

The Power

of

~~1~~ Many

"Never doubt that a small group of thoughtful citizens can change the world. Indeed, it's the only thing that ever has."

Margaret Mead

Tobacco companies have 'smoked' Canadians for over 100 years.

Tobacco Action Plan For This Generation

Take Action

- Choose an Issue
- Do Your Research
- Define Your Goal
- Make a Plan

Communications Strategy

- Know Your Audience and Your Subject
- Win Public Support
- Deliver the Message
- Evaluate Results



Tobacco companies want you to smoke.

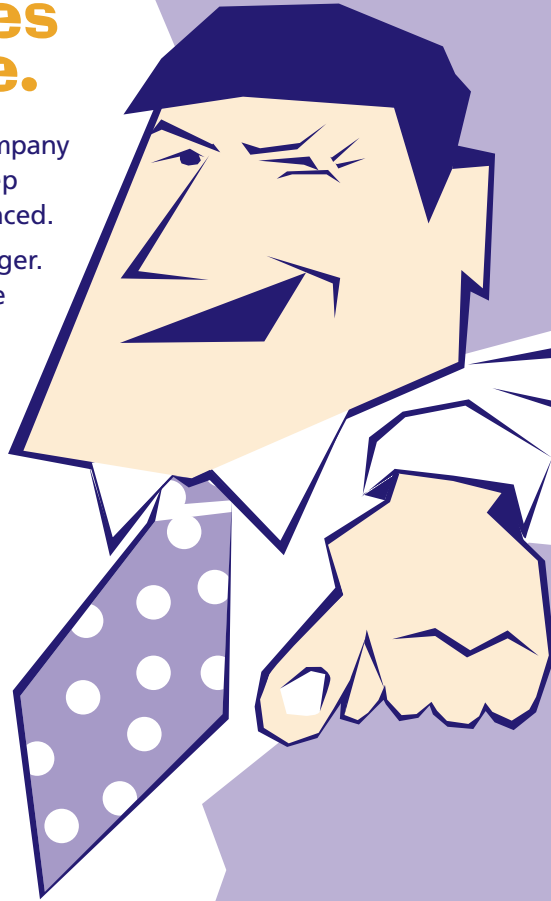
A smoker is worth about \$40,000 to a tobacco company over his or her lifetime. Problem is, smokers keep getting sick and dying. So they need to be replaced.

Virtually all smokers start in their teens or younger. Hardly anyone starts as an adult. Do you believe that smoking is cool, adult, safe or maybe even slimming? Tobacco companies are spending millions to make you believe these lies.

Ready to stop the lies?
Find out how to take control of tobacco issues.

Can you do it? Taking on a major industry like tobacco is not for the faint-hearted. Your opponents are hardened, smart and well-funded lobbyists who have done it all before. But other youth have taken them on and won. So can you.

If you're tired of getting smoked, read on.



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Check out this section to see who makes the rules.

Are You Getting Smoked?

How tobacco companies target youth

You are vitally important to the tobacco industry's future. Tobacco companies are depending on you to replace the thousands of smokers who quit or die each year.



"[T]his young adult market, the 14-24 age group... [t]hey represent tomorrow's cigarette business. As this 14-24 age group matures, they will account for a key share of the total cigarette volume - for at least the next 25 years."

C. A. Tucker, Vice-President of Marketing,
RJ Reynolds

Here's why they want you:

- Virtually all smokers begin smoking in their teens (over 80% by the age of 18)
- Smokers are very brand loyal, and they choose their usual brand by the age of 18

Once you're hooked, you're good business. You will pay the tobacco company about \$40,000 in your lifetime.

Tobacco companies lie about the health risks of smoking and second-hand smoke. They lie about how they use deceptive marketing to addict young people. They lie about how they downplay health fears of current smokers.

But the truth is leaking out. Movies like *The Insider* and reports of court cases against tobacco companies are cracking this industry wide open for all to see.

"We were targeting kids, and I said at the time it was unethical and maybe illegal, but I was told it was just company policy."

Terence Sullivan,
RJ Reynolds sales representative

Do you believe the tobacco industry when they say ...

"We don't want kids to smoke"

In fact, Imperial Tobacco defines target groups for various brands as "men 12-17" and "men and women 12-34".

Here's what else they say when you're not there:

"We don't market to kids"

Tobacco companies spend billions of dollars a year on advertising, sponsorships, retail promotions, cigarette logos on youth-oriented products ... anything to make their products appeal to you.

This is called "predatory marketing". It encourages you to associate smoking with being adult and desirable. They hook you even before you start smoking!

The RJ Reynolds "Old Joe Camel" campaign increased Camel cigarettes' share of the youth

market from less than 1% to 33% in three years. That's worth half a billion dollars in annual sales.

You can even wear your addiction: Students who own T-shirts, hats, etc. with a cigarette logo on them are four times more likely to be smokers than those who don't.

"[I]f our company is to survive and prosper, over the long term we must get our share of the youth market... influencing pre-smokers to try smoking, learn to smoke and become confirmed smokers."

Claude Teague, Assistant Chief in Research and Development, RJ Reynolds



*Check out
this website:
www.joechemo.org*



If you're not wearing it, you're watching it. Tobacco manufacturer Philip Morris paid to show its brands in movies such as *Field of Dreams*, and even films like *The Muppet Movie*, which was produced for young kids.

Sylvester Stallone was paid \$500,000 to have his character smoke in five movies, including the *Rocky* series.

"There is no convincing evidence that such advertising causes anyone - adult or child, male or female - to start smoking, or to smoke more."

Tobacco Manufacturers Association

If advertising doesn't work, why do they spend millions on it? Because it does work. Studies show that youth who see a lot of cigarette advertising get the message. More of them smoke than people who don't see a lot of cigarette ads.

"Smoking is not addictive"

If that is true, why do tobacco companies say this:

"Serious efforts to learn to smoke occur between ages 12 and 13 in most cases... However intriguing smoking was at 11, 12 or 13, by the age of 16 or 17 many regretted their use of cigarettes for health reasons and because they feel unable to stop smoking when they want to."

Imperial Tobacco

"Think of the cigarette pack as a storage container for [a] day's supply of nicotine... Think of the cigarette as a dispenser for a dose unit of nicotine."

Senior scientist, Philip Morris

Get Inspired

So, you can get smoked or you can stop the lies. Young people across North America are choosing the latter. They are launching projects like SWAT, SWITCH, TATU and THE TRUTH to expose the tobacco industry and to prevent others from getting seduced by tobacco's marketing machine.

The Truth Campaign

The state of Florida's tobacco program is managed by 70 young people, one from each county in the state. This board of directors and its 10-member executive council determine tobacco control strategies and control a multi-million dollar budget!

Their "Truth" advertising campaign uses hard-hitting advertising and "Truth" brand merchandise. It attacks the image of smoking as cool and rebellious by exposing tobacco companies' true motivation. The counter-ad campaign developed by an advertising agency for the board cost about 25 million dollars.

Each county also has a SWAT team (Students Working Against Tobacco), supported by a full-time staff person. The SWAT teams work with local groups to change community norms about tobacco use. More than 10,000 students are SWAT members and thousands more participate in their events.

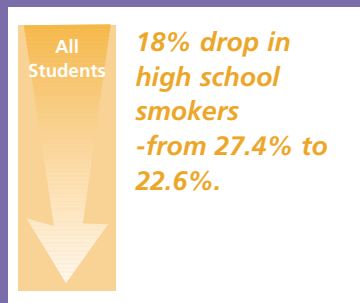
