

## TOBACCO INDUSTRY:

Manipulating the Youth into a  
Lifelong Addiction



Global Center for  
Good Governance  
in Tobacco Control

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Young people who experiment with ENDS are two to three times as likely to progress to regular use of conventional cigarettes than those who do not. Tobacco and Electronic Nicotine Devices (ENDS) companies use product design features that increase the attractiveness of the products, especially to young users. The products look like sleek new technology and are often sold in stores that are glamorous and hyper modern. Some look like small USB sticks and are small enough to hide from others, making them particularly useful in the school environment where students can keep them concealed from teachers and other authorities promoted at youth friendly events such as music festivals, and manufacturers use social media influencers that appeal to young audiences to promote them use an enormous range of flavors that particularly appeal to children and adolescents.<sup>1</sup>

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**The tobacco industry manipulates the youth by:**

**I. Hooking the Youth with Flavors**

**II. Targeting the Youth**

**III. Marketing to the Youth**

**IV. Causing Lifelong Addiction**

**V. Causing Psychiatric Disorders and Cognitive Impairment**

**VI. Causing other Adverse Health Harms**

**VII. Lobbying against Tobacco Control Policies that Protect Youth**

**VIII. Masking the Damage to Gain the Trust of a Young Market**

**IX. Keeping Children in Tobacco Farms**

**X. Using the Same Tactics to Sell New Products**

## I. HOOKING THE YOUTH WITH FLAVORS

Tobacco companies develop a range of flavored products, from cigarettes to emerging and novel products like heated tobacco products (HTPs) and electronic cigarettes (e-cigarettes) (See Box 1). Flavorings in tobacco products, such as fruit, candy, and mint, mask the harsh taste of tobacco and can make them more appealing to the youth (See Box 3).<sup>2</sup>

## II. TARGETING THE YOUTH

The tobacco industry views the youth and young adults as its future loyal customers. Tobacco use starts during adolescence and about 90% of cigarette smokers first try smoking by age 18.<sup>3</sup> All evidence points to the fact that tobacco industry's marketing activities "recruit new users during their youth" (See Box 3).<sup>4</sup>

## III. MARKETING TO THE YOUTH

The tobacco industry's marketing activities have led young people to initiate smoking and vaping, prevent users from quitting, and increase tobacco use.<sup>5</sup> These include playful product<sup>6</sup> and package design (See Box 5)<sup>7</sup>, brand and corporate marketing (See Box 10),<sup>8</sup> point of sale<sup>9</sup> and events marketing for a young crowd (See Box 8),<sup>11</sup> pricing strategies to keep products affordable to teens (See Box 12),<sup>12</sup> embedded marketing including product placement in movies targeted to kids,<sup>13</sup> digital marketing in platforms accessible by teens (See Box 9 and 11),<sup>14</sup> sports and culture sponsorships,<sup>15</sup> and so-called socially responsible activities that affect youth smoking behavior.<sup>16</sup> Tobacco advertising appeals to the youth because it reflects aspirations such as "independence, liberation, attractiveness, adventurousness, sophistication, glamour, athleticism, social acceptability and inclusion, sexual attractiveness, thinness, popularity, rebelliousness, and being 'cool'" (See Box 3).<sup>17</sup>

## IV. CAUSING LIFELONG ADDICTION

The tobacco industry retains a key ingredient in their products, nicotine, which is more addictive than cocaine or heroin.<sup>18</sup> Nicotine tricks the nerve cells into sending a message to release more dopamine which is passed on to give a feeling of "high." The young brain creates more receptors to handle the anticipated nicotine, which leads teens to needing more nicotine to get the same high. Because the brain continues to develop until about age 25, the young brain can get addicted more easily than adults (See Box 2). Nicotine addiction leads to an increased risk of addiction to other substances.<sup>19</sup>

