

MDQuit

CIGAR AWARENESS & PREVENTION

MARYLAND RESOURCE CENTER
FOR QUITTING USE & INITIATION OF TOBACCO



Maryland's

1-800



QUIT NOW

SmokingStopsHere.com

Tobacco Industry Marketing Strategies

- *“Among all US manufacturers, the tobacco industry is one of the most intense in marketing its products (CDC, 2000).”*
 - Major tobacco companies now spend \$10.5 billion per year (\$29 million every day) to promote their products (CTFK, 2012).
 - Only the automobile industry markets its products more heavily (CDC, 2000).

Youth & Cigar Products



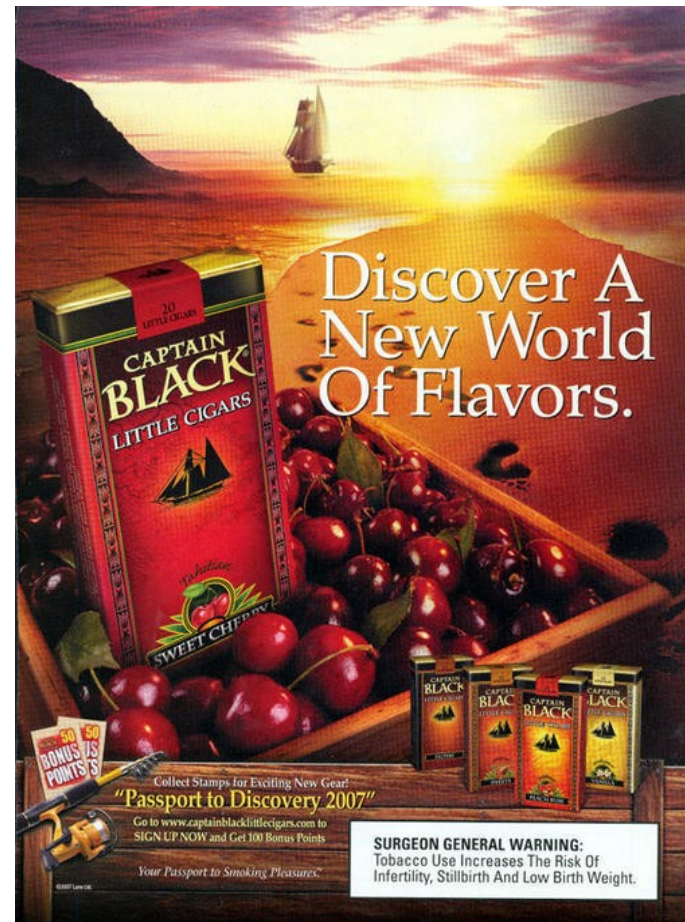
- Cigar makers have been marketing a variety of products—called little cigars and cigarillos (small cigars)—that have sweet flavors, cheap prices and colorful packaging.
 - “Sweet, cheap and colorful lures kids (CTFK, 2012).”



Sweet Flavors

- Little and small cigars come in a variety of sweet flavors, which may be especially appealing to youth.

(Legacy, June 2012)



Cheap Prices



- Small cigars can be purchased individually, sometimes for less than 70 cents, making them very affordable to youth with limited budgets.
- In contrast, cigarettes must be sold in packs of 20, which have an average retail price of \$5.98 per pack (CTFK, 2012).



Colorful Packaging

- Many smaller cigars come in bright, attractive packaging similar to candy and gum packages.
- This tactic makes cigars appear fun and harmless.

(CTFK, 2012)



Other Youth-Directed Cigar Marketing

- Marketing efforts promote cigars as symbols of a luxuriant and successful lifestyle. The following marketing strategies contribute to the increased visibility of cigar smoking in society (CDC, 2000):
 - Endorsements by celebrities
 - Development of cigar-friendly magazines (i.e., *Cigar Aficionado*)
 - Images of highly visible celebrities smoking cigars
 - Depiction of use in movies

Celebrity Endorsements

Vincent Pastore promoting
“Don Diego Cigars”



