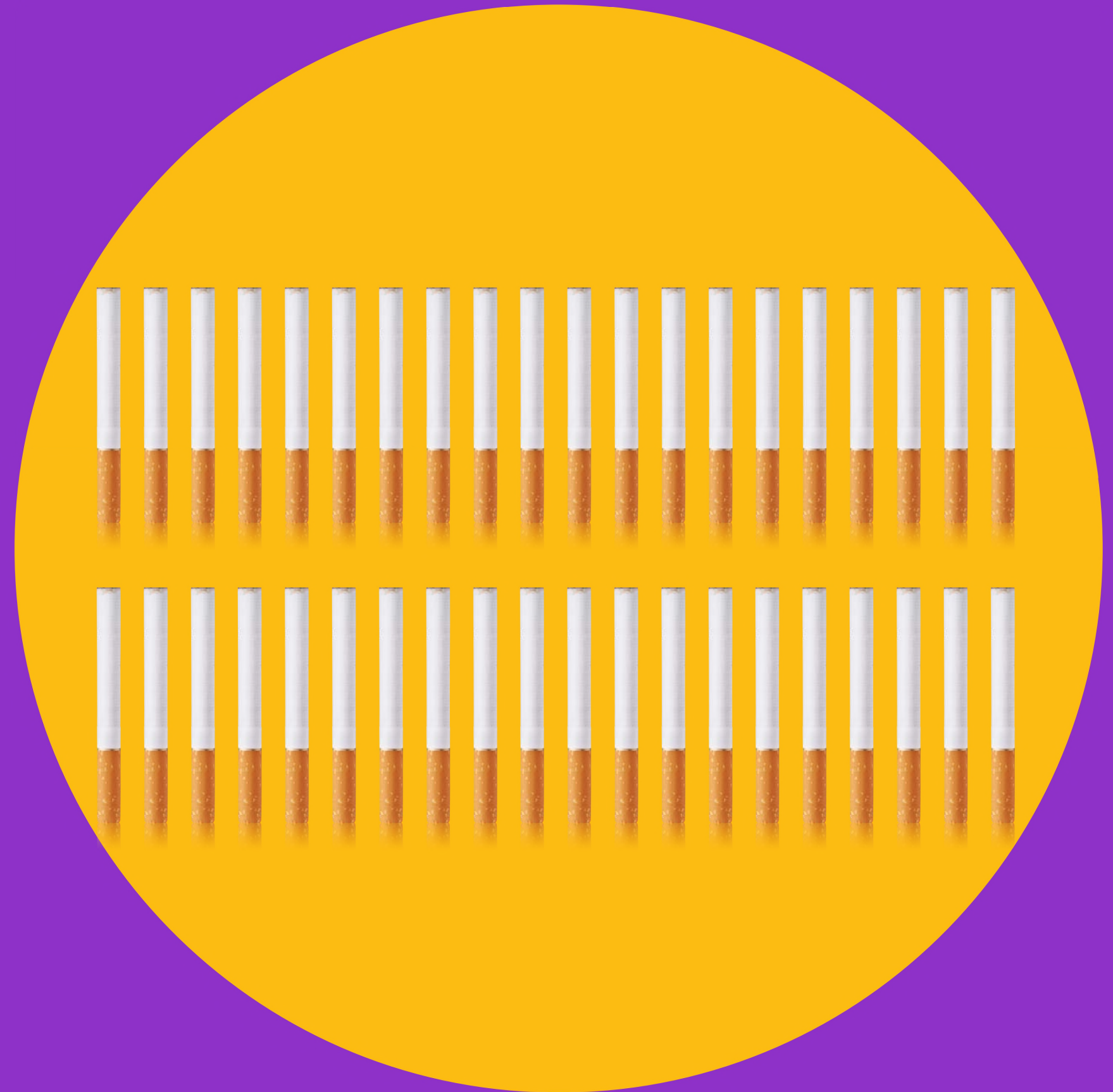
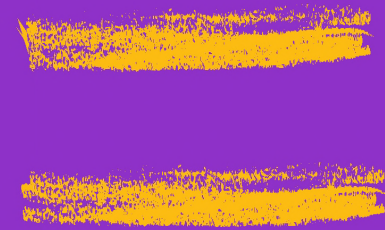
ACROLEIN
Cancer-causing chemical present in vape juices