## V. CAUSING PSYCHIATRIC DISORDERS AND COGNITIVE IMPAIRMENT

Transnational tobacco companies have invested research in manipulating the effect of nicotine on the brain.<sup>20</sup> Nicotine affects parts of the brain responsible for learning and memory and, in the adolescent brain, the effect can become permanent.<sup>21</sup> Nicotine can also impair decision-making ability in the long term and worsen anxiety,<sup>22</sup> irritability,<sup>23</sup> and impulsivity.<sup>24</sup> Moreover, youth who smoke are at increased risk of developing mental disorders such as major depressive disorder, agoraphobia, generalized anxiety disorder, and panic disorder.<sup>25</sup>

## VI. CAUSING OTHER ADVERSE HEALTH HARMS

The tobacco industry understands fully well the health harms caused by its products and in fact have been forced to reimburse governments for health costs.<sup>26</sup> Among the young, smoking causes faster heart rates,<sup>27</sup> shortness of breath, production of more phlegm,<sup>28</sup> early signs of heart diseases and stroke, limitations on performance and endurance, increased risk of lung cancers, reduced lung function, elevated blood pressure,<sup>29</sup> and shorter lives over time.<sup>30</sup>

## VII. LOBBYING AGAINST TOBACCO CONTROL POLICIES THAT PROTECT YOUTH

The tobacco industry lobbies against evidence-based life-saving tobacco control measures<sup>31</sup> such as ban on flavoring (See Box 4), packaging restrictions (See Box 5),<sup>32</sup> ban on all forms of advertising,<sup>33</sup> nicotine regulation, and increase in price through tax measures.<sup>34</sup> Governments have committed to implement these measures which are embodied in the World Health Organization Framework Convention on Tobacco Control (WHO FCTC); however, the tobacco industry poses the single greatest barrier to these efforts.<sup>35</sup> It intends to gain a seat at the table, pre-empt or influence regulation, or secure incentives from the government by making contributions or offering partnerships to government offices or officials, offering weak draft legislation, seeking appointments for its officials or allies, bribing public officials, hiring former public officials, funding front groups and scientists to voice its interests and to cloud the debate.<sup>36</sup> Although the tobacco industry would purport to support legislation to restrict access to children, the interventions supported are typically ineffective ones.<sup>37</sup>

## VIII. MASKING THE DAMAGE TO GAIN THE TRUST OF A YOUNG MARKET

The belief that tobacco companies are benefiting society gives it the credibility and legitimacy it needs to sell to a young market. Hence, it uses political and corporate social responsibility (CSR) activities to rehabilitate its image in the area of environment, human rights, science, agriculture, public health, disaster management, and development.<sup>38</sup> These activities also detract from the obligation to make the tobacco industry accountable<sup>39</sup> for all the harms caused, such as through policies and suits to recoup healthcare costs and other damages.<sup>40</sup>

## IX. KEEPING CHILDREN IN TOBACCO FARMS

The tobacco industry is a hindrance to the elimination of child labor<sup>41</sup>; it casts an image promoting sustainable tobacco farming while continuing to purchase leaves produced using child labor.<sup>42</sup> Child labor in tobacco thrusts children into a cycle of poverty by causing health harms and restricting access to education.<sup>43</sup> Children spend 50-60 hours in tobacco farms and suffer from nausea, headache, respiratory diseases, etc.<sup>44</sup> Instead of promoting a globally mandated shift towards alternative livelihood in accordance with the WHO FCTC, the tobacco industry seeks to justify tobacco growing and encourages tobacco dependence through contract farming.<sup>45</sup>

## X. USING THE SAME TACTICS TO SELL NEW ADDICTIVE PRODUCTS

The largest tobacco transnationals are behind some of the most popular brands of novel and emerging nicotine products including e-cigarettes and HTPs;<sup>46</sup> and the backing of these transnationals has spurred global expansion.<sup>47</sup> Decades of tactics in marketing cigarettes to manipulate the youth are currently being repeated on the new products in different countries (See Box 6 and 7).<sup>48</sup>

### TOBACCO INDUSTRY TACTICS TO TARGET YOUTH INCLUDE:

- Sponsoring large-scale global music and sporting events that can be watched by children and young adults, including FormulaOne e-sports tournament;
- Using social media influencers to promote their products, especially electronic nicotine delivery systems (ENDS) and HTPs, despite a ban on advertising and promotion of tobacco products on such platforms;
- Presenting use of nicotine products as ‘cool’ through their youth-oriented marketing campaigns;
- Offering free samples of smokeless products such as nicotine pouches and e-cigarettes that attract minors, young people as well as non-smokers.

