



Tobacco Facts and Figures

The facts speak for themselves:

Tobacco ads do increase the number of underage smoker.

- The tobacco industry spends approximately \$27.4 million on marketing in Vermont each year (\$12.8 billion in the U.S.).
- Youth are three times as sensitive as adults to tobacco advertising.
- A May 2007 study found that retail cigarette advertising increased the likelihood that youth would begin smoking; cigarette promotions increased the likelihood that youth would move from experimentation to regular smoking. The study found that reducing or eliminating these retail marketing practices would significantly reduce youth smoking.
- Point-of-sale displays are the most dominant channel for advertising cigarettes, and adolescents are routinely exposed to these messages. Roughly 75% of tobacco marketing dollars are spent on retail outlets.
- One study from 2010 explored the relationship between exposure to retail cigarette advertising and smoking initiation among adolescents. After 12 months, 18% of the adolescents in the study had begun smoking, but the number rose to 29% among students who visited convenience, liquor, or small grocery stores at least twice per week. These stores had significant numbers of tobacco advertisements and promotions.
- Both Price Chopper and Hannaford supermarkets in New York have changed their cigarette display case fronts from clear to opaque so consumers do not see the packaging. Prices are displayed in black and white with no promotional material.
- In November 2010, the FDA revealed proposed new warning labels on cigarette packages. These labels provide graphic reminders of tobacco's dangers, depicting a diseased lung, a man smoking through a tracheostomy tube and a woman holding a baby in a smoke-filled room. These images are required under a recent law that gives the FDA power to regulate tobacco products for the first time. By October 2012, manufacturers will not be able to distribute cigarettes in the U.S. without the graphic health warnings.

These facts and figures come from: *Pediatrics: Official Journal of the American Academy of Pediatrics*. 2010; Pollay R. "The last straw? Cigarette advertising and realized market shares among youth and adults." *Journal of Marketing*. 1996; 60(2):1-16; Slater SJ et al., "The impact of retail cigarette marketing practices on youth smoking uptake," *Archives of Pediatrics and Adolescent Medicine*. 2007; 161:440-445.



Alcohol Facts and Figures

It's true, alcohol advertising and marketing have a significant impact on youth decisions to drink.

- Greater exposure to alcohol advertising contributes to an increase in drinking among underage customers.
- Among 3,000 middle school students in South Dakota, exposure to in-store beer displays in grade 7 predicted onset of drinking by grade 9.
- In Maine, 69% of adolescents surveyed said that alcohol advertising appeals to underage youth. Respondents remembered point-of-sale ads almost as much as they remembered television ads, 80% to 87%.
- Binge drinking in the past 30 days by college students is correlated with volume discounts, price specials and the total amount of alcohol advertising at retail outlets such as liquor stores, convenience stores and groceries near campuses. Training store clerks in best practice to prevent underage alcohol sales is also important.
- In the 2009 Youth Risk Behavior Survey, 5% of students in grades 8-12 who drank in the past 30 days reported that their usual source of alcohol was a store such as a convenience store, supermarket, gas station, or liquor store. Further, 30% reported that they gave someone money to buy alcohol for them. Over half of those who purchased alcohol, or had alcohol purchased for them, reported usually drinking beer, malt beverages or wine coolers in the past 30 days.
- Additionally, the 2008 Young Adult Survey of Vermonters ages 18-29 found that 30% of respondents thought it would be somewhat or very easy for persons ages 18-20 to purchase alcohol in stores, and 60% thought it was somewhat or very likely that an obviously intoxicated person would be sold alcohol at a convenience store in their community.
- Based on data collected by the Vermont Department of Liquor Control (DLC), alcohol sellers who have been trained by DLC educators face-to-face at a liquor control seminars are more successful in not selling to underage buyers than those sellers trained in-house or not at all.
- The more people who are trained by the DLC educators, the higher the compliance rate for alcohol purchases. Vermont Department of Liquor Control seminar training should be the preferred method for educating anyone selling alcohol in order to decrease the availability of age-restricted products to underage youth.

These facts and figures come from: Snyder LB, Milici FF, Slater M, Sun H, and Strizhakova Y, "Effects of alcohol advertising exposure on drinking among youth," *Archives of Pediatrics and Adolescent Medicine*. 2006; 160:18-24; Ellickson PL, Collins RL, Hambarsoomians K, and McCaffrey DR, "Does alcohol advertising promote adolescent drinking? Results from a longitudinal assessment," *Addiction*. 2005; 100:235-46. Maine Youth Empowerment and Policy Project 2007; Kuo M, Wechsler H, Greenberg P, Lee H. "The marketing of alcohol to college students: the role of low prices and special promotions," *American Journal of Preventive Medicine*. 2003;25(3):204-11.



Healthy Eating Facts and Figures

The more we promote healthy choices,
the more people will make them.

- Unhealthy eating and physical inactivity are leading preventable causes of death in the United States.
- Vermont spends an estimated \$183 million annually on obesity-related medical expenses.
- The rapid rise in obesity in the U.S. can be attributed to an “obesogenic” environment—one in which healthy eating and daily physical activity have been engineered out of people’s lives.
- According to the Institute of Medicine, food and beverage marketing practices geared to children and youth are out of balance with healthful diets and contribute to an environment that puts their health at risk.
- The typical American diet is too high in saturated fat, calories and sugar and too low in fruits, vegetables and whole grains. Poor diet contributes to many chronic diseases, including heart disease, diabetes, stroke and some types of cancer.
- According to the Food Marketing Institute, 68% of consumers believe their diet could be “somewhat healthier” or “a lot healthier.”
- The Food Marketing Institute also reported that shoppers who want to achieve a healthy diet are most likely to eat more fruits and vegetables.
- In the 2010 Dietary Guidelines Alliance survey of parents, 67% said that managing higher-calorie food and beverage choices was important and that they were most interested in finding information about healthy eating in a place convenient for them—the grocery store. Survey authors suggest placing basic information there, along with a call to action to visit a website for more information. Messages that are short, to-the-point and action-oriented are more likely to be believed and absorbed.