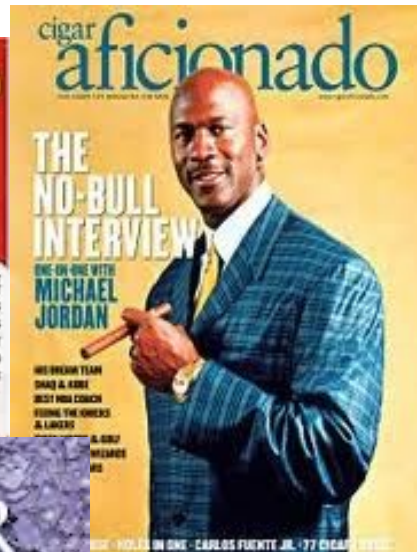
Snoop Dogg's
“Executive Branch
Cigarillos”



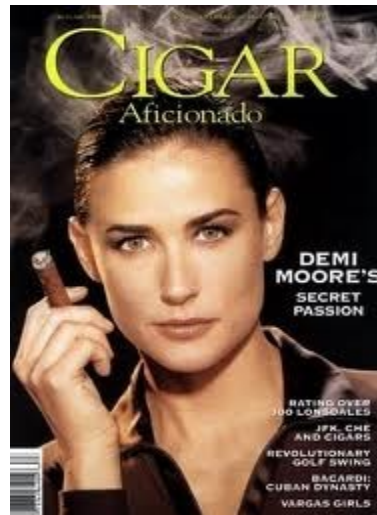
James Gandolfini promoting
“Sopranos Cigars”



Cigar-Friendly Magazines



Images of Highly Visible Celebrities Smoking Cigars



Depiction of Use in Movies & TV



Other Youth-Directed Cigar Marketing: Candy, Toys, & Cartoons!



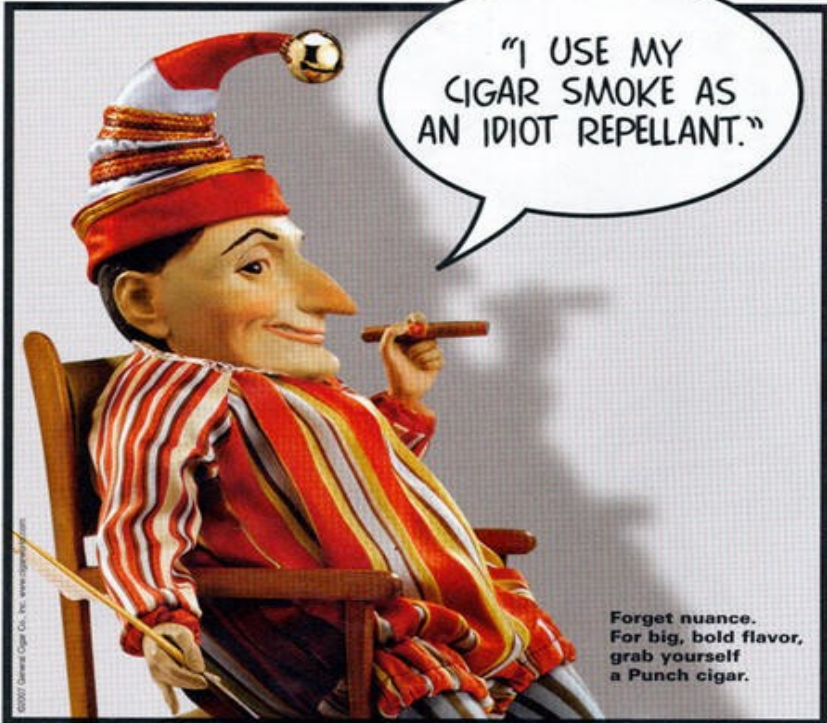
Candy Cigars:
Available in Bubble Gum & Chocolate!



Mr. Smoke Doll:
“Kids Love ‘em” (1996)

Magazine Ad: Punch Cigars (2007-2009)

Mr. Punch on cigars...



©2007 General Cigar Co., Inc. www.punchcigars.com

Forget nuance.
For big, bold flavor,
grab yourself
a Punch cigar.

PUNCH
True to its name.

SURGEON GENERAL WARNING: Cigar Smoking Can Cause Cancers Of The Mouth And Throat, Even If You Do Not Inhale.