Source: [Matthew Chapman. New products, old tricks? Concerns big tobacco is targeting youngsters. The Bureau of Investigative Journalism. 21 February 2021.](#)

The tobacco industry causes a net loss to the global economy, annually costing USD 1.4 trillion in economic losses and killing 8 million people; with a disproportionate impact in developing nations as over 80% of the world’s one billion smokers live in low- and middle-income countries (LMICs). Investment analysts estimate that the industry creates at least 5 times more societal costs than benefits. Anti-fraud agencies have found evidence of tobacco companies’ complicity in smuggling and bribery, resulting in billions in lost revenue. Environmentalists have pointed out that cigarette butts are the most widely littered object in the oceans. Human rights experts concluded that the tobacco industry must stop producing and marketing tobacco because it is “deeply harmful to human health” and irreconcilable with human rights.

Across the world, governments have recognized that there is a fundamental conflict of interest between tobacco industry and public health.<sup>i</sup> In 2015, the international community of nations committed to attain the United Nations Sustainable Development Goals (UN SDGs); and these goals include strengthening implementation of the WHO FCTC which obliges governments to protect public health policies from the commercial and vested interests of the tobacco industry (WHO FCTC Article 5.3).<sup>ii</sup> Pursuant to this obligation, governments and public officials must limit interaction with the tobacco industry unless strictly necessary for regulation; avoid conflicts of interest; reject partnerships and contributions from the tobacco industry; require the tobacco industry to be accountable and transparent in its operations including requiring the submission of all forms of marketing, public relations, and lobbying information; de-normalize and regulate so-called “socially responsible” activities of the tobacco industry; and not give in any preferential treatment, benefits, or incentives.<sup>iii</sup> These measures are intended to empower governments to resist industry influence and lobbying against policies that protect the youth from the tobacco industry’s manipulation (see Box 4 and 5).

<sup>i</sup> UN General Assembly (24 January 2012). Resolution adopted by the General Assembly – 66/2. Political Declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases. Retrieved from [https://www.who.int/nmh/events/un\\_ncd\\_summit2011/political\\_declaration\\_en.pdf](https://www.who.int/nmh/events/un_ncd_summit2011/political_declaration_en.pdf) (accessed on 02 May 2020).

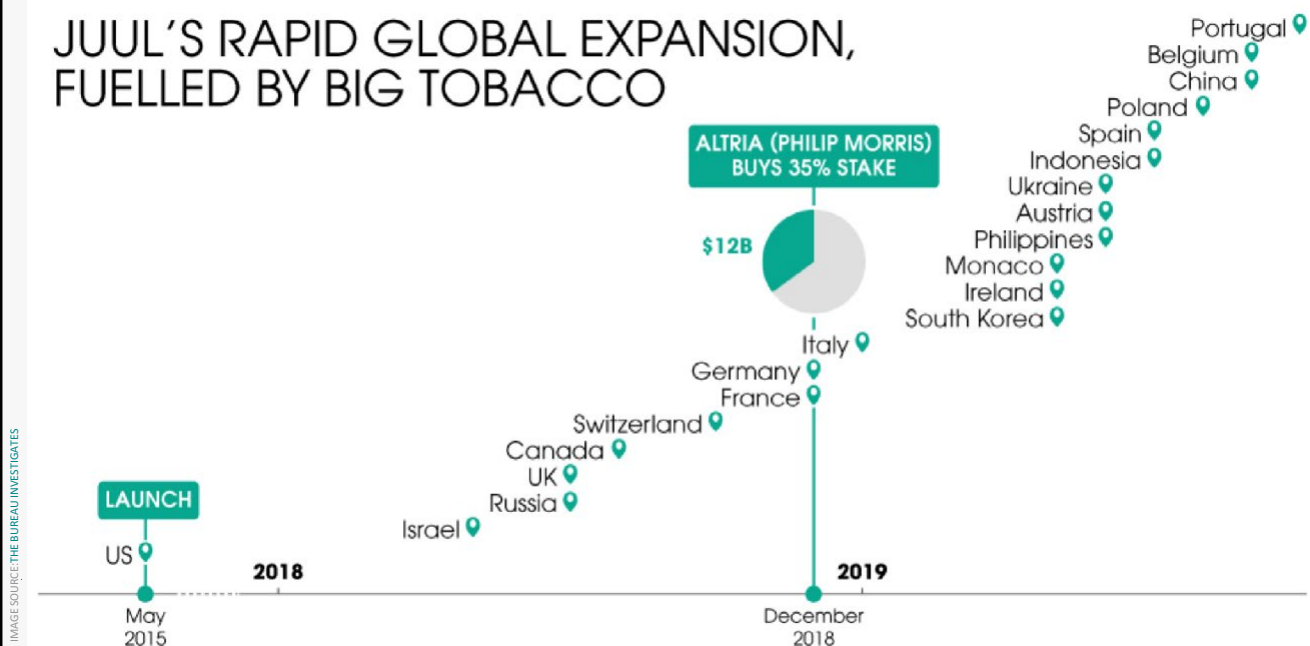
<sup>ii</sup> UNDP & WHO FCTC Secretariat (2017). The WHO Framework Convention on Tobacco Control an Accelerator for Sustainable Development. Retrieved from <https://www.undp.org/content/undp/en/home/librarypage/hiv-aids/-the-who-framework-convention-on-tobacco-control-an-accelerator-.html> (accessed on 02 May 2020).

