

DOWNLOAD PDF ANTI-SMOKING ADVERTISEMENTS CAN REDUCE TEEN SMOKING MICHAEL ERIKSEN

Chapter 1 : Untitled Prezi by Wenqi Liu on Prezi

"Anti-Smoking Advertisements Can Reduce Teen Smoking." (Everyone knows that smoking kills, but few really appreciate the magnitude of the problem. Smoking is the leading cause of death in society, causing one out of every five deaths, and killing one out of two lifetime smokers).

One step registration here. American cigarette manufacturers have filed a lawsuit against the FDA. Interesting facts about cigarettes, countries - tobacco leaders. Every minute in the world are sold about million cigarettes and daily billion cigarettes. It is strange to what can bring the foolishness of anti-smoking crusaders in their attempts to impose all the rules of a healthy lifestyle, even if they lead to a violation of all norms, artistic freedom and civil society. But "we think we need more money" to mount an effective campaign. The CDC figures show Birgmann said Kentucky must do more to help thousands of young people such as Tara Stinson and Josh Mills, year-old freshmen at Allen County High School in Southern Kentucky who have been smoking for five years. Both Tara and Josh are taking part in a school program for students who want to stop using tobacco. The CDC says Kentucky should consider a comprehensive campaign, including school programs to help students avoid tobacco or stop smoking and ads to counter tobacco marketing. For example, workers in family-planning programs could put more stress on the importance of stopping smoking before pregnancy, he said. The governor also would ask groups, such as doctors and hospitals, to devote more time to discouraging smoking, through such things as their own advertising. Maybe we in public health failed to inform the executive how important this is, and how effective some programs can be. Among Californians ages 12 to 17, smoking rates increased from 8. Cigarette excise taxes by themselves have been credited with cutting smoking by making it more expensive. Studies indicate broad-based, well-funded efforts, including advertising, can reduce smoking. A report by researchers from the University of California in the Journal of the American Medical Association concluded, "A strong media campaign is a key element of any tobacco control effort," and can influence people to quit. The same study said cigarette consumption in California, which had been declining before programs there began, dropped about million packs more than had been predicted from past trends after anti-smoking advertising campaigns began. States have been anything but uniform in their use of the tobacco settlement, however, and there are no restrictions on what they can do with the money. The Campaign for Tobacco-Free Kids, which favors use of the settlement money on anti-smoking programs, reports 30 states have decided how to spend their settlement share. Eight committed a substantial part of the money to prevention. New Jersey, for example, has decided to spend 20 percent of its money on reducing tobacco use. Eleven committed small amounts to prevention. Five others put their funds in trust for a range of purposes, including prevention in some cases. The final six decided to use all the money for efforts unrelated to smoking.

DOWNLOAD PDF ANTI-SMOKING ADVERTISEMENTS CAN REDUCE TEEN SMOKING MICHAEL ERIKSEN

Chapter 2 : Smoking Habit Hard To Kick - CBS News

Anti-smoking advertisements can reduce teen smoking / Michael Eriksen Fast food advertising is linked to rising childhood and teen obesity / American Psychological Association Fast food advertising is not linked to rising childhood and teen obesity / Gary Becker.