Youth & Smokeless Tobacco

Tobacco Industry Quote:

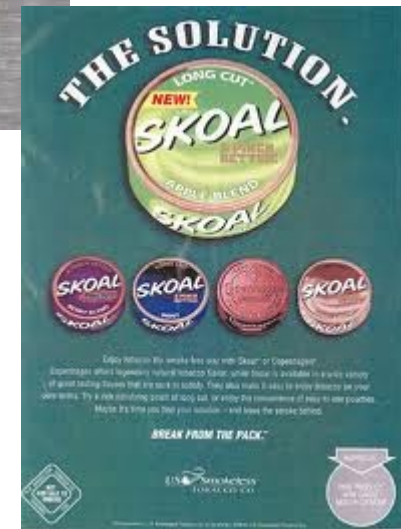
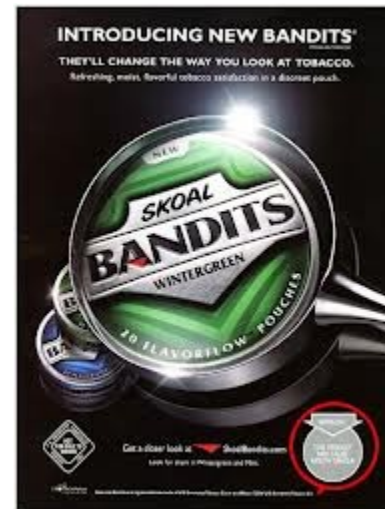
“Cherry Skoal is for somebody who likes the taste of candy, if you know what I’m saying.”

(Wall Street Journal, 1994)



Youth & Smokeless Tobacco

- Smokeless tobacco marketing more than doubled between 2005 to 2008—increasing from \$250.8 million to \$547.9 million during this period.
(CTFK, 2012)



Point-of-Purchase Marketing Aimed at Youth



- In 2000, 80% of retail outlets had interior tobacco advertising, 60% had exterior advertising, and over 70% had functional items depicting tobacco branding (Wakefield et al., 2000).



- Such marketing easily reaches youth—as two-thirds of youth visit a convenience store at least once per week (Henriksen et al., 2004).



Point-of-Purchase Marketing Aimed at Youth

- Retailers that teens shop at the most have been shown to contain more point-of-purchase advertising than stores less frequented by teens.

(Henriksen et al., 2004)

- One survey of retail outlets found that nearly 50% of retailers had tobacco ads at young children's eye level (3 ft. or lower), and 23% had tobacco product displays within 6 inches of candy.

(Feighery et al., 2001)



Point-of-Purchase Marketing Aimed at Youth: It's Impact

- One study of middle-school students (6th-8th graders) concluded that youth who visited a convenience, liquor or small grocery store at least weekly, and therefore were more exposed to retail tobacco marketing, had a **50% greater odds** of ever smoking.
 - This effect on youth tobacco use initiation is similar to that of a tobacco-using parent or household member.

(Henriksen et al., 2002)

Reducing Youth Cigar, Smokeless, & Other Tobacco Use

- National, state, and local program activities that have reduced and prevented youth tobacco use in the past have included combinations of the following (CDC, 2012):
 - Counter-advertising mass-media campaigns (i.e., TV and radio commercials, posters, and other media messages targeted toward youth to counter pro-tobacco marketing)
 - Comprehensive school-based tobacco use prevention policies and programs (i.e., tobacco-free campuses)
 - Community interventions that reduce tobacco advertising, promotions, and commercial availability of tobacco products
 - Higher costs for tobacco products through increased excise taxes

THE CIGAR TRAP

No Matter How They Sugar Coat It...Cigars Kill



Youth Cigar Use Media Campaign

Print Media



WARNING: CIGARS ARE SOLD IN THE SAME FLAVORS & PRICES AS ICE CREAM. NO MATTER HOW THEY SUGARCOAT IT ... CIGARS KILL.

IT'S A TRAP ... Cigars in any flavor are addictive and as toxic as cigarettes.