<sup>iii</sup> WHO (2008). Guidelines for implementation of Article 5.3 of the WHO Framework Convention on Tobacco Control. Retrieved from [https://www.who.int/fctc/guidelines/article\\_5\\_3.pdf](https://www.who.int/fctc/guidelines/article_5_3.pdf) (accessed on 18 April 2020).

## BOX 1. TOBACCO TRANSNATIONALS BEHIND POPULAR BRANDS THAT HOOK KIDS

**The same tobacco transnationals** that have long been condemned for deceiving the public and luring kids into addiction are now behind the most popular brands of novel and emerging nicotine products including e-cigarettes and HTPs e.g. PMI (IQOS and Juul via Altria), BAT (Glo, ITC, Blu) JTI (Ploom), Philip Morris International (PMI or Philip Morris), through Altria, fuelled the global expansion of Juul, a brand which faced controversy for targeting kids in the US.

## JUUL'S RAPID GLOBAL EXPANSION, FUELLED BY BIG TOBACCO



## BOX 2. TOBACCO INDUSTRY STRATEGY TO GAIN LIFETIME CUSTOMERS

**Tobacco companies** expanded their range of products from cigarettes to emerging and novel products like HTPs and e-cigarettes, but retains highly addictive nicotine, to hook consumers for a lifetime.



**Cigarettes:** Marlboro, Philip Morris;  
Lucky Strike, British American



**HTP and e-cigarettes:**  
Blu, Imperial Brand; IQOS, Philip



## BOX 3. TOBACCO INDUSTRY STRATEGY TO GAIN NEW CUSTOMERS

Cigarette and E-cigarette products of major tobacco transnationals come in flavors that attract the youth.



Marlboro, PMI's cigarette brand, comes in a variety of appealing flavors.



Juul, Altria's (Philip Morris) e-cigarette product, comes in various flavors: mango, crème brûlée, fruit medley, cucumber, etc.



Blu, Imperial Brand's e-cigarette product, comes in various flavors: vanilla, menthol, blueberry, etc.

## BOX 4. TOBACCO INDUSTRY'S DOUBLE STANDARD ON FLAVORED PRODUCTS

**Banning flavors** in tobacco products protects the youth from initiation. Protecting the rights of children includes promoting their right to health. The tobacco industry claims that it cares for kids but applies a double standard: It does not sell flavored products in some countries but continues to do so in others.



**Juul:** mint, virginia tobacco, crème brûlée, mango, etc.

Used to be available in the US but is currently banned because flavors attracted a generation of teen vapers.



**Marlboro:** Watermelon and Mint.

Currently banned in the EU and US but is currently available in Brazil, Indonesia, Japan and online.



