

SEEN ENOUGH TOBACCO Campaign

ADVANCING TOBACCO FREE COMMUNITIES

When you look at what's happening with tobacco promotions and children, it's really pretty shocking. With this concept, we're drawing attention to the issue with imagery to match that level of shock and outrage. Extreme visuals creatively combine cigarettes with common children's items and scenarios to give ads real stopping power.

MULTIPLE CREATIVE EXECUTIONS



DIGITAL AND ONLINE VIDEOS



ADDITIONAL SUPPORT INCLUDES:

- Print • Banner ads • Billboards • Radio • Collateral
- Files will be available for download.

STATEWIDE MEDIA

- Highly targeted Digital Media
 - Paid Social: Facebook/Instagram/YouTube
 - Google Display Network: Behavioral/Retargeting/Managed Placements
 - Gmail
- Digital Video Program - Time Warner

PUBLIC RELATIONS



- Children's Storybook: "Jack and Jill (and Tobacco)"
- Statewide media mailing and media relations
- Localized PR follow-up and support

SOCIAL MEDIA

- Development of graphics, videos and tools
- Social media monitoring
- Social media management

See it all at SeenEnoughTobacco.org/media

Is there anything tobacco companies wouldn't do to get cigarettes in front of our kids?

GET THE FACTS



Tobacco companies are spending billions to put their products in front of our kids in stores. And the more kids see tobacco, the more likely they are to start smoking.

The average age for a new smoker is

13 YEARS OLD.

Stores located near schools contain nearly

3X THE AMOUNT of tobacco advertisements.

Tobacco companies place most of their advertising in stores where

75% OF TEENS shop at least once per week.

TAKE ACTION

I support protecting kids from tobacco marketing in stores.

Name

Email

Zip Code

Tobacco free NYS.org 

SeenEnoughTobacco.org

Seen Enough Tobacco – Campaign Launch

#SeenEnoughTobacco

Overview: On World No Tobacco Day, May 31, 2016, TobaccoFreeNYS launched the #SeenEnoughTobacco campaign, urging the public to take action in protecting children from hard-hitting tobacco marketing that causes youth smoking.

Message #1: TobaccoFreeNYS launched the “Seen Enough Tobacco” campaign today on World No Tobacco Day (May 31) to safeguard children from the billions of dollars of vivid tobacco marketing in places where they can see it.

1. Youth in our region have “Seen Enough Tobacco” marketing, and it's time to protect them and put an end to youth smoking and other tobacco use.
2. The “Seen Enough Tobacco” campaign launched regionally and statewide on WNTD and takes a hard look at what's happening with tobacco marketing and children through the use of video, social media, digital advertising and community education that includes a “Jack and Jill (and Tobacco)” storybook describing children's encounters with tobacco marketing in convenience stores.
 - #SeenEnoughTobacco is the campaign hashtag
3. Provocative images creatively combine cigarettes with common children's items—like crayons and birthday cake—in scenarios intended to grab the attention of community members and parents and prompt their outrage.
4. Once you see the provocative images and startling statistics in this campaign, you will be compelled to learn what you can do to protect children from tobacco marketing at the campaign's new website www.SeenEnoughTobacco.org.

Message #2: In New York State, the average age of a new smoker is 13 years old.¹ Research shows that the more children see tobacco marketing, the more likely they are to start smoking.

1. The U.S. Surgeon General calls smoking a “pediatric epidemic” and says, “Advertising and promotional activities by tobacco companies have been shown to cause the onset and continuation of smoking among adolescents and young adults.”²

¹ Monitoring the Future Study, www.monitoringthefuture.org <http://www.monitoringthefuture.org/pubs/monographs/mf-overview2014.pdf>

² A Report of the Surgeon General: Preventing Tobacco Use Among Youth and Young Adults “Executive Summary” 2012, p. 1, 3: <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/exec-summary.pdf>

Attachment 1

2. Every day in New York State, the tobacco industry spends more than half a million dollars to market its products³ in places where children can see them using bright, bold colors and large signs.
 - Research shows stores popular among adolescents contain almost three times more tobacco marketing materials compared to other stores in the same community.⁴
3. 90 percent of adult smokers say they first tried smoking by age 18.⁵

Message #3: We urge parents and community members to learn what they can do to protect children from tobacco marketing at SeenEnoughTobacco.org.

1. Whether you're a parent or not, smoker or non-smoker, we can all agree that tobacco marketing's influence on our children is outrageous.
2. We can make positive change here in CNY to curb the number of kids under 18 who become new daily smokers and make our community a healthier place to live, work and play.
3. It's our responsibility as a community to protect our children from tobacco marketing and put an end to this pediatric epidemic.
4. We want parents and other community members to help raise the alarm about the manipulative tactics of the tobacco industry to recruit youth to become the next generation of replacement smokers.
5. Many communities in New York State are leaders in protecting youth from tobacco marketing influence by implementing new policies—from limiting sales near schools to prohibiting the redemption of coupons and use of multi-pack discounts.
6. Tobacco marketing is recruiting our youth to become replacement smokers for some of the many New Yorkers who die from smoking every year.

³ Campaign for Tobacco Free Kids, www.tobaccofreekids.org https://www.tobaccofreekids.org/facts_issues/toll_us/new_york

⁴ Henriksen L, Feighery E C, Schleicher N C, Haladjian H H, Fortmann S P. Tobacco Control "Reaching youth at the point of sale: cigarette marketing is more prevalent in stores where adolescents shop frequently" Published online First: May 23, 2004 doi:10.1136/tc.2003.006577 <http://tobaccocontrol.bmj.com/content/13/3/315.full>

⁵ A Report of the Surgeon General "The Health Consequences of Smoking—50 Years of Progress" 2014, p. 12, 696, 708: <http://www.surgeongeneral.gov/library/reports/50-years-of-progress/full-report.pdf>