He also stresses the importance of talking about problems, and not isolating. A personal story Mr. Reynolds opens the hearts of many young viewers, and makes them more receptive to the anti-tobacco lessons which follow in the video. Smoking is addictive Mr. Reynolds impresses on students the extreme addictiveness of nicotine. Once you start, you may not be able to stop Reynolds uses humorous anti-smoking spoofs of cigarette ads, such as Joe Camel, dying from cancer in a hospital bed. In the new video, he shows the three overheads below. Anti-smoking art by Adbusters About the anti-smoking "Malboro Country" ad above, he points out, "Here we see smokers gathered outside their office. Today, being a nonsmoker is the norm. Reynolds shows the three anti-tobacco overheads below. The before-and-after photos of Sean Marsee are especially powerful and moving to student audiences watching the video. In this section, Mr. Reynolds concludes, "Sean died at age 19 from chewing tobacco -- disfigured, sad and in terrible, unspeakable pain. Students in the video react when they see the photo of Sean with mouth cancer. After telling this story, Mr. Reynolds goes on to reveal that the only reason self-service displays of tobacco have been placed on countertops everywhere is because the tobacco companies pay each store a monthly fee, for every display of tobacco. Often chewing tobacco is placed next to the candy or chewing gum! The truth is, just a few years ago, almost no one was using chewing tobacco. But many thousands of kids were deceived, and concluded the stores put the displays on counters because the product was really popular and selling well. Seeing these displays daily for years, right on the countertop at child eye level, made tobacco look like any other normal product. Thousands tried it, and then got addicted, like Sean. But Brosnan saw the error of his ways, and has since shown tremendous leadership in the Hollywood community. He swore he would smoke no more in his appearances as James Bond. In a dramatic turnabout, he has set a strong example for other stars, and has become a valuable ally of anti-smoking groups fighting for the anti-tobacco cause. He set a bad example for youth who look up to him. Initiation The Truth About Tobacco contains a unique initiation into life, to help prepare students to better deal with tough moments in their lives. Near the conclusion, Mr. Reynolds revives the ancient tradition of initiating youth. Reynolds says, "The core message of my brief initiation today is this: A lot of teens use music. Instead, stay with your uncomfortable feelings, and begin to solve the problem. Only a baby gets instant gratification! Adults have to delay it and wait for it.. Life gets tough at times, but you can do it! Reynolds concluded that in the face of an uncertain tomorrow, many teens, especially those at risk, may be more inclined to smoke, drink, use drugs and engage in other unsafe behavior. The tragic bombings of September 11th, , have sadly heightened their anxiety and doubts about the future. To counteract this troubling trend, in the video Mr. Reynolds addresses tobacco ad campaigns that targeted youth, and smoking in movies and TV. But he also delivers an inspirational message of hope for the future. He was really awe inspiring. The evaluations we took were excellent. It really made a big difference in our community. It was hard to tell when Reynolds hooked the kids. Maybe it was the adolescent humor. He got a big reaction when he put up an anti-smoking slide of Joe Chemo, depicting the famous cigarette icon camel in a hospital bed. Maybe it was the shock tactics: People remember concepts when emotional pictures are created and linked together to illustrate a point. This is what you do so well. When people are moved emotionally, they will remember, and they will take action. The audience loved this emotional link, as I did, with a splash of humor thrown in here and there. I was also impressed with your knowledge and delivery. Your presentation was sincere and heartfelt, as well as humorous and informative. For these reasons, it was most enjoyable.

DOWNLOAD PDF ANTI-SMOKING ADVERTISEMENTS CAN REDUCE TEEN SMOKING MICHAEL ERIKSEN

Chapter 3 : How does advertising impact teen behavior? / Roman Espejo, book editor. - Version details - T

These programs fund anti-smoking ads that run in newspapers, magazines and on TV, school programs to educate children about the hazards of smoking, cessation interventions (intensive counseling).

Effects[edit] The effectiveness of tobacco marketing in increasing consumption of tobacco products is widely documented. Advertising peaks in January, when the most people are trying to quit, although the most people take up smoking in the summer. Industry charity and sports sponsorships are publicized with publicity costing up to ten times the cost of the publicized act, portraying the industry as actively sharing the values of the target audience. This is done through an emphasis on informed choice and "anti-teen-smoking" campaigns, [3]: Internal documents also show that the industry used its influence with the media to shape coverage of news, such as a decision not to mandate health warnings on cigarette packages or a debate over advertising restrictions. The addictiveness and health effects of nicotine use are generally described, as these are the themes missing from pro-tobacco marketing. Regulation of nicotine marketing Because it harms public health, nicotine marketing is increasingly regulated. Advertising restrictions typically shift marketing spending to unrestricted media. Banned on television, ads move to print; banned in all conventional media, ads shift to sponsorships; banned as in-store advertising and packaging, advertising shifts to still undisclosed marketing reps, sponsored online content, viral marketing, and other stealth marketing techniques. This neutralizes mistrust of tobacco companies, which is widespread among children and the teenagers who provide the industry with most new addicts. It has also been suggested that it urges smokers to disregard health warnings. Reactance often motivates rebellion, in behaviour or belief, which demonstrates that the control was ineffective, restoring the feeling of freedom. Instead, they frequently suggest using nicotine as a way to rebel and be free. Reactance can be eliminated by successfully concealing attempts to manipulate or control behaviour. Unlike conventional advertising, stealth marketing is not openly attributed to the organization behind it. Counter-advertising also shows awareness of reactance; it rarely tells the viewer what to do. More commonly, it cites statistics about addictiveness and other health effects. Some anti-smoking ads dramatise the statistics e. Social conformity[edit] Despite products being marketed as individualistic and non-conformist, people generally actually start using due to peer pressure. Being offered a cigarette is one of the largest risk factors for smoking. It seeks to associate nicotine use with positive traits, such as intelligence, fun, sexiness, sociability, high social status, wealth, health, athleticism, and pleasant outdoor pursuits. Many of these associations are fairly implausible; smoking is not generally considered an intelligent choice, even by smokers; most smokers feel miserable about smoking, [18] smoking causes impotence, [27] [28] [29] many smokers feel socially stigmatized for smoking, [18] and smoking is expensive and unhealthy. Marketing also uses associations with loyalty, which not only defend a brand, but put a positive spin on not quitting. A successful campaign playing on loyalty and identity was the "rather fight than switch" campaign, in which the makeup the models wore made it seem as if they had black eyes, by implication from a fight with smokers of other cigarettes campaign by a subsidiary of American Tobacco Company, now owned by British American Tobacco. Again, ads have moved from explicit claims "Never gets on your nerves" to implicit claims "Slow down. Although nicotine products temporarily relieve nicotine withdrawal symptoms, an addiction causes worse stress and mood, due to mild withdrawal symptoms between hits. Nicotine addicts need the nicotine to temporarily feel normal. Marketing has also claimed that quitting will worsen rather than improve mental health symptoms. These claims have been criticised by independent researchers as inaccurate. Smoking rates in the U. Consistency and dominance is a acutely necessary in addressing the minority community because of its relatively small size and highly developed methods of informal communications. Peer pressure plays a more important role in many phases of life in the minority community. Therefore, dominance of the marketplace and the community environment is necessary to successfully increase sales share. Total minority marketing plan Report. When marketing cigarettes to the developing world, tobacco