## BOX 5. TOBACCO INDUSTRY'S DOUBLE STANDARD ON PACKAGING

**Tobacco companies are prohibited** from making tobacco packages attractive. Many countries have adopted graphic warnings covering over 60% of the packages or require plain or standardized packaging. This is not the case for countries where tobacco industry lobbying is the strongest.



IMPLEMENTED OR ABOUT TO IMPLEMENT PLAIN PACKAGING

ATTRACTIVE PACKAGING (PHILIPPINES)

## BOX 6. TOBACCO INDUSTRY MARKETING: TOBACCO VS. NEW PRODUCTS

**Civil society reports** show that in 2017, PMI announced that it has changed its ways, and even funded Foundation for a Smoke-Free World (FSFW) and launched an Unsmoke campaign to promote IQOS. However, to promote its new product, PMI adopted a marketing style that is similar to that used in Marlboro.



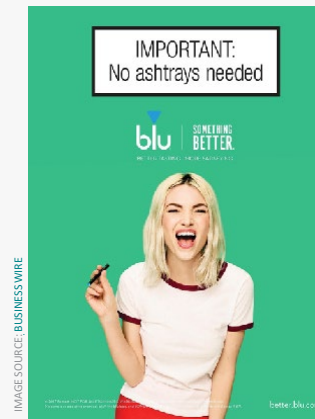


## BOX 7. TOBACCO INDUSTRY MARKETING: SAME TACTICS, NEW PRODUCTS

**Evidence shows** how tobacco companies have targeted young women with its cigarette advertisements from the 1970s to 1990s. E-cigarette advertisements now look much like the cigarette advertisement of the past.



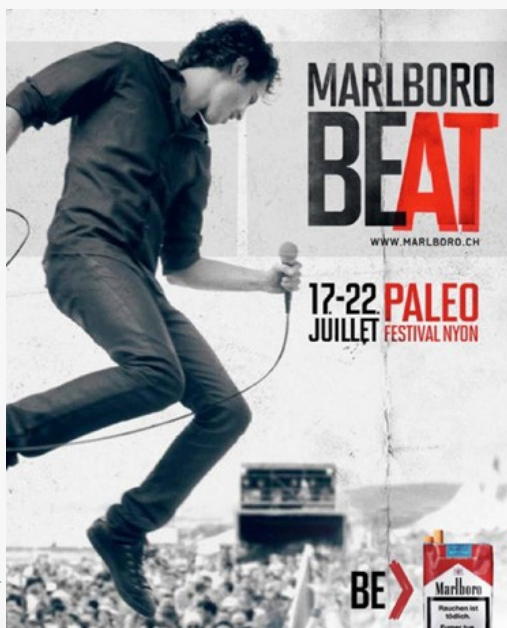
*Virginia Slim, 1990, PMI (USA, British Virgin Islands, Brazil, Germany)*



*Blu, 2017, Imperial Brand (USA, UK, France and Italy)*

## BOX 8. EVENTS MARKETING BY TOBACCO COMPANIES FOR THE YOUTH

**Philip Morris hosts and sponsors** events, parties, concerts, and festivals with tobacco products paraphernalia that attract young users. Parties include alcohol, attractive women hosts, DJs, and live music suggesting trendiness and youthfulness. Organizers also entice attendees to post their experiences on social media.



*Be Marlboro Concert (Marlboro Beat), Paleo Festival, Switzerland (2018)*



*Be Marlboro Beach Events, Atlantic Coast of Latin America (2012)*



*Be Marlboro Beach Events, Tunisia (2014)*



*IQOS Party, Southern/Eastern Europe (2017)*



*Marlboro Penthouse at DWPX - Marlboro landmark, Indonesia (2018)*

## BOX 9. DIGITAL MARKETING BY TOBACCO COMPANIES FOR THE YOUTH

**The tobacco industry** uses influencers to promote cigarettes and HTPs as lifestyle products. Digital media, including social media platforms where these are posted, can easily be accessed by the young.