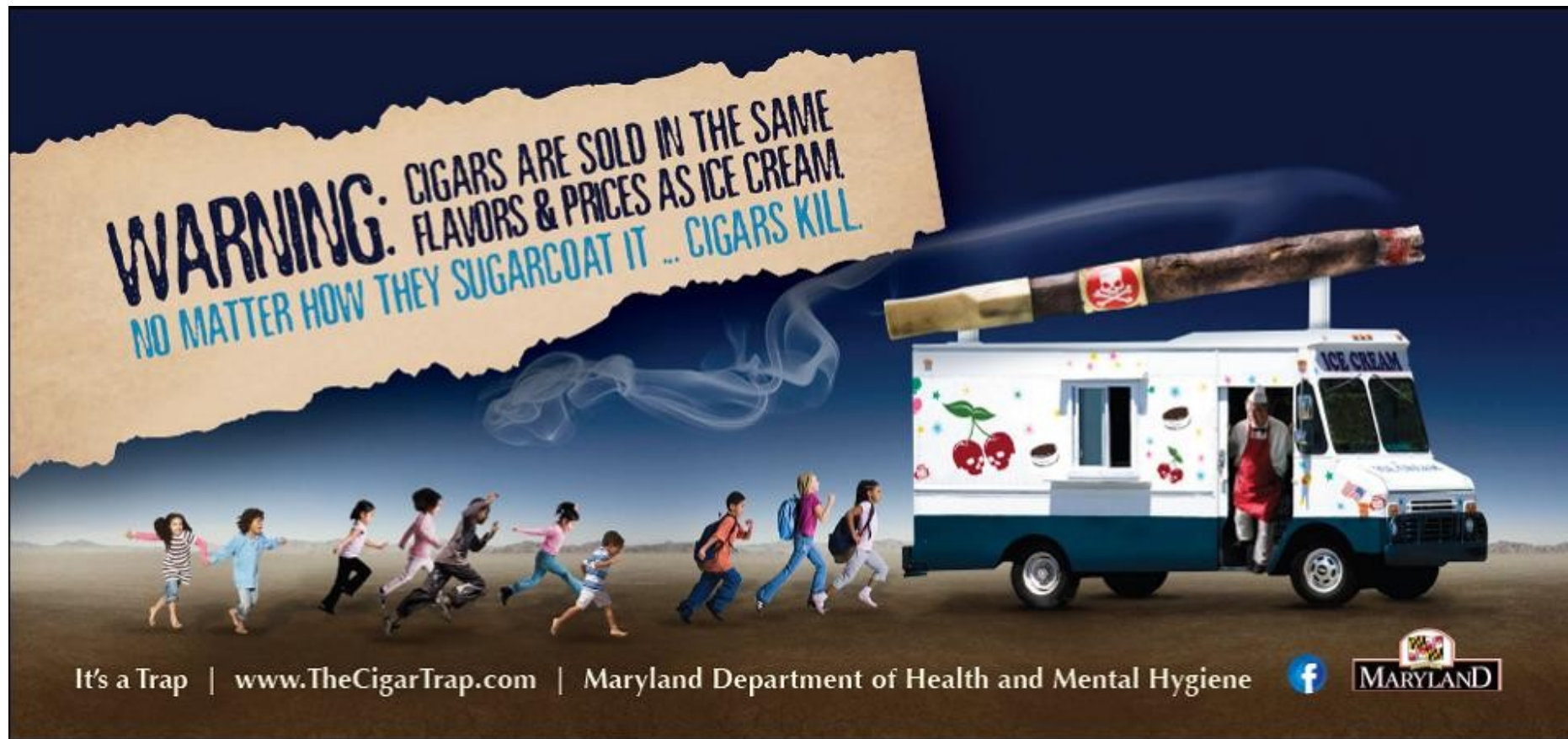
- ★ All flavored cigars, like chocolate and strawberry, contain Nicotine, Cyanide and Arsenic.
- ★ Children are smoking cigars at the same rate as cigarettes.
- ★ Little cigars and cigarillos are attractive to children because
 - They come in fruit and candy flavors
 - They're cheap, often sold one at a time for under 70¢, less than an ice cream cone!
 - They're taxed lower than cigarettes, making them affordable.

