

# Instructor Materials

*This Productivity Pack is for use with the video:*

## TARGET TEEN



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# How to use this video package

## Introduction: Why we made this video

Teens are twice as likely to be influenced to smoke by advertising and promotion of cigarettes as by peer pressure or any other influence. Tobacco products are the most heavily advertised products in the U.S. Cigarette companies deliberately target adolescent and pre-teens in their ad campaigns. As well, a subtler approach features cigarette brands and imagery appearing with increasing frequency in movies, television, computer games, etc. Some experts believe that this trend has influenced young people's attitudes toward smoking and actually caused them to take up the habit. Even if the brand name is not evident, the act of smoking by the hero puts a positive image for smoking in front of the young person.

On August 17, 2006, U.S District Court Judge Gladys Kessler found tobacco companies guilty of federal racketeering charges. Seven years before, on September 22, 1999, the United States Department of Justice filed a lawsuit to stop deceptive practices by the tobacco industry. Judge Kessler concluded that tobacco companies engaged in a deliberate long-term campaign to mislead the American public about the health risks of smoking (including the detrimental health risks of second-hand smoke), the addictiveness of tobacco products, and very importantly, **marketing their products to children**. She agreed with the government that the leading tobacco companies had deceived the public about the health risks of smoking for about 50 years. Judge Kessler further stated that the wrongdoing of the tobacco companies is continuing today. They are still recruiting young smokers and preventing current smokers from quitting.

Dr. David Kessler (no relation to the judge) in an Online News Hour video, stated: "They knew that cigarettes caused cancer and they lied about it. They knew that nicotine was addictive, and they lied about that too. They manipulated the levels of nicotine in cigarettes to sustain a smoker's addiction. And they denied that, knowing that that was incorrect. **They lied about marketing to youth.**"

Judge Kessler ruled that though a group of tobacco companies had broken the law, they could not be forced to pay monetary penalties such as funding a large anti-smoking campaign, as the government had sought. The companies pursued profits "with little, if any, regard for individual illness and suffering, soaring health costs, or the integrity of the legal system. She said she was barred from imposing stricter penalties against the tobacco companies by a February 2005 ruling of the U.S. Court of Appeals for the District of Columbia Circuit.

"Although they lost, they won. It's a victory for the tobacco companies," said Tim Ghriskey, chief investment officer at Solaris Asset Management.

The Justice Department applauded Kessler's finding of liability, and while disappointed with the remedies, was hopeful they could have "a significant, positive impact on the health of the American public."

### **People who should watch this video**

This show will be useful in providing knowledge and increasing awareness in a prevention setting. We suggest you try it with:

- **MIDDLE SCHOOL AND HIGH SCHOOL STUDENTS:** Many young people have misconceptions about the dangers of smoking. This film demonstrates in an attractive format how dangerous and addictive smoking is. It also illustrates how tobacco companies actually target young people by portraying smoking as cool and attractive. They often use “product placement” in movies, television, games, etc. to impress young people with a glorified image of smoking. **Target Teen** will make an excellent addition to the school’s anti-smoking program. The format is very age-appropriate and will hold young people’s interest so as to present its message about the negative effects of smoking and how tobacco companies are targeting them through product placement.
- **PARENTS:** Product placement by big tobacco companies is insidious and parents need to become aware of its prevalence, even in movies made for children. Discussions with their children can prevent their children from being addicted to smoking.
- **COUNSELORS AND TEACHERS:** People in the teaching and helping professions need to become cognizant of current information on smoking statistics among young people, as well as the influence of product placement on them. They need to pursue avenues to present facts to students and inaugurate programs to keep students from taking that first cigarette or quitting if they have already started smoking.
- **GENERAL PUBLIC:** Films like **Target Teen** are very good at attracting public interest to the need to prevent young people from smoking. It is very important that local governments take action. The greatest success for the pro-health tobacco movement in the last years has happened almost always at the local level.

### **Additional suggestions for how to use this video**

Your purchase of **Target Teen** entitles you to “unlimited Public Performance Rights.” This is a license commonly offered with training and educational media. Here are some of the ways you can use this program.

- Show it to therapy groups, families and classes.
- Show it at seminars and workshops.
- Show it in classrooms. Recommended for middle school and up.
- Loan it to clients or other community groups.
- Photocopy the support materials as needed.
- Show it to community leaders and residents.

- Use it as a special program at a Community/Neighborhood Watch meeting.
- Show it at a place of worship.
- Make it available through your library.