*Chesterfield, Philip Morris (2018)*



*IQOS, Philip Morris (2019)*



*VELO, British American Tobacco (2020)*

## BOX 10. BRAND MARKETING BY TOBACCO COMPANIES FOR THE YOUTH

**Philip Morris launched** Be Marlboro in 2011 to associate Marlboro with “freedom,” “independence,” and “confidence,” among others. This was sharply criticized by public health groups for attracting youths. A few years after, in 2018, after announcing that it has transformed, PMI promoted its IQOS brand with the same brand marketing approach.



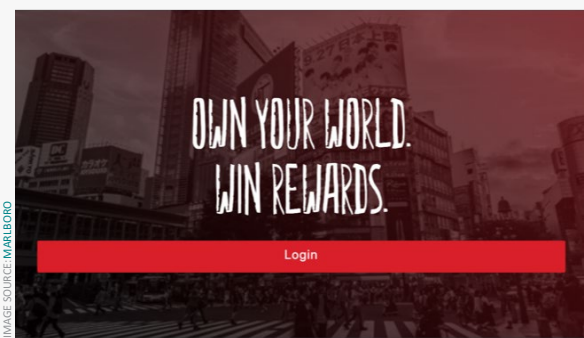
*Marlboro, Philip Morris (2011)*



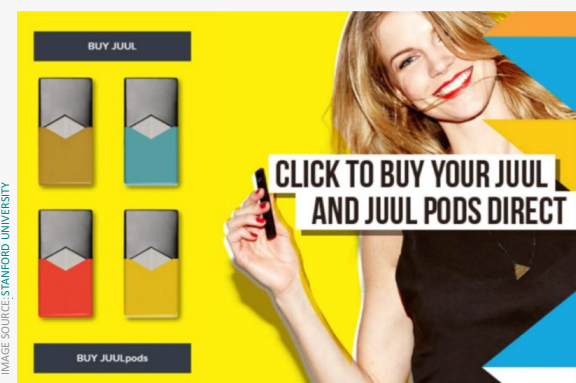
*IQOS, Philip Morris (2017)*

## BOX 11. YOUTH ACCESS TO TOBACCO PRODUCTS ONLINE

**Cigarettes and e-cigarettes** are made available for ordering online. Young consumers in different jurisdictions are able to override the age restrictions on websites.



*Marlboro*



*Juul*



## BOX 12. YOUTH ACCESS TO TOBACCO PRODUCTS THROUGH INDUSTRY PRICING STRATEGIES

**Tobacco companies price their products low** so that school-aged kids can afford to buy tobacco products with their lunch money.

### The Price of a Pack of Cigarettes around the World

Selling price for a 20 pack of Marlboro cigarettes in selected countries (Aug 2019)



IMAGE SOURCE: STATISTA

**Even in places where cigarettes are already cheap**, tobacco companies adopt a pricing strategy of selling by sticks or in “kiddie packs.”