Visit www.TheCigarTrap.com for more information.

MARYLAND
Maryland Department of Health and Mental Hygiene

- Fruit and Candy Flavors – chocolate, vanilla, strawberry, wine
- Cheap – less than \$1, even less than \$0.70!
- In the same flavors and prices as an ice cream cone or candy!
- Attractive, accessible and affordable – BUT...just as addictive and toxic as cigarettes
- It's a TRAP!

Transit & Billboards



WARNING: CIGARS ARE SOLD IN THE SAME
FLAVORS & PRICES AS ICE CREAM.
NO MATTER HOW THEY SUGARCOAT IT ... CIGARS KILL.

It's a Trap | www.TheCigarTrap.com | Maryland Department of Health and Mental Hygiene

f MARYLAND

Web & Facebook

 DEPARTMENT OF HEALTH AND MENTAL HYGIENE
THE CIGAR TRAP

THE CIGAR TRAP HOME | NEWS UPDATES | DMH MAIN



WARNING: CIGARS ARE SOLD IN THE SAME FLAVORS & PRICES AS ICE CREAM. NO MATTER HOW THEY SUGARCOAT IT ... CIGARS KILL.

IT'S A TRAP ... There has been a disturbing trend in Maryland: since 2000, the use of cigars – including little cigars and cigarillos (small cigars) – has increased among underage youth. According to the 2010 Maryland Youth Tobacco Survey, underage youth are now smoking cigars at the same rate as cigarettes and more than half of Maryland high school youth who use tobacco are smoking cigars.



Little cigars and cigarillos are attractive, accessible, and affordable for young people as they come in fruit and candy flavors, are sometimes sold individually, and are inexpensive—often costing less than an ice cream cone or candy.

Cigars in any flavor are addictive and as toxic as cigarettes.

Governor Martin O'Malley
Lt. Governor Anthony G. Brown

ADDITIONAL CIGAR-RELATED RESOURCES

- American Cancer Society
Cigar Smoking
- American Legacy Foundation
Cigars, Cigarettes and Little Cigars
- Baltimore City Health Department
Black and White in Baltimore –
Background Document (October 2007)
- Campaign for Tobacco Free Kids
The Risk of Cigars and Cigar
Smoking Hazards
- Centers for Disease Control
and Prevention, Cigars
- Legal Resource Center for
Tobacco Regulation,
Litigation and Advocacy
- National Cancer Institute,
Questions and Answers
About Cigar Smoking and Cancer

READY TO QUIT?

- Maryland Tobacco Quitline
1-800-QUIT NOW
- Maryland TRASH Youth Tobacco
Quit Kit

facebook

The Toolkit

- Provides Detailed Overview of the Problem
- Maryland and National Cigar Use Data
- Press Releases
- Samples of Campaign Creative
- Solutions to the Problem
- Overview of Action Steps



IT'S A TRAP Cigars in any flavor are addictive ... and as toxic as cigarettes.

There has been a disturbing trend in Maryland: since 2000, the use of cigars – especially little cigars (brown cigarettes) and small cigars (cigarillos) – has increased among underage youth. According to the 2010 Maryland Youth Tobacco Survey, underage youth are now smoking cigars at the same rate as cigarettes and *more than half* of Maryland high school youth who use tobacco are smoking cigars.

Cigarillo and little cigar products are deceptively marketed to target youth via their availability in a myriad of seemingly harmless fruit, candy, and alcohol flavorings such as grape, peach, chocolate, and wine. Sweet flavorings mask the harshness of tobacco and make the products more enticing; **nearly 80% of underage high school cigar smokers in Maryland are now using flavored products.** What's more, little cigars and cigarillos are very cheap and can be sold individually, making them as affordable as a candy bar.

Many people inaccurately believe that cigars are a less harmful alternative, but just like cigarettes, cigars are hazardous to everyone and can cause lung, mouth, throat, and other cancers. **All tobacco products**, including flavored ones, are addictive and carry the same health risks as cigarettes.

No matter how they sugar coat it ... cigars kill.

The information provided in this packet aims to educate readers about the dangers of cigar use in Maryland and nationwide and about the often life-long trap many young people fall into when they try these appealing products.