DOWNLOAD PDF ANTI-SMOKING ADVERTISEMENTS CAN REDUCE TEEN SMOKING MICHAEL ERIKSEN

companies associate their product with an affluent Western lifestyle. Teens in rural areas are less likely to be exposed to anti-tobacco messages in the media. Low-income and predominantly minority neighborhoods often have more tobacco retailers and more tobacco advertising than other neighborhoods. They also donate some of their profits to a variety of organisations that help people in need. These marketing messages were initially explicit, but over the decades, they became more implicit and indirect. Explicitly claiming something that the consumer knows to be untrue tend to make them distrust and reject the message, so the effectiveness of explicit claims dropped as evidence of the harms of cigarettes became more widely known. Explicit claims also have the disadvantage that they remind smokers of the health harms of the product. They may also require regulatory pre-approval. Both adults and youth have been shown to misinterpret marketing claims about changes in risk. They falsely interpret them as meaning that the product is safe. They are more likely to start using it, and less likely to quit, as a result. This also distracted from the more serious harms of smoking, [56] which were being revealed by research at the time. They were even inaccurately advertised as medicinal, a treatment for smokers that would sooth a throat irritated by smoking, or as a treatment for a cold. Where this is illegal, they are marketed as healthier by implication, using words like "mild", "natural", "gentle", "calm", "soft", "smooth", and imagery of healthy natural environments. But they do not actually reduce human intake or health risks, as a human responds to the lower resistance to breathing through them by taking bigger puffs. E-cigarette marketing E-cigarettes were developed in the first decade of the 21st century. Overall marketing policy will be such that we maintain faith and confidence in the smoking habit All work in this area [communications] should be directed towards providing consumer reassurance about cigarettes and the smoking habit Furthermore, advertising for low delivery or traditional brands should be constructed in ways so as not to provoke anxiety about health, but to alleviate it, and enable the smoker to feel assured about the habit and confident in maintaining it over time" British American Tobacco. Emphasis in original [53] Unwilling smokers: For instance, downplaying the risks, and encouraging them to take pride in smoking as an identity, reduces desire to quit. Suggesting that addicts can reduce their risk by choosing to switch to another product branded to suggest that it is less harmful or addictive can reduce their cognitive dissonance [19]: Owning and being willing to use promotional items is a significant risk factor for nicotine addiction. Repeated government studies Appendix B have shown that: If younger adults turn away from smoking, the Industry must decline, just as a population that does not give birth will eventually dwindle. Internal documents of the R. Reynolds Tobacco Company , circa , in the collection of Stanford Research Into the Impact of Tobacco Advertising note that statistics are out-of-date. Smokers typically start young, often as teenagers. As a result, much cigarette advertising is intended to target youth, and depicts young people smoking and using tobacco as a form of leisure and enjoyment. Despite this initiative, flavored cigarettes are still on the rise because tobacco companies change their products slightly so they are filtered or slim cigarettes, which are not banned by the act. Class action plaintiffs and politicians described the Joe Camel images as a "cartoon" intended to advertise the product to people below the legal smoking age. Under pressure from various anti-smoking groups, the Federal Trade Commission , and the U. Congress , Camel ended the campaign on 10 July Even large brands are frequently advertised in ways that break local regulations. Where they are illegal, enforcement is often a problem. They had no idea of the law. Our teams would tear down posters and in no time, they would be up again because the real culprits were the big tobacco companies â€” ITC , Philip Morris now Altria , Godfrey Phillip. I told them to stop giving posters to their dealers otherwise I would drag them through the courts. He has, however, been unable to keep mobile vendors from illegally selling cigarettes next to schools. Smoking should occupy the middle ground between activities that everyone can partake in vs. Stress that smoking is dangerous. Smoking is for people who like to take risks, who are not afraid of taboos, who take life as an adventure to prove themselves. Emphasize the ritualistic elements of smoking, particularly fire and smoke. Such ads are unregulated. However, these ads have been shown, in independent studies, to increase the self-reported likelihood that teens will start smoking. They also cause adults to see tobacco companies as more responsible and less in need of regulation. Unlike promotional ads, tobacco companies do not track the effects