FORMALDEHYDE

NICOTINE
Linked to mood disorders and impulse control

E-LIQUID COMPONENTS

HIGH QUANTITIES OF NICOTINE



NICOTINE = BRAIN POISON

Some tobacco products are designed to deliver nicotine to the brain within seconds.

Modern vaping devices have as much as 6x the nicotine concentration of first generation e-cigs.

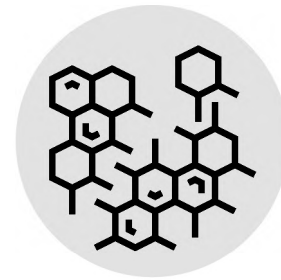


KNOW THE RISKS OF VAPING



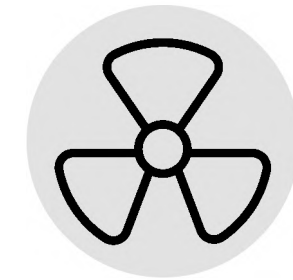
BRAIN DEVELOPMENT

Nicotine products can rewire the teen brain to crave more of the substance



DEPENDENCE & BEHAVIOR

Nicotine use can lead to regular use of tobacco products, resulting in long-term exposure to toxic chemicals and long-lasting health effects



AEROSOL & OTHER CHEMICALS

E-cigarettes contain nicotine, ultrafine particles, heavy metals, and volatile organic compounds

NICOTINE USE IN YOUNG ADULTS CAN WORSEN...



ANXIETY



IRRITABILITY



IMPULSIVITY



**DECISION-
MAKING**



**INCREASED RISK OF
DEPENDENCE TO OTHER
SUBSTANCES**

A photograph of three young women laughing and running outdoors. The image is overlaid with a purple gradient. The text 'WHAT ARE COMMON STRESSORS IN A TEEN?' is written in white, bold, uppercase letters across the center. A yellow horizontal line is positioned below the text.

WHAT ARE COMMON STRESSORS IN A TEEN?

VAPING RESOURCES AVAILABLE FOR YOUTH



Kick it California: Text NOVAPES to 66819



Text DITCHJUUL to 88709



Text START MY QUIT to 1-855-891-9989



National Cancer Institute

Become a *youth* ADVOCATE!



Is there a health club in your school?

What changes do you want to see in your community to protect your peers from tobacco?

Take a stand for your community!