IMAGE SOURCE: GOOGLE IMAGES

“Kiddie Pack” of 10 cigarettes, Philippines

### Acknowledgments and Authorship

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- <sup>1</sup> WHO report on the global tobacco epidemic 2021: addressing new and emerging products. Geneva: World Health Organization; 2021. Available at: <https://www.who.int/publications/i/item/9789240032095>. Citing: Berry KM, Fetterman JL, Benjamin EJ, Bhatnagar A, Barrington-Trimis JL, Leventhal AM et al. Association of electronic cigarette use with subsequent initiation of tobacco cigarettes in US youths. JAMA Open Network. 2019;2(2):e187794. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6484602/>
- <sup>2</sup> Li-Ling Huang et al. (1 November 2017). Impact of Non-Menthol Flavors in Tobacco Products on Perceptions and Use among Youth, Young Adults and Adults: A Systematic Review. Tobacco Control. Retrieved from <https://tobaccocontrol.bmj.com/content/26/6/709> (accessed on 25 May 2020); Carrie M. Carpenter et al. (December 2005). New Cigarette Brands with Flavors That Appeal to Youth: Tobacco Marketing Strategies. Health Affairs (Project Hope). Retrieved from <https://www.healthaffairs.org/doi/full/10.1377/hlthaff.24.6.1601> (accessed on 25 May 2020); Pepper, J., Ribisl, M., and Brewer, N. (1 November 2016). Adolescents' Interest in Trying Flavored e-Cigarettes. Tobacco Control. Retrieved from [https://tobaccocontrol.bmj.com/content/25/Suppl\\_2/ii62](https://tobaccocontrol.bmj.com/content/25/Suppl_2/ii62) (accessed on 25 May 2020).
- <sup>3</sup> National Center for Chronic Disease Prevention and Health Promotion (US) Office on Smoking and Health (2014). The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Centers for Disease Control and Prevention (US). Retrieved from <https://pubmed.ncbi.nlm.nih.gov/24455788/> (accessed on 25 May 2020).
- <sup>4</sup> National Center for Chronic Disease Prevention and Health Promotion (US) Office on Smoking and Health. (2012). Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Centers for Disease Control and Prevention. Retrieved from <https://pubmed.ncbi.nlm.nih.gov/22876391/> (accessed on 25 May 2020).
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- <sup>6</sup> Carpenter, C et al. (2005). New cigarette brands with flavors that appeal to youth: tobacco marketing strategies. Health Aff (Millwood). Retrieved from <https://pubmed.ncbi.nlm.nih.gov/16284034/> (25 May 2020).
- <sup>7</sup> Ford, A. et al. (19 September 2013). Cigarette Pack Design and Adolescent Smoking Susceptibility: A Cross-Sectional Survey. BMJ Open. Retrieved from <https://bmjopen.bmj.com/content/3/9/e003282> (accessed on 25 May 2020). - *"Pack structure (shape and opening style) and colour are independently associated, not just with appreciation of and receptivity to the pack, but also with susceptibility to smoke. In other words, those who think most highly of novelty cigarette packaging are also the ones who indicate that they are most likely to go on to smoke. Plain packaging, in contrast, was found to directly reduce the appeal of smoking to adolescents."*
- <sup>8</sup> Hafez, N. and Ling, P. (1 September 2005). How Philip Morris Built Marlboro into a Global Brand for Young Adults: Implications for International Tobacco Control. Tobacco Control. Retrieved from <https://tobaccocontrol.bmj.com/content/14/4/262> (accessed on 25 May 2020); Astuti, P., Assunta, M. and Freeman, B. (1 July 2018). Raising Generation 'A': A Case Study of Millennial Tobacco Company Marketing in Indonesia. Tobacco Control. Retrieved from <https://tobaccocontrol.bmj.com/content/27/e1/e41> (accessed on 25 May 2020).
- <sup>9</sup> Mackintosh, A. (2012). The association between point-of-sale displays and youth smoking susceptibility. Nicotine Tob Res. Retrieved from <https://pubmed.ncbi.nlm.nih.gov/21908461/> (accessed on 25 May 2020).
- <sup>10</sup> Sargent, J., et al. (15 December 2001). Effect of Seeing Tobacco Use in Films on Trying Smoking among Adolescents: Cross Sectional Study. BMJ (Clinical research ed). Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC60983/> (accessed on 25 May 2020); McCool, J., Cameron, L. Petrie, K. (2001). Adolescent Perceptions of Smoking Imagery in Film. Social Science & Medicine. Retrieved from <https://pubmed.ncbi.nlm.nih.gov/11314853/> (accessed on 25 May 2020); McCool, J., Cameron, L., and Petrie, K. (2003). Interpretations of smoking in film by older teenagers. Soc Sci Med. Retrieved from <https://pubmed.ncbi.nlm.nih.gov/12593875/> (accessed on 25 May 2020)
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- <sup>13</sup> Polansky, J. and Glantz, S. (1 April 2020). What Is Hollywood Hiding?. University of California, San Francisco, Center for Tobacco Control Research and Education. Retrieved from <https://escholarship.org/uc/item/3pw661mg> (accessed on 25 May 2020); Gibson, B. and Maurer, J. (31 July 2006). Cigarette Smoking in the Movies: The Influence of Product Placement on Attitudes Toward Smoking and Smokers. Journal of Applied Social Psychology. Retrieved from <https://onlinelibrary.wiley.com/doi/abs/10.1111/j.1559-1816.2000.tb02530.x> (accessed on 25 May 2020); Kar-Hai Chu et al. (1 September 2017). Vaping on Instagram: Cloud Chasing, Hand Checks and Product Placement. Tobacco Control. Retrieved from <https://tobaccocontrol.bmj.com/content/26/5/575> (accessed on 25 May 2020).
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- <sup>15</sup> Vaidya, S., Naik, U. and Vaidya, J. (1 September 1996). Effect of Sports Sponsorship by Tobacco Companies on Children's Experimentation with Tobacco. BMJ (Clinical Research Ed.). Retrieved from <https://www.bmj.com/content/313/7054/400> (accessed on 25 May 2020); World Health Organization. (14 March 2019). WHO Urges Governments to Enforce Bans on Tobacco Advertising, Promotion and Sponsorship, Including in Motor Sport. Retrieved from <https://www.who.int/news-room/detail/14-03-2019-who-urges-governments-to-enforce-bans-on-tobacco-advertising-promotion-and-sponsorship-including-in-motor-sport> (accessed on 19 May 2020); Egbe, C., et al. (22 November 2014). An Exploratory Study of the Socio-Cultural Risk Influences for Cigarette Smoking among Southern Nigerian Youth. BMC Public