DOWNLOAD PDF ANTI-SMOKING ADVERTISEMENTS CAN REDUCE TEEN SMOKING MICHAEL ERIKSEN

of these ads themselves. On such organization, funded by Lorillard , enters into exclusive sponsorship agreements with sports organisations. This means that no other anti-smoking campaigns are allowed to be involved with the sporting organisation. Such sponsorships have been criticised by health groups. The increase, despite restrictions on the advertising in most countries, was an attempt at appealing to a younger audience, including multi-purchase offers and giveaways such as hats and lighters, along with the more traditional store and magazine advertising. Television and radio e-cigarette advertising in some countries may be indirectly advertising traditional cigarette smoking. Children were often used in early cigarette ads, where they helped normalize smoking as part of family living, and gave associations of purity, vibrancy, and life. The FDA was prosecuting brands that did for false advertising. This WWII ad shows a mother sending her soldier son a carton of cigarettes, and urges others to do the same. In an echo of the claim that doctors prefer the brand, it claims that men in the military prefer it, too. A mention of War Stamps associates the brand still more closely to war patriotism. Women in the War cigarette ad showing a woman signalling civilian aircraft. At the time, it was considered a breach of medical ethics to advertise; doctors who did so would risk losing their license. In many countries, cigarettes may not be displayed, but must be kept behind the counter.

Chapter 4 : How does advertising impact teen behavior? | Search Results | IUCAT

Teen Smoking 69 Robert A. Wascher 9. Anti-Smoking Advertisements Can Reduce Teen Smoking 75 Michael Eriksen How Does Advertising Impact Teen Behavior.

Chapter 5 : ADULTS CUT SMOKING, BUT TEENS DON'T | Deseret News

Presents opinions on the effects of advertising on teen behavior by focusing on online advertising and marketing for such items as cigarettes, alcohol, and fast food. Rating: (not yet rated) 0 with reviews - Be the first.

Chapter 6 : More Chinese cities join US-based anti-smoking effort|Life|www.nxgvision.com

Note: Citations are based on reference standards. However, formatting rules can vary widely between applications and fields of interest or study. The specific requirements or preferences of your reviewing publisher, classroom teacher, institution or organization should be applied.

Chapter 7 : How does advertising impact teen behavior? (edition) | Open Library

Despite regulatory bans on advertising towards people younger than 18 and warning labels on cigarette packages, cigarette companies have come up with new and different ways to attract the most "vulnerable" people: preteens, teenagers, and very young adults, into smoking.

Chapter 8 : Nicotine marketing - Wikipedia

FDA launches anti-smoking ads aimed at teens. The Food and Drug Administration is targeting at-risk teens with a new ad campaign trying to keep them from starting to use tobacco.

Chapter 9 : Tips From Former Smokers Â® | Tips From Former SmokersÂ® | CDC

Despite overwhelming evidence that anti-tobacco campaigns reduce smoking, most states are in danger of wasting an opportunity to fight death and disease with money from the tobacco industry.