

CULTURE **VULTURE**

MAKE NO MISTAKE - THE TOBACCO INDUSTRY HAS INFILTRATED OUR CULTURE WITH INTENT.

LET'S EXPOSE TOBACCO'S MANIPULATION AND DECEPTION.

WHAT'S INSIDE:

LATEST UPDATE AND INFO ON.

MOVIES



ONLINE CONTENT



VIDEO GAMES



SPORTING EVENTS



MUSIC FESTIVALS



PREMIUM EXPLOITS



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AUTHENTIC MANIPULATION

XXXX



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Where to Start?

- Read this overview
- Learn about the issue
- Take Action
- Plan an event with your friends
- Review presentation materials
- Educate your peers
- Complete pre-event form
- Complete post-event form

What's Included?

- Campaign Actions
- #ClapBack - #KeepItReel - Factsheets.
- Multi-Media Presentation
- Presentation Guide
- Key Messages
- Sample Tweets
- Speaker Tips
- Recommended Sources



CALL TO ACTION



LET'S EXPOSE TOBACCO'S MANIPULATION AND DECEPTION.

Overview

The tobacco industry has methodically mastered the art of **manipulation** for decades. They have preyed on the young, the under-educated, the less fortunate, minority communities - anyone they believe to be a viable target - to create the false narrative that smoking will make their lives better. They researched who we are and what drives us to use in egregious marketing ploys to make their deadly product seem enticing to us. They spend \$1-million an hour to target us to replace the 11,100 Hoosiers we lose every year to tobacco use.

It worked for decades as teen smoking rates soared to a high point of over a quarter of high school students in the 1990s. But we flipped the script and fought back against the industry by exposing them as the vile scum they really are.

Now, we pivot our focus on the industry's undeniable pursuit of smoking **normalization**. The goal of tobacco normalization is to make it an acceptable part of society, so that those who are exposed to it believe it is something that always has and always will be part of the fabric of society. We see it everyday in the movies we watch, the games we play, the content we stream, the sporting events we attend, and the music we enjoy - tobacco seems to be everywhere we are. This isn't by accident, it's all a ruse by an industry responsible for 20 million deaths over the last 50 years.

Make no mistake - the tobacco industry has infiltrated our culture with intent. It's time for us to reclaim it from these **Culture Vultures**.

We've created a few ways you guys can take action and push the movement forward.

1. **#VoiceClapBack** Hold our social and cultural influencers accountable. If you see their tobacco influence, call them out on it directly!
2. **Get Reel** Apply pressure on the MPAA to give any movie with tobacco use an R rating.
3. **CV Awareness Event** Don't just know it, share it! Partying is a form of taking action!
4. You've seen something...Now SAY something! (Educating Elected Officials)

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Clap-back [klap-bak]

1. to respond.
2. to return a diss.
3. basically a comeback, most likely pumped with attitude, sass and or shade.

Once I discovered I was apart of the target audience for tobacco, I decided to clap-back!

#VoiceClapBack

Overview

There's no denying the influence social media and the internet has on our everyday lives. We get our news from it, we connect with our friends, we follow the celebrities we admire, and everything in between. This also means that everything that is shared online has a larger impact than many realize. The question is, what if we tap into this potential and challenge those we see that are peddling the tobacco industry's deceit?

#VoiceClapBack is your opportunity to have your voice heard. When you see a movie that portrays smoking in any way other than deadly, you need to clap back and call out the studios, actors, directors - anyone involved in its production. If you learn a music festival you are attending is receiving money from the tobacco industry, you need to clap back and demand that the artists refuse to perform until the organizers stop accepting the funds. Any form of complacency or collusion with the tobacco industry needs to be called out!

Encountering tobacco all up in your mix? Take to your social media and take action!

1. **Engage:** @ the movie star, producer, film studio, musicians and festival organizer.
2. **Educate:** Make them aware of the reality of tobacco in our state and ask them to be more responsible in their depiction of tobacco use.
3. **Empower:** Invite them to help you by using their influence and platform to end tobacco's intentional and reckless misrepresenting in the arts.
4. Share key messages with your peers on all social media platforms.



You have a voice and we want to empower you to use it.

