

Tobacco Action Coalition of Long Island  
700 Veterans Memorial Highway  
Hauppauge, NY 11788-2952

## *It's a fact:*

Research shows that kids who shop at stores with tobacco marketing two or more times a week are 64% more likely to start smoking than their peers who don't.

Source: Henriksen, Schleicher, Feighery and Fortmann. Pediatrics: The Official Journal of the American Academy of Pediatrics, July 19, 2010. DOI: 10.1542/peds.2009.3021

Tobacco Action Coalition of Long Island is among 33 Community Partnerships across New York State working together to reduce youth smoking.

**Tobacco***Action* Coalition  
OF LONG ISLAND



**Tobacco***free* NYS.org

PLACE  
STAMP  
HERE

# This is tobacco marketing.

*Kids who see it are more likely to smoke.*



## Our kids have seen enough.

**Tobacco***free* NYS.org

# Tobacco marketing:



## the *real* story

Retail stores are the main channel of communication for the tobacco industry and each year it spends billions to market its products in the places where kids are likely to shop.

From posters and signs inside and outside of stores, to well-lit displays behind the counter, the tobacco industry spends more money to market cigarettes than the junk food, soda and alcohol industries combined.

The reason is simple.

*That's where the kids are.*

- 90% of smokers start before the age of 18
- Young people are almost twice as likely as adults to recall tobacco advertising
- The 2012 U.S. Surgeon General's report confirms that tobacco marketing causes kids to start and continue using tobacco products
- The more tobacco retailers there are near schools, the more likely children are to smoke
- More than 135,000 New York teens are regular smokers

*it's time to protect*  
**our kids**  
*from*  
*tobacco marketing*  
*in stores.*

Sign here in support →

Tobacco *free* NYS.org 

Tobacco marketing, such as colorful, well-lit cigarette displays at store registers, has been shown to make kids more likely to start smoking.

- Tobacco companies spend more money to market cigarettes than the junk food, soda and alcohol industries combined
- Studies show that kids are twice as likely as adults to notice and remember retail tobacco advertising in stores
- The more tobacco marketing kids see, the more likely they are to smoke

**I support protecting kids from tobacco marketing in stores.**

Name \_\_\_\_\_

Town \_\_\_\_\_