

Student Handout

Group Report Organizer

TOPIC: youth & Tobacco Advertising

MAIN IDEA(s): Tobacco industries advertising to youth students

SUPPORTING FACTS: Most people start using tobacco before finishing High ~~see~~ school. About 85% of youth smokers prefer either Marlboro, Newport, Camel, the 3 most heavily advertised. The tobacco industry spent 4.65 billion dollars in 1991 promoting & advertising cigarettes.

Kids that start smoking their grades begin to drop
Companies put ads in mags. Kids read: Sports Ill., Rolling Stone, Glamour, Spin

SUMMARY AND CONCLUSIONS: Tobacco companies spend billions of dollars for kids to start smoking.

REFERENCES: Articles from the internet - SGR4kids
Campaign for Tobacco-free Kids