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#VoiceClapBack TOOLS TO ASSIST

#FactsOnly

1. Tobacco use is being portrayed by influencers of all levels on all mediums - including YouTube where there has been over 100 million views of videos that contain use of e-cigarettes.
2. 42% of the 100+ video games that gamers reported playing contained tobacco use being portrayed as cool, rebellious, and sexy.
3. Until Congress finally banned tobacco sponsorships of sporting events in 2010, tobacco companies sponsored major sporting events, such as NASCAR's championship series which was called The Winston Cup.
4. Big Tobacco is known for their profiling tactics, and there is no better example than the Kool Mixx campaign that purposely targeted hip-hop culture with ads that contained imagery that unsurprisingly resembled top hip-hop stars, such as 50 Cent.
5. Over the last 10 years, smoking has been portrayed in 38% of films that are youth rated (PG-13 and under), leading to over 80 billion individual impressions of tobacco use from these films.
6. To maintain its political influence, the tobacco industry spent \$20.1 million lobbying Congress in 2016, which means even our leaders are complicit in the continued assault on our generation by Big Tobacco.
7. The more exposure teens have to smoking in culture, the more likely they are to start smoking - for example, tobacco exposure in movies has been found to be responsible for 37% of smoking initiation for those under 18.

#KeyMessages

1. With millions of users on YouTube, Twitch, and other content delivery platforms, creators must understand the power they have and avoid tobacco use in any content they create.
2. 97% of teens play video games - which means this platform has captured nearly every single young person in America. That kind of influence can be POWERFUL.
3. The tobacco industry loves to ignore the health impacts of their products as much as they can. This is why a federal judge is forcing to own up and take responsibility.
4. The tobacco industry has attempted numerous times to apply its influence on this platform by sponsoring major festivals, stealing aspects of genre culture, and more to align themselves in this space.
5. The tobacco industry has masterfully fooled generations of Hoosiers into believing that smoking is cool, sexy, rebellious, edgy, and more. With their marketing impact slowly being reduced, the next tactic they are pushing is the normalization and acceptance of their deadly product as a staple of our culture - and we are pushing back.
6. Those in positions of influence of culture need to be socially aware and get called out if they are part of the tobacco industry's effort to normalize smoking - whether they know they're doing it or not.
7. This is our opportunity to reclaim our culture from Big Tobacco and transform it into a culture of awareness and action. We must reject the industry's attempts to influence us and show that we won't play their games anymore.

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#KeepItReel

Quick Facts:

Young people ages 12-14 are the biggest audience for Hollywood - they're also the #1 target for the tobacco industry.

Smoking in movies is responsible for 37% of all new youth smokers.

Smoking will kill 1 million kids alive today that are recruited to smoke by smoking in the movies.

Over the last 10 years, smoking has been portrayed in 38% of films that are youth rated (PG-13 and under), leading to over 80 billion individual impressions of tobacco use from these films.

Overview

Movies speak to us in ways that other platforms just can't. They offer a form of escape, roles models to look up to, stories that inspire us - all things that the tobacco industry wants to offer too. That's why they worked directly with Hollywood to have as much screen time as possible and on their terms. Big Tobacco knows the power that movies hold, so they made sure they had a seat at the table when it came to anything related to tobacco use in film.

Don't believe us? Here's just a few examples:

- In Superman II, Phillip Morris worked to have a Marlboro branded delivery truck shown prominently on screen during a fight scene - but in reality, no such truck ever existed.
- Sylvester Stallone was paid \$500,000 to use Brown & Williamson brand products in at least five of his films during his peak in the 1980s.
- 20th Century Fox entered an agreement with Phillip Morris in which they had final say as to how their product was to be used on screen.
- RJ Reynolds ensured that their products would be used only in "pleasant situations" as part of their continued subliminal product strategy.

The tobacco industry and movie industry are guilty of colluding to prey on what makes us who we are in a concerted effort to recruit new smokers. It's time to hold both industries accountable. It's time for us to get them to **#KeepItReel**.

Our Ask:

We want you to call out the MPAA and demand that they give any film with tobacco use portrayed an R rating. There is a national movement happening right now for this very cause being led by University of California San Francisco, truth, and other major influencers. You can lend your voice to have this push become a reality.