There is no limit to these uses! (Note: We also offer Limited Broadcast Rights for an additional charge. Show this program on community cable access. Let us help you find a sponsor! Call us at 1-800-867-0016 for further details.)

### **How to get the most out of this video**

Following is a suggested plan for using the **Target Teen** video package.

1. Ask yourself this question: What is your primary purpose? Is it to inform people about something or to tell them why they need to do something about it?
2. What local information do you want to present? Do you want to invite any local experts? For example, school administrators and counselors, local doctors experienced in working with young people.
3. Arrange for facilities and supplies: meeting room, DVD player, projection screen, easel, overhead projector, markers, and refreshments.
4. Prepare handouts. NOTE: Purchase of **Target Teen** includes authorization to photocopy materials in the Productivity Pack and accompanying audience handouts.
5. Anticipate the questions you will be asked. The handouts accompanying this Productivity Pack should enable you to deal with most questions well.

## FACTS ON PRODUCT PLACEMENT IN MOVIES

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**FACT:** Nonsmoking teens whose favorite stars smoke on screen are 16 times more likely to develop positive feelings toward smoking.

**FACT:** Teens who view lots of smoking in movies are 2.7 times more likely to actually start smoking than those exposed to the least smoking in movies.

**FACT:** Half of teen smokers may start because of smoking in movies – 390,000 each year. Of these, 100,000 will die from tobacco related diseases.

### **Recent movies that depict smoking:**

Intolerable Cruelty	PG-13	School of Rock	PG-13
Matchstick Men	PG-13	Secondhand Lions	PG-13
Out of Time	PG-13	Under the Tuscan Sun	PG-13
The Rundown	PG-13		

### **What Big Tobacco did:**

Between 1972 and 1991, tobacco companies spent a lot of time and money looking into ways to get their products placed in films.

#### *RJ Reynolds (Reynolds American)*

- Sent monthly mailings of free cigarettes to 188 actors and celebrities who smoke in order to get them to light up on screen.
- Completed a mailing to female celebrities inviting them to try the new More Lights 100s.

#### *Phillip Morris USA*

- Paid Superman II producers \$43,000 to include Marlboro in the movie.

#### *Brown & Williamson Tobacco*

- Arranged to pay Sylvester Stallone \$500,000 in 1983 to use its cigarettes in at least five movies.

In 1989, when Congress began to ask what was going on, the tobacco industry denied any sort of involvement in movie product placement:

*“Tobacco companies do not encourage smoking scenes in movies. They never request changes, and have never been given the right to make changes to any film.”* – Charles Whitely of the Tobacco Institute, July 7, 1989

In 1998, the State Attorneys General finally stepped in and made it official. Tobacco companies could not pay for any product placement whatsoever.

**What does the research tell us:**

A recent study by American Lung Association of Sacramento Emigrant Trails ThumbsUp! ThumbsDown! Program (TUTD) examined brand use in the top 50 films annually between 1991 and 2000 and found that not much has changed. Here are some findings:

- 52 brand use appearances were recorded
- 40 of the exposures were Phillip Morris products
- 35 of them were Marlboros

Dr. James Sergent and his colleagues at Dartmouth Medical School reviewed the top grossing 25 films each year between 1988 and 1997 and found that:

- 85% of movies had tobacco use in them.
- 28% (including one in five children's movies) displayed brand logos.
- Brand exposure through actor use increased from 1% before the industry's voluntary restriction on product placement to 11% afterward.
- Tobacco was used once every three to five minutes in movies in the 1990s, an increase from once every 10 to 15 minutes in movies in the 1970s and 1980s.
- Nine out of 10 Hollywood films in the 1990s included the use of tobacco.
- Two out of three tobacco shots in the top 50 movies released from April 2000 – March 2001 were in kid-oriented G, PG, and PG-13 films.

**Depiction of tobacco use in films**

Hollywood portrays smoking as something that is done by middle and upper class people. You know, families in the suburbs with the white picket fence and folks living in the Upper East Side. But what's the reality? See for yourself:

Hollywood vs. Real Life:

30% of movie smokers were upper class. Reality: only 19% of upper class Americans smoke.

49% of movie smokers were middle class. Reality: only 29% of middle class Americans smoke.

21% of movie smokers were from lower socioeconomic class. Reality: 35% of lower socioeconomic class Americans smokes.

*[http://www.realitycheckny.org/rcny/rc\\_links/quickfacts.htm](http://www.realitycheckny.org/rcny/rc_links/quickfacts.htm)*

Here is a letter written by Cliff R. McMullen of Unique Product Placement Advertising to John McGinn of the American Tobacco Company regarding using the product placement of cigarettes and other tobacco products. (Our apologies for the poor quality of the document). This and many more like it can be found at [http://legacy.library.ucsf.edu/popular\\_documents.html](http://legacy.library.ucsf.edu/popular_documents.html).