THEY'RE SOLD IN THE SAME FLAVORS & PRICES AS ICE CREAM CONES. They're cheap, often sold one at a time for under 70¢ less than a pack of cigarettes. And strawberry, contain Nicotine, Cyanide and Arsenic.



FACT SHEET Cigar Use among Maryland Youth

Smoking cigars is just as dangerous as smoking cigarettes. Cigars cause heart disease and cancer and contain nicotine, cyanide, and arsenic. Because cigars contain more tobacco than cigarettes and burn longer, they give off greater amounts of harmful secondhand smoke. This fact sheet provides data on the use of cigars among youth in Maryland.

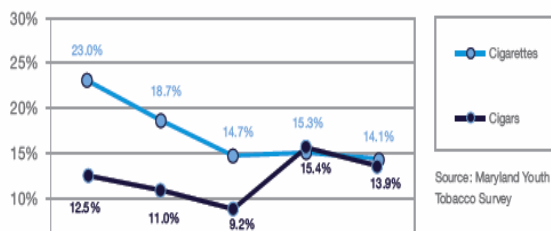
As Maryland youth smoke fewer cigarettes, they are smoking more cigars.

- According to the Maryland Youth Tobacco Survey, cigarette smoking has decreased among high school students by nearly 40 percent since 2000. But cigar use has increased by more than 11 percent during the same time period.
- In 2000, 57 percent of underage high school students who used tobacco reported using a tobacco product other than cigarettes. By 2010, this number had grown to 79 percent, with nearly three-quarters of these youth smoking cigars.
- According to the Maryland Comptroller's office, FY 2001 to FY 2011, the total number of cigarette packs sold in Maryland declined by approximately 33.6 percent. Over the same time period, sales of cigar products increased by more than 176 percent.

About as many Maryland youth smoke cigars as smoke cigarettes.

- A decade ago, far more underage high school students reported cigarette smoking than cigar smoking in the previous 30 days. By 2010, approximately the same percentage of Maryland youth reported smoking cigars as cigarettes.

Percent of High School Students < 18 Years Smoking Cigarettes and Cigars in Last 30 Days



OVER

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Flavored cigars are driving youth cigar use.

- In 2010, nearly 80 percent of underage high school cigar smokers reported smoking flavored cigars.
- In contrast, the most recent Maryland Adult Tobacco Survey (2008) found that only 4 percent of adults smoke cigars, and less than 2 percent of adults reported current flavored cigar use.
- The most popular types of flavored cigars are small cigars, or cigarillos. These are sold singly in such fruit and candy flavors as grape, vanilla, chocolate, strawberry, peach, and wine.

Small cigars can be a gateway to lifelong tobacco use.

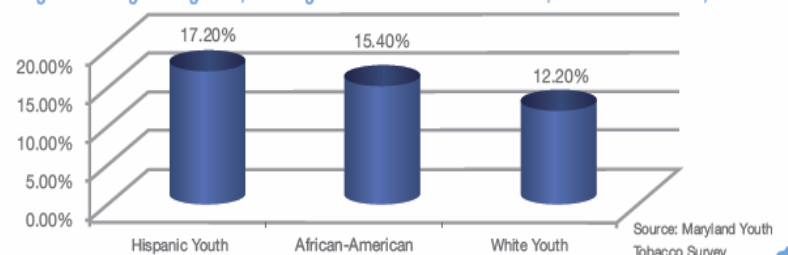
- Attractive flavors mask the harsh taste of the toxins and tobacco and make initiation and addiction easier for youth.
- Small cigars are often sold one at a time for under \$0.70 – less than the price of a candy bar or an ice cream cone, and far less than a pack of cigarettes. Youth are known to be especially price sensitive, and are able to purchase these products with pocket change. Single cigars are also easier to hide from parents than a pack of cigarettes.

There may be racial and ethnic disparities in the use of cigars.

- Data from the Maryland Youth Tobacco Survey suggest that Hispanic youth may smoke cigars at the highest rates, followed by African American, then white youth.



Cigar Smoking among Maryland High School Students in 2010 by Race and Ethnicity



Fact Sheets



Questions?