The tobacco industry's influence on movies is a bigger sell-factor for youth smoking than traditional advertising because of the way it normalizes smoking as an acceptable part of our culture. Why is this dangerous? Because if we don't stop this, a million of our friends, our cousins, our sisters and our brothers will die from lung disease, stroke and cancer just because of smoking on screen.

So it's time for you to have your voice heard. Tweet about it, record a video demanding the MPAA take action, engage with actors to tell them why this is important - anything to get the message out that we want smoking out of our movies.

Who is the MPAA anyway?

The MPAA stands for the Motion Picture Association of America. They are the entity that is responsible for rating a film's suitability for certain audiences based on its content. The MPAA isn't a powerless group of people. They are a powerful coalition of the biggest names in Hollywood.

The big six film studios make up the MPAA - Disney, Paramount, Sony Pictures, 20th Century Fox, Universal, and Warner Brothers. They decide movie ratings and act as the voice of the movie industry in politics and and the public.

The studios that make up the MPAA are the decision makers in how their own films are rated. This means the studios answer to themselves - how does this even make sense?

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#ForTheCulture Activity

Overview

We want to educate and spread awareness on this issue as much as possible. #ForTheCulture activities are the perfect way to up the ante of your efforts! These suggested activities aren't designed to be your typical boring, after school approach to educating your peers. We want you and your peers to have fun while being informed and have the ability to take action immediately. To do this we've designed two kinds of #ForTheCulture events that you can engage your peers with: #MovieNight and #GameDay.

#MovieNight

It's time to grab the popcorn (it's on us) and settle in to watch some great movies with your friends. But as you get into the plot, you start to realize the leading character is lighting up a cigarette like it's no big deal. What's with that!?

Call it out! Everyone watching should directly engage with the actor on social media and ask them why they used your #MovieNight to peddle the only product that kills when used as directed. Post that the movie studio who made the film is responsible for 37% of new youth smokers. Make it known that we demand smoking out of our movies or at least accurately portrayed!

#GameDay

Everyone loves a little competition. Get some friends together and hold a tournament for your favorite video game. Whenever you see smoking in the game, score that achievement by exposing the false portrayal of smoking in the game as the cool or heroic thing to do. You can even make it part of the competition that whoever is the quickest to post about smoking in the game gets points.

Make it fun, but make sure to take action on what you see. It's time to vanquish smoking in the games we play, and you can make it happen!

The Game Plan:

1. Choose the type of event you want to hold.
2. Download and print CV event invites to get the word out.
3. Identify 10 friends to invite to the event so they can learn and have fun.
4. Notify VOICE of your event and request event support package.
5. Assemble your friends and share what you know about the CultureVultures via the CV talk/gameshow.
6. Have your event and take plenty of pics to share with us on social media. Using the hash tag **#ForTheCulture** **#KeptReel**

Download the CV talk with speaker notes.

This short slide deck was designed for you to educate your peers on how Big Tobacco are Culture Vultures trying to fool us to thinking that smoking is normal and acceptable. You will expose the tactics the industry has used to infiltrate our lives, and how anyone is able to take action to put an end to it.

The tobacco industry has literally gotten away with murder for decades, they have circled in on our generation to hunt down as its next source of corporate sustenance. It's time for us to inform our peers to what's really happening and expose the industry to be the vile scavengers they truly are.

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Fact Sheet

Tobacco Use in the USA*

- High school students who are current (past month) smokers: 8.0% [Boys: 9.1% Girls: 6.9%]; over 1.6 million
- High school males who are current cigar smokers: 9.9%
- High school students who are current e-cigarette users: 11.3%
- Kids (under 18) who try smoking for the first time each day: 2,300
- Kids (under 18) who become new regular, daily smokers each day: 350+
- Kids (3-11) exposed to secondhand smoke: 40.6% [Black: 67.9% White: 37.2%]
- Adults in the USA who are current smokers: 15.1% [Men: 16.7% Women: 13.6%]; 36.5 million

Deaths & Disease in the USA from Tobacco Use*

- People who die each year from cigarette smoking and exposure to secondhand smoke: approx. 480,000+
- Kids under 18 alive today who will ultimately die from smoking (unless smoking rates decline): 5.6 million
- People in the USA who currently suffer from smoking-caused illness: 16 million+

Totality*

Smoking kills more people than alcohol, AIDS, car accidents, illegal drugs, murders, and suicides combined, with thousands more dying from spit tobacco use. Of all the kids who become new smokers each year, almost a third will ultimately die from it. In addition, smokers lose a decade of life because of their smoking.

