

## SWEET ADDICTION - WE WON'T BE FOOLED

**AGE GROUP:** Middle school and above

**NUMBER OF PARTICIPANTS:** As many as possible

**TIME:** 2 weeks, or more if you have your materials professionally designed



**RESOURCES:** Candy products, flavored tobacco products, paper plates, paper, a computer, poster board, Velcro, tape and markers. The resources that you will need will vary depending on the types of activities you plan to include in your demonstration. Other options include candy flavored fragrance oils, sandwich boards, blown-up versions of tobacco and candy products, t-shirts, materials for screen printing, plastic cups and a giant candy bowl.

**COST:** \$50 - \$100, or more depending on which activities you choose to incorporate into your event

*This activism event is designed to educate the public through activities and demonstrations that highlight the marketing tactics used by the tobacco industry to hook new users. Participants will see firsthand how candy flavored tobacco products are intended to lure potential new customers.*

### BEFORE YOUR EVENT:

- Decide what activities you want to have at your activism event.
- Create palm cards to advertise your event and pass them out beforehand. Remember to utilize both the front and back of your palm card.
- Contact the media! Send out a media advisory notifying the press of your event.

### ACTIVITY OPTIONS:

#### **Product Comparison Plates**

- Fill a paper plate with tobacco product and candy product look-a-likes. During your event, walk throughout the crowd and ask participants to see if they can pick out the tobacco products.

Here are a few examples of product look-a-likes:

- Camel Orbs' vs. Tic-Tacs
- Camel Strips vs. Listerine Strips
- Bubble Tape vs. Skoal
- Little Cigars vs. Lip Gloss



#### **Sweet Deception Candy and Quotes**

- Using blank office labels, create custom stickers featuring information about Big Tobacco's latest marketing tactics and even quotes from the tobacco industry itself. Then, put the stickers on bright and colorful candy products and hand them out at your event!

Here are some ideas for the labels:

- A former U.S. Smokeless Tobacco Company representative once said: "Cherry Skoal is for somebody who likes the taste of candy, if you know what I mean."
- Camel Orbs' packaging looks a lot like Tic-Tacs. Coincidence? We don't think so.
- In a 1978 tobacco industry document, one company called high school students "the base of our business"
- "It's a well known fact that teenagers like sweet products. Honey might be considered." Brown & Williamson memo from consultants recommending that the company consider Coca-Cola or other sweet-flavored cigarettes, 1972.
- "Contact leading firms in terms of children research . . . contact Sesame Street . . . contact Gerber, Schwinn, Mattel . . ." Brown and Williamson Tobacco Co Memo., April 27, 1977.

## Smelling Station

- For the National Conference on Tobacco or Health (NCTOH) activism event, youth from reACT set up a smelling station to educate conference participants about Big Tobacco's marketing tactics. Here's how to do it:
  - Purchase several candy flavored fragrance oils, such as apple and orange. Pour some of each fragrance into a separate plastic cup and label it in a manner that won't reveal its fragrance (such as 1, 2, 3, etc). Make sure you know which one is which!
  - Write the name of each scent down on a piece of paper
- At your event, see if participants can correctly identify the fragrances. To attract a bigger crowd, you may want to give away small prizes to the winners. It is also a great idea to have similarly scented tobacco products on hand so that participants can smell them as well!
- For more activism ideas, visit reACT's website at [www.reactmt.com](http://www.reactmt.com)



## Big Tobacco Industry Documents

- Print out tobacco industry documents, such as internal reports and memos, that mention targeting youth or flavored tobacco products. Visit [www.legacy.library.ucsf.edu](http://www.legacy.library.ucsf.edu) to find tobacco industry documents.
  - At the National Conference on Tobacco or Health, a group of youth from OK SWAT (Students Working Against Tobacco) brought blown-up versions of the tobacco documents, making it easy for the participants to spot Big Tobacco's marketing tactics.
- During your event, participants can interact with the documents by underlining phrases they find shocking, leaving comments in the margins or writing a message to Big Tobacco.



## Candy Store

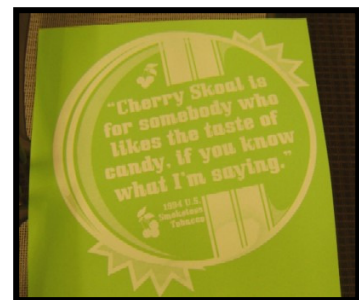
- Create a "candy store" display using real candy products and candy flavored tobacco products.
- Create posters that highlight the similarities between the candy and tobacco products and hang them up around your candy store.

## Candy and Tobacco Product Blow-Ups

- If it is in your budget, create blow-up versions of candy and tobacco product packaging to put on display at your event. As an added touch, you could display it in a large, blow-up "candy bowl."

## Screen Printing

- Who doesn't love a free t-shirt or giant poster? Catalyst used screen printing to create large posters and unique t-shirts.
- If you have the equipment for screen printing, design a stencil with a quote from Big Tobacco, such as "Cherry Skoal is for somebody who likes the taste of candy, if you know what I mean" and create the t-shirts at your event!
- For more great ideas from Catalyst, visit [www.bethecatalyst.org](http://www.bethecatalyst.org)



## Sandwich Boards

- Sandwich boards are an eye-catching way to get your point across. At the National Conference on Tobacco or Health, youth from across the country walked around the National Conference wearing sandwich boards that contained 2 real candy products and 1 real tobacco product. The tobacco product closely resembled the 2 candy products in color and shape. The sandwich boards drew a lot of attention and were a hit with the participants!