WAYS TO BRING AWARENESS TO YOUR COMMUNITY



April 22



May 31



RED
RIBBON
WEEK

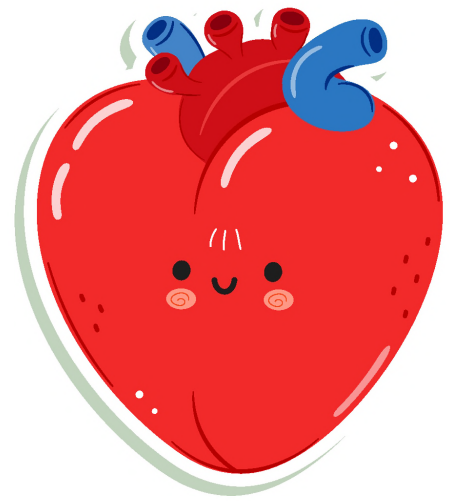
October



November



HEAD



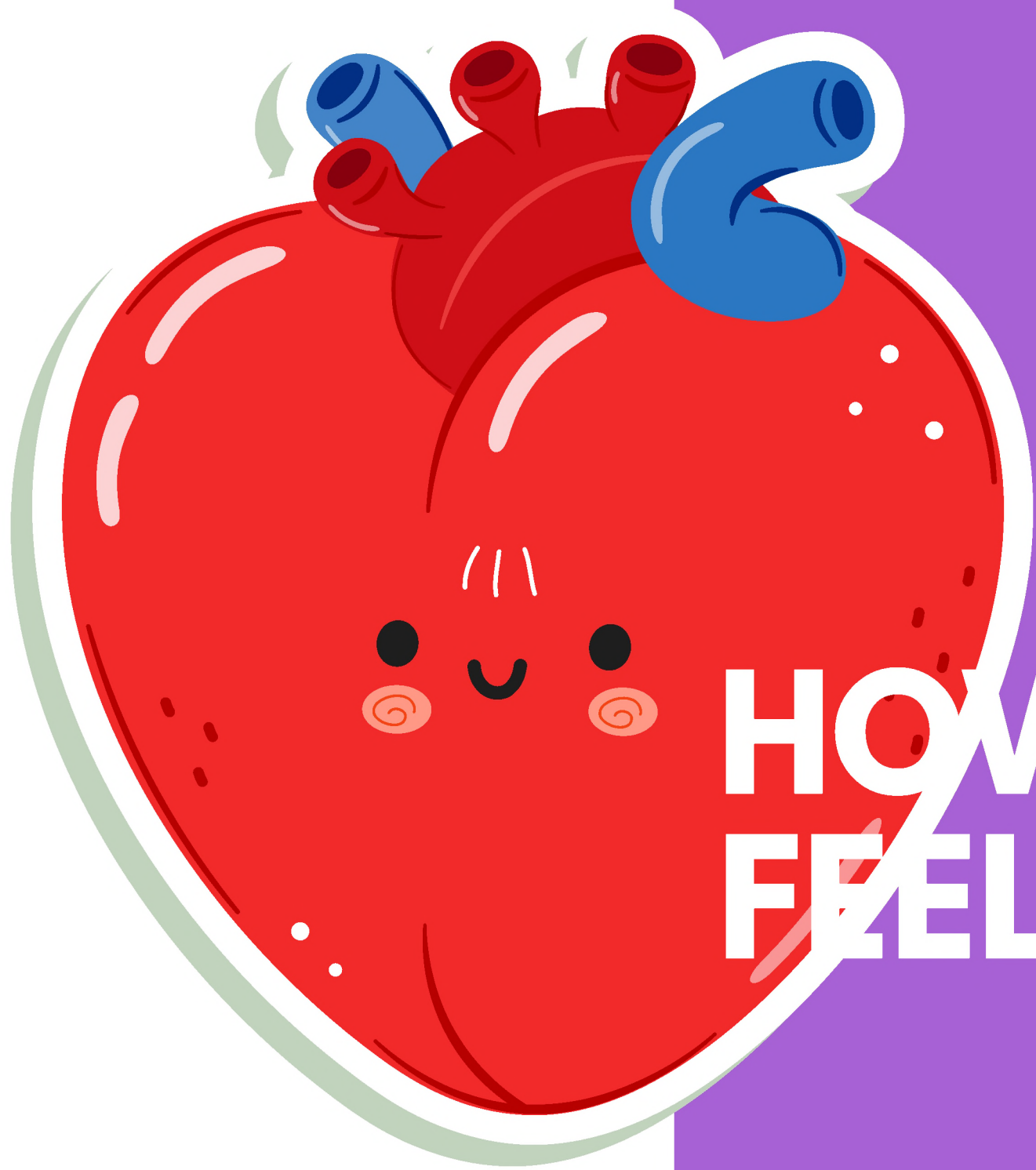
HEART



FEET



**WHAT DID YOU LEARN
TODAY?**



**HOW DID IT MAKE YOU
FEEL?**



**WHAT WILL YOU DO
NOW?**

Contact



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PROGRAM**

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