For every person who dies from smoking, at least 30 more are suffering from serious smoking-caused disease and disability.

Tobacco Industry Advertising & Political Influence*

- Annual tobacco industry spending on marketing its products nationwide: **\$8.9 billion** (over \$24 million each day)

Research studies have found that kids are three times as sensitive to tobacco advertising than adults and are more likely to be influenced to smoke by cigarette marketing than by peer pressure; and that a third of underage experimentation with smoking is attributable to tobacco company advertising and promotion.

- Tobacco company PAC contributions to federal candidates, 2016 election cycle: More than \$1.6 million
- Tobacco industry expenditures lobbying Congress in 2016: \$20.1 million

**Data as reported by the Campaign for Tobacco-Free Kids*

How Early Do Kids Try Smoking?

Every day about 2,300 kids under 18 try smoking for the first time. Though very little data about smoking is regularly collected for kids under 12, the peak years for first trying to smoke appear to be in the sixth and seventh grades (or between the ages of 11 and 13), with a considerable number starting even earlier. In 2015, 3.8 percent of eighth grade students reported having had their first cigarette by the end of fifth grade (ages 10 to 11), and 13.3 percent had tried smoking by the end of eighth grade.

A 2015 nationwide survey found that 6.6 percent of high school students had smoked at least one whole cigarette before the age of 13.5. The 2016 nationwide Monitoring the Future Study reports that nearly three out of every ten twelfth grade students (28.3%) and more than one out of every six tenth grade students (17.5%) had ever tried smoking.

According to the National Survey on Drug Use and Health, nearly 80 percent of all adult smokers begin smoking by age 18; and 90 percent do so before leaving their teens.

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Fact Sheet

How Soon Do Kids Become Regular, Daily Smokers?

Every day more than 350 kids who have already experimented with cigarettes become new regular, daily smokers. This is because nicotine is a highly addictive drug; and adolescents, who are still going through critical periods of growth and development, are particularly vulnerable to its effects. Research on nicotine dependence shows that key symptoms of addiction—strong urges to smoke, anxiety, irritability and unsuccessful quit attempts—can appear in young kids within weeks or only days after occasional smoking first begins and well before daily smoking has even started. Some youths experience tobacco dependence within a day of first inhaling. According to a 2010 report prepared for the European Union by a group of distinguished scientists, tobacco has a substantially higher risk of causing addiction than heroin, cocaine, alcohol, or cannabis.

This early exposure and addiction to nicotine can negatively impact brain development and have big implications for future tobacco use and smoking-related harms. As reported by the U.S. Surgeon General, “the addiction caused by the nicotine in tobacco smoke is critical in the transition of smokers from experimentation to sustained smoking and, subsequently, in the maintenance of smoking for the majority of smokers who want to quit.” Nearly half (47%) of adult smokers transition to regular, daily smoking before age 18; and eight in ten transition to regular, daily smoking before they turn 21.

While some kids will quit smoking before leaving high school, the majority will try to quit and fail. According to a 2015 national survey, nearly half (45.4%) of current high school smokers had tried quitting. Because of the addictive power of nicotine, however, about three out of four teen smokers end up smoking into adulthood, even if they intend to quit after a few years.

**Data as reported by the Campaign for Tobacco-Free Kids*

Nicotine

On May 17, 1988, the U.S. Surgeon General warned that nicotine is as addictive as heroin and cocaine.

When you use tobacco products, nicotine is quickly absorbed into your bloodstream. Within 10 seconds of entering your body, the nicotine reaches your brain. It causes the brain to release adrenaline, creating a buzz of pleasure and energy.

The buzz fades quickly though, and leaves you feeling tired, a little down, and wanting the buzz again. This feeling is what makes you light up the next cigarette. Since your body is able to build up a high tolerance to nicotine, you'll need to smoke more and more cigarettes in order to get the nicotine's pleasurable effects and prevent withdrawal symptoms.

Research suggests that children and teens may be especially sensitive to nicotine, making it easier for them to become addicted. The younger smokers are when they start, the more likely they are to become addicted. In fact, about three out of four high school smokers will become adult smokers.