UNIQUE PRODUCT PLACEMENT  
"Your agent for one movies"

October 28, 1982

Mr. John McGinn  
THE AMERICAN TOBACCO COMPANY  
245 Park Avenue  
New York, N.Y. 10167

Dear John:

The information below is a further amplification of our phone conversation this day.

1. Because many of our decisions to participate in a feature film is an eleventh-hour decision, we will phone you for a verbal o.k. at the same time we send you a memorandum.
2. We shouldn't be as concerned about the actors age in real-life, article 4, as we are the age of the role the actor is playing. What we will look for is having the products of American Tobacco in use with the character of someone over twenty-one years of age.
3. We usually get the stills after the completion of each movie, but sometime the producer will hold them up. Our most recent example of this was "E.T.", where Steven Spielberg wanted to protect the image of his little lovable character.
4. Reference article #8, our insurance carrier is Etna Casualty on our liability coverage. I have asked our agent to forward to you a certificate showing the name and levels of our coverage. If necessary, we can have a certificate sent to you each year on a prescribed date to give you an update and verification of continuing liability coverage.

Concerning the subject of the visibility of American Tobacco's name with other than the product itself. As discussed, many times we can get a display, a sign, a t-shirt, a logo, etc. inserted into a positive scene, even when the product may not be used in the movie. This gives us a real-life environment into which your name is used. The types of things we need here are as follows:

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1. Signs - all sizes up to billboard signs
2. Posters - banners
3. Ashtrays, napkins
4. Lighter
5. T-shirts - jackets
6. Caps
7. Trucks - small vans to 18 wheelers
8. Antique signs & displays
9. Counter cards or trays
10. Availability of period product

I'm not certain what other type of items you may have available for use as props, but the above list will give you an idea of what we're looking for, and at one time or another during the year, be able to place in movies. I need to spell out just which products, in order of importance to you, you will want us to emphasize. I will also need to know the market approach in terms of which socio-economic group each of these products are geared. I anticipate no problem with the pipe products, but I will definately need help with the cigar and cigarette products.

We need to set up the procedures of ordering both props and product. After you've had an opportunity to review this letter, let's talk again.

I look forward to working with American Tobacco Company and you.

Sincerely,



Cliff R. Mcullen

The debate over tobacco use in the movies is driven by the concern over how such use impacts young people. A recent study (Dartmouth Medical School) shows that 52% of smoking initiation by youth can be credited to exposure to smoking in movies. In the USA, about 2050 adolescents (age 12-17) start smoking every day; 660 of these individuals will die prematurely because of smoking. Connecting these statistics, smoking in movies is responsible for addicting 1070 adolescents to tobacco every day, 340 of whom will die prematurely as a result. While major strides have been made in reducing tobacco use among adults, success with youth has been disappointingly slim. According to figures from the California Department of Health Services, tobacco use among youth has remained relatively constant in recent years, falling only .2% to 22.3% in 2004.

## Facts on Youth Smoking, Health, and Performance

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- Among young people, the short-term health effects of smoking include damage to the respiratory system, addiction to nicotine, and the associated risk of other drug use. Long-term health consequences of youth smoking are reinforced by the fact that most young people who smoke regularly continue to smoke throughout adulthood. (CDC. Preventing tobacco use among young people—A report of the Surgeon General. 1994, p. 15)
- Smoking hurts young people's physical fitness in terms of both performance and endurance—even among young people trained in competitive running. (CDC. *Preventing tobacco use among young people*, p. 28)
- Smoking among youth can hamper the rate of lung growth and the level of maximum lung function. (CDC. *Preventing tobacco use among young people*, p. 17)
- The resting heart rates of young adult smokers are two to three beats per minute faster than those of nonsmokers. (CDC. *Preventing tobacco use among young people*, p. 28)
- Among young people, regular smoking is responsible for coughs and increased frequency and severity of respiratory illnesses. (CDC. *Preventing tobacco use among young people*, p. 9)
- The younger people start smoking cigarettes, the more likely they are to become strongly addicted to nicotine. (CDC. *Preventing tobacco use among young people*, p. 9)
- 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. Smoking is associated with a host of other risky behaviors, such as fighting and engaging in unprotected sex. (CDC. *Preventing tobacco use among young people*, p. 36,104)
- Smoking is associated with poor overall health and a variety of short-term adverse health effects in young people and may also be a marker for underlying mental health problems, such as depression, among adolescents. High school seniors who are regular smokers and began smoking by grade nine are:
  - 2.4 times more likely than their nonsmoking peers to report poorer overall health
  - 2.4 to 2.7 times more likely to report cough with phlegm or blood, shortness of breath when not exercising, and wheezing or gasping
  - 3 times more likely to have seen a doctor or other health professional for an emotional or psychological complaint.