Health. Retrieved from <https://bmcpublihealth.biomedcentral.com/articles/10.1186/1471-2458-14-1204> (accessed on 25 May 2020).

<sup>16</sup> Leatherdale, S., Sparks, R., and Kirsh, V. (June 2006). Beliefs about tobacco industry (mal) practices and youth smoking behaviour: insight for future tobacco control campaigns (Canada). *Cancer Causes Control*. Retrieved from <https://pubmed.ncbi.nlm.nih.gov/16633918/> (accessed on 25 May 2020). - *"Occasional and regular smoking behaviour was significantly related to student beliefs about tobacco companies doing good things in the community, manipulating young people to think smoking is cool, advertising to youth, and using athletes and sports sponsorships to get young people to smoke."*

<sup>17</sup> National Cancer Institute (2 March 2012). Monograph 19: The Role of the Media in Promoting and Reducing Tobacco Use. Retrieved from <https://cancercontrol.cancer.gov/brp/tcrb/monographs/19/index.html> (accessed on 22 May 2020).

<sup>18</sup> U.S. Department of Health and Human Services. (1998). *The Health Consequences of Smoking: Nicotine Addiction. A Report of the Surgeon General*. Atlanta (GA): U.S. Department of Health and Human Services, Public Health Service, Centers for Disease Control, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. DHHS Publication No. (CDC) 88-8406.

<sup>19</sup> Goriounova, N. A., & Mansvelder, H. D. (2012). Short- and long-term consequences of nicotine exposure during adolescence for prefrontal cortex neuronal network function. *Cold Spring Harbor perspectives in medicine*. Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3543069/#s1title> (accessed on 25 May 2020). - *"The prefrontal cortex, the brain area responsible for executive functions and attention performance, is one of the last brain areas to mature and is still in the process of developing during adolescence. This places the adolescent brain in a vulnerable state of imbalance, susceptible to the influence of psychoactive substances such as nicotine. In prefrontal networks nicotine modulates information processing on multiple levels by activating and desensitizing nicotine receptors on different cell types and in this way affects cognition. The adolescent brain is particularly sensitive to the effects of nicotine. Studies in human subjects indicate that smoking during adolescence increases the risk of developing psychiatric disorders and cognitive impairment in later life. In addition, adolescent smokers suffer from attention deficits, which aggravate with the years of smoking."* See also: World Health Organization. (n.d.) Health effects of smoking among young people. Retrieved from [https://www.who.int/tobacco/control/populations/youth\\_health\\_effects/en/](https://www.who.int/tobacco/control/populations/youth_health_effects/en/) (accessed on 27 May 2020); citing: US Department of Health and Human Services. (2014). *Preventing Tobacco Use Among Young People A Report of the Surgeon General*. Atlanta (GA): US Department of Health and Human Services, Public Health Service, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. - *"Teens who smoke are three times more likely than nonsmokers to use alcohol, eight times more likely to use marijuana, and 22 times more likely to use cocaine"*

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