

Čanlí Coalition of CRST

Policy Enforcement Notes for Announcer



Announcer: Please read the below statement at the beginning of the rodeo and throughout. Thank you.

4-H is a Tobacco, Alcohol and Drug Free Event. Please refrain from using during today's Rodeo.

Announcer: The tobacco facts below can be used as fillers in today's rodeo. Thank you.

Did you know that... Tobacco companies spend \$24 million dollars each year in South Dakota promoting their products to youth and adults.

- This results in \$65,753 dollars being spent every day, or \$2,740 dollars being spent each hour of every day across South Dakota promoting cigarettes, chew, spit tobacco, cigars and other commercial tobacco products that have devastating health effects. Remember... tobacco companies best customers die from using tobacco products. Be smart don't start!

4 TOBACCO TRICKS You Need to Avoid...

- Tobacco products are used in youth rated movies 270 times on average each year so youth see them and think they are good to use to be like the characters in movies.
- Tobacco use is viewed over and over again in video games like *Grand Theft Auto*, *Call of Duty* and *Halo* to name a few. Tobacco products used this way have a great influence on youth to start using tobacco. Talk to the youth in your life about how tobacco harms their health and to not fall victim to this advertising gimmick.
- Tobacco packages and products are made to look like and taste like candy to appeal to youth and tobacco products are placed for sale next to toys, candy, and pop to better catch the attention of the youth.
- Tobacco items and ads are placed at ground and eye level for youth to easily see.

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Adapted from the Čanlí Coalition's Tribal Tobacco Toolkit. Available at <https://quittobaccosd.com/tribal-tobacco-advocacy-toolkit>.

5 TOBACCO TRUTHS...

- **9 out of 10 teens DO NOT smoke!**
- Youth are 3 times more sensitive to tobacco advertising than adults that's why tobacco companies target them plus the youth are tobacco companies only source of "replacement customers".
- 1 in 3 of youth experiment with smoking and chew tobacco because of advertising. Tobacco advertising has a higher impact on youth than peer pressure!
- 44% of youth who start smoking do so because they have seen it in the movies!
- Tobacco is being used in video games rated for youth ages 10 and up as a way to encourage youth to try cigarettes, chew or other tobacco products.

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