(Arday DR, Giovino GA, Schulman J, Nelson DE, Mowery P, Samet JM . Cigarette smoking and self-reported health problems among US high school seniors, 1982-1989. *Am J of Health Promotion*, 1995;10(2):111-116. )

## More Facts on Teen Smoking

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- Every day in the United States alone, approximately 3,000 kids under the age of 18 start smoking.
- Every day 1,200 Americans die from smoking-related illnesses.
- Teen smokers get sick more often than teens who don't smoke.
- Teen smokers have smaller lungs and weaker hearts than teens who don't smoke.
- Addicted smokers tend to use more nicotine over time. The habit usually grows. What starts out as 5 or 10 cigarettes a day usually becomes a pack or two a day habit eventually.
- It is estimated that approximately 4.5 million adolescents in the United States are smokers.
- Spit tobacco, pipes and cigars are not safe alternatives to cigarettes. "Light" or "low-tar" cigarettes aren't safe either.
- Those who start smoking young are more likely to have a long-term addiction to nicotine than people who start smoking later in life.
- Smoking-related illnesses claim more American lives than alcohol, car accidents, suicide, AIDS, homicide and illegal drugs combined.
- People who smoke a pack a day die on average seven years earlier than people who have never smoked.
- Smoking is the single most preventable cause of premature death in the United States.

## Pre-Film Survey

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- |  |   |   |
|--|---|---|
| 1. Do you think you'll smoke in the future?                | Y | N |
| 2. How do you feel about smoking?                          | Y | N |
| 3. Do you think smoking is bad for you?                    | Y | N |
| 4. Do you think smoking leads to other drug use?           | Y | N |
| 5. Do you know what "product placement" in advertising is? | Y | N |
- If yes, give three examples:
- 1)
  - 2)
  - 3)

## After-Film Survey

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1. What do you think this film is about?
2. Did you notice any product placement in this film?
3. What do you think the product placement message is about?
4. Can you name ways tobacco companies target you with product placement messages?
5. Do you agree with Danny Death when he says smoking can lead to use of other drugs?
6. Has this video changed your attitude about smoking?
7. Has this video changed your attitude toward tobacco companies?

# Sample Meeting Agenda

1. Welcome and introductions (5-10 minutes).
2. Why we're here (5 minutes). Give a brief statement of purpose explaining why the use of product placement marketing by tobacco companies is a concern, especially among young people. Provide some statistics (use Web resources) and examples of incidents in which the use was a factor. Ask audience members to fill out the Pre-Film Survey.
3. Show video Target Teen (27 minutes).
4. Audience Review (15-20 minutes). Allow audience members to give some reactions to the program. Hand out the After Film Survey and give them a few minutes to fill it out. Go over the questions and discuss them.

# Web Links

Reality Check

<http://www.realitycheckny.org/RCNY/>

Truth

<http://www.thetruth.com/>

Smoking Cessation

<http://quitsmoking.about.com/od/teensmoking/>

Tobacco Information and Prevention Source

<http://www.cdc.gov/tobacco/issue.htm>

Smoking: A Guide for Teens

<http://www.youngwomenshealth.org/smokeinfo.html>

Teen Smoking Facts

<http://depression.about.com/cs/drugsalcohol/a/smoking.htm>

Stamp Out Smoking

[http://www.stampoutsmoking.com/pdf/teens\\_facts.pdf](http://www.stampoutsmoking.com/pdf/teens_facts.pdf)

Advantage Source

[http://www.advantagesource.com/drug\\_wars.htm](http://www.advantagesource.com/drug_wars.htm)

Free Vibe

<http://www.freevibe.com/>

NIDA for Teens

[http://teens.drugabuse.gov/facts/facts\\_nicotine2.asp](http://teens.drugabuse.gov/facts/facts_nicotine2.asp)

Ash

<http://www.ash.org/statistics.html>

The Lung Association

[http://www.lung.ca/protect-protegez/tobacco-tabagisme/facts-faits/teens-ados\\_e.php](http://www.lung.ca/protect-protegez/tobacco-tabagisme/facts-faits/teens-ados_e.php)

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