



Commonwealth of Massachusetts
Department of Public Health

Helping People Lead Healthy Lives In Healthy Communities

"Big Tobacco is Sweet Talking Our Kids"

Public Health Council
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Find the tobacco products.



Massachusetts Tobacco Cessation and Prevention Program

- DPH's Massachusetts Tobacco Cessation and Prevention program (MTCP) is part of the Division of Prevention and Wellness
 - 186 funded local Boards of Health
- MTCP has created model "point of sale" strategies to address the tobacco industry's marketing of tobacco to youth
 - Studies show ease of access and exposure to tobacco products increase youth use

Priority Policies

- Five priority policies reduce the tobacco industry's ability to expose youth to its products and to reduce its ability to make products accessible to youth:
 - Ban tobacco sales in pharmacies
 - Restrict sale of cheap single cigars
 - Cap number of tobacco sales licenses
 - Raise age of sale of e-cigarettes
 - **Restrict sale of flavored products to adult-only establishments**

The Flavored Tobacco Product Restriction

- Prohibits the sale of flavored tobacco products except in smoking bars and adult only retail establishments
- MTCP developed model language, messaging and tools for boards of health
- The first local flavored tobacco sales restriction went into effect in June of 2014

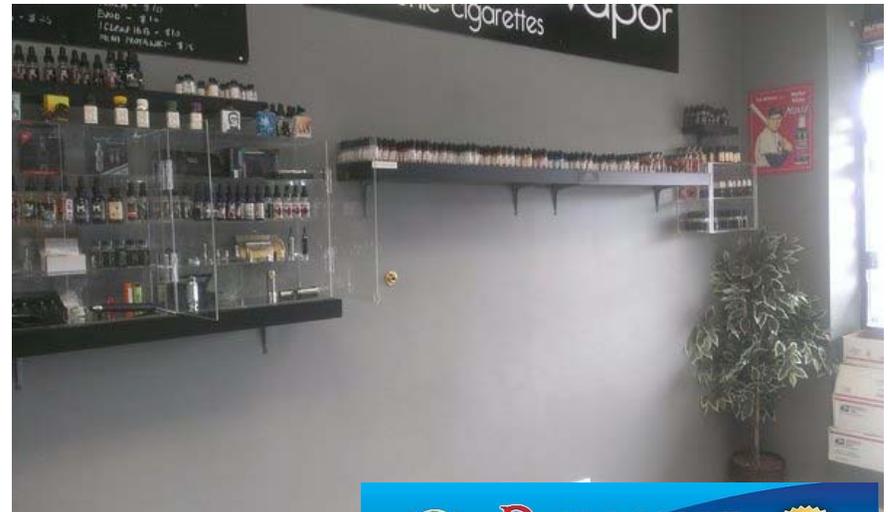
Origins of the Flavored Product Restriction

- Federal Family Smoking Prevention and Tobacco Control Act (2009) prohibited candy- and fruit-flavored **cigarettes**
 - Rationale: Flavored cigarettes were marketed to youth and young adults, younger smokers were more likely to have tried these products than older smokers
- U.S. Food and Drug Administration and the U.S. Surgeon General: flavored tobacco products are considered to be “starter” products that help establish smoking habits that can lead to long-term addiction
- Proliferation of flavored “other tobacco products” soon followed

Flavored Products: Cigars and Little Cigars



Flavored Products: E-Cigarettes



Flavored Products: Smokeless and Hookah



CAMEL SNUS





7 out of 10 middle and high school students who currently use tobacco have used a **FLAVORED** product.

63%

of students who currently use e-cigarettes have used **flavored** e-cigarettes.
(1.6 million)

61%

of students who currently use hookah have used **flavored** hookah.
(1 million)

64%

of students who currently use cigars have used **flavored** cigars.
(910,000)



Source: Morbidity and Mortality Weekly Report (MMWR)

Raising Awareness of Industry Tactics

Problem: Most adults don't notice flavored products or know what they are.

We need adults to:

- **Know:** Flavored tobacco products exist and target kids!
- **Feel:** Upset and outraged
- **Do:** Spread the word; take action and get involved in local decisions

Target Audience

- To help inform and motivate, we created and ran an advertising campaign aimed at parents with children in 4th -12th grade
- Targeted at the following cities/towns identified by MTCP as priority communities:
 - Worcester, including Webster and Southbridge
 - Lynn, including Revere
 - Springfield, including Chicopee and Westfield

Campaign

- Media Mix
 - Digital Ads
 - Facebook
 - Out-of-Home Media
 - Convenience Store Advertising
 - Transit
 - Posters and Print Collateral
 - Website Content – GetOutraged.org
 - Community Partnership Earned Media
- Locations – statewide, but heavy in select cities/towns
- Timeframe – March 28 – May 28, 2016
 - Facebook ads extended through June 30

Final Concept



**Big Tobacco is
Sweet Talking
Our Kids!**

Flavored tobacco products target kids.

 **Make smoking history.** GetOutraged.org

GET OUTRAGED!

Transit



Convenience Store Ads



Success on Local Level

- As of May 17, 2016, a total of 57 municipalities have passed a local regulation restricting the sale of flavored tobacco products to adult only establishments, covering 29% of the state's population
- Tobacco industry representatives have attended and spoken at nearly every municipal hearing on these regulations.