Cigarette makers know that nicotine addiction helps sell their products. Cigarettes today deliver more nicotine more quickly than ever before. Tobacco companies also use additives and chemicals to make them more addictive.

**<https://betobaccofree.hhs.gov/health-effects/nicotine-health/index.html>*

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Smoking In Movies.

About 70% of movies made in the United States today contain cigarette smoking.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2770193/>

The Surgeon General's Report concluded that exposure to onscreen smoking in movies causes young people to start smoking.

There are 5.6 million youth alive today who are projected to die from tobacco related diseases if current trends continue.

Giving an R rating to future movies with smoking would be expected to reduce the number of teen smokers by nearly 1 in 5 (18%),^{2,3} preventing up to 1 million deaths from smoking among children alive today.

Data show that individual movie company policies alone have not been efficient at minimizing smoking in movies. Movie companies with tobacco depiction policies included tobacco in as many of their youth-rated movies in 2016 as they did in 2010 [18 in 2010; 17 in 2016] and each of these movies included more tobacco incidents, on average [25 incidents per movie in 2010; 40 incidents per movie in 2016].

The increase of tobacco incidents in PG-13 movies since 2010 is of particular public health concern because of the established causal relationship between youth exposure to smoking in movies and smoking initiation.

Reducing tobacco incidents that appear in youth-related movies would prevent the initiation of tobacco use among young people.

Opportunities exist for movie studios to reduce tobacco incidents that appear in youth-rated movies, including rating films with smoking as R.

Other available interventions include certifying that no payments have been received by the producers and distributors for depicting tobacco use; and ending the onscreen depiction of actual tobacco brands.

State and local health departments could also work with state agencies that manage movie subsidies to ensure that such subsidies do not go to films that include depictions of tobacco use.

An R rating for movies with tobacco use can potentially reduce the number of teen smokers by 18%^{2,3}, preventing up to 1 million premature smoking deaths among youth alive today.

https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/movies/index.htm

Of all the movies that contained tobacco use in the last 10 years, 38% of them were rated PG-13 or lower - that translates to over 80 billion impressions of tobacco use portrayed in film.

<https://smokefreemovies.ucsf.edu/whos-accountable>

Studies show that 44 percent of adolescents who start smoking do so because of smoking images they have seen in the movies. There is a clear link between images of smoking in the movies and youth smoking behavior, and the decrease in on-screen tobacco images in recent years may have contributed to the declining percentage of youth smokers in the same period.

The percentage of youth-rated movies (G, PG, PG-13) that were smoke-free doubled from 2002 to 2014 (from 32 percent to 64 percent). But in youth-rated movies that showed any smoking, the average number of tobacco incidents per movie also nearly doubled (from 21 to 38) over the same period. And young people now have more access to these images through extended movie distribution channels such as DVDs, television and online.

<https://truthinitiative.org/news/smoking-movies-directly-influences-youth-smoking-rates>

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Fact Sheet

Kool Mix Campaign.

The 2004 “Kool Mixx” campaign both returned to Brown & Williamson's historic practice targeting young African-American males, and also exploited a musical genre with much more potential to bring Kool more universal appeal, as hip-hop music is increasingly popular among diverse audiences.

Music helped consumers make emotional connections with the brand.

Music concerts were effective for targeted marketing and tied together an integrated marketing campaign.

Music had potential to appeal widely to a young audience. Brown & Williamson's first music campaigns successfully targeted young African-American male audiences.

In June 2004 the New York Supreme Court issued a restraining order prohibiting much of the campaign, leading to a recall of “Kool Mixx” promotional cigarette packs.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2563654/>

20 Million Dead.

More than 20 million Americans have died as a result of smoking since the first Surgeon General's report on smoking and health was released in 1964. Most were adults with a history of smoking, but nearly 2.5 million were nonsmokers who died from heart disease or lung cancer caused by exposure to secondhand smoke.

Another 100,000 were babies who died of sudden infant death syndrome (often referred to as SIDS) or complications from prematurity, low birth weight, or other conditions caused by parental smoking, particularly smoking by the mother.

The tobacco epidemic was initiated and has been sustained by the aggressive strategies of the tobacco industry, which has deliberately misled the public on the risks of smoking cigarettes.

<https://www.surgeongeneral.gov/library/reports/50-years-of-progress/exec-summary.pdf>