

## Smoking out Big Tobacco

**Keep track of tobacco promotions you see every day and expose the tobacco industry's marketing tactics.** Plan a scavenger hunt for tobacco ads and merchandise and let people know how much Big Tobacco is targeting kids in your community.

**Age Group:** all ages

**Number of Participants:** the more the better

**Time:** 2 weeks

**Resources:** copy machine and paper

**Cost:** \$0-\$10

Do you see tobacco ads every time you stop at a convenience store or gas station or whenever you flip through a magazine? They seem to be all over the place, and there's a reason for that. Big Tobacco spends billions to make sure you see ads for their products, and they've said it themselves, they have been targeting kids for years.

**“Thus our strategy becomes clear for our established brands: direct advertising appeal[s] to the younger smokers...”**  
**(R.J. Reynolds, 1974)**

So its time to Smoke Out Big Tobacco. Plan a scavenger hunt for tobacco promotions, merchandise and messages. As you go about your daily activities, keep track of any tobacco ads or other promotions you happen to see. Anything you spot with a tobacco brand name or brand symbol on it counts. Once you've documented the pro-tobacco messages that you see everyday, publicize what you've found – if it makes you angry that Big Tobacco has such a presence in your community, others should know about it, too. Talk to local media and notify your community and local officials.

### **Prepare for the scavenger hunt:**

- Set the start and end dates for the scavenger hunt. A week or two is long enough. If you plan on promoting your event and reporting your findings to the media, start building your media list and decide what press materials you want to use.
- Photocopy the score sheet in this booklet and give everyone a copy.

### **During the hunt:**

- Use a sheet of notebook paper to keep a log of all the smoking messages you see during the scavenger hunt period. You should note the date when you saw each message, where you saw the message (in a store, at the gas station, in a magazine, on a scoreboard, on someone's t-shirt, etc) what the message was (an advertisement, a logo, a free sample, etc), and what brand the message was promoting.
- Sneaky promotional tricks like showing a brand-name cigarette package in a movie or on a TV show count, too. You can record where you saw these kinds of messages in the “other” space on the score sheet.
- At the end of the hunt, everyone on your team should fill out his or her score sheets. Write down the total number of tobacco messages you found

and check off all the different kinds of places you found tobacco messages and the number of different brands for which you saw ads.

**After the hunt:**

- When the scavenger hunt is over, you should publicize your findings with a presentation at school, a letter to the editor, a letter to the mayor or county executive or a press release.

# Smoking Messages Score Card

## Directions:

Record from your log the total number of smoking messages you found. Record the number of smoking messages you found in each place listed below and the number of promotions you saw for each brand.

## NUMBER FOUND IN EACH PLACE

- \_\_\_\_\_ Ashtray
- \_\_\_\_\_ Backpack
- \_\_\_\_\_ Book Cover
- \_\_\_\_\_ Book Bag
- \_\_\_\_\_ Briefcase
- \_\_\_\_\_ Brochure
- \_\_\_\_\_ Bumper sticker
- \_\_\_\_\_ Bus
- \_\_\_\_\_ Calendar
- \_\_\_\_\_ CD/tape Cover
- \_\_\_\_\_ Cigarette case/lighter
- \_\_\_\_\_ Coupon/coupon dollars
- \_\_\_\_\_ Cutout Poster
- \_\_\_\_\_ Flashlight
- \_\_\_\_\_ Hat
- \_\_\_\_\_ Internet
- \_\_\_\_\_ Jacket
- \_\_\_\_\_ Key chain
- \_\_\_\_\_ License Plate
- \_\_\_\_\_ Magazine/newspaper ad
- \_\_\_\_\_ Magazine/Newspaper coupon
- \_\_\_\_\_ Package/box
- \_\_\_\_\_ Playing cards
- \_\_\_\_\_ Poster/sign
- \_\_\_\_\_ Radio Ad
- \_\_\_\_\_ Scoreboard
- \_\_\_\_\_ Shirt/T-shirt
- \_\_\_\_\_ Shopping cart
- \_\_\_\_\_ Sleeping Bag
- \_\_\_\_\_ Sticker
- \_\_\_\_\_ Sweater/sweatshirt
- \_\_\_\_\_ Taxi
- \_\_\_\_\_ Other \_\_\_\_\_
- \_\_\_\_\_ Other \_\_\_\_\_
- \_\_\_\_\_ Other \_\_\_\_\_
- \_\_\_\_\_ Other \_\_\_\_\_
- \_\_\_\_\_ **Total**

**NUMBER OF CIGARETTE BRAND PROMOTIONS**

\_\_\_\_\_ Basic  
\_\_\_\_\_ Benson & Hedges  
\_\_\_\_\_ Camel  
\_\_\_\_\_ Doral  
\_\_\_\_\_ GPC  
\_\_\_\_\_ Grim Reapers  
\_\_\_\_\_ Kool  
\_\_\_\_\_ Liquid Zoo  
\_\_\_\_\_ Marlboro  
\_\_\_\_\_ Merit  
\_\_\_\_\_ Newport  
\_\_\_\_\_ Omni  
\_\_\_\_\_ Salem  
\_\_\_\_\_ Virginia Slims  
\_\_\_\_\_ Winston

**NUMBER OF SMOKELESS TOBACCO BRAND PROMOTIONS**

\_\_\_\_\_ Ariva  
\_\_\_\_\_ Beech-Nut  
\_\_\_\_\_ Copenhagen  
\_\_\_\_\_ Kodiak  
\_\_\_\_\_ Levi Garrett  
\_\_\_\_\_ Red Man  
\_\_\_\_\_ Red Seal  
\_\_\_\_\_ Silver Creek  
\_\_\_\_\_ Skoal  
\_\_\_\_\_ Stonewall  
\_\_\_\_\_ Timber Wolf

**TOTAL NUMBER OF MESSAGE:** \_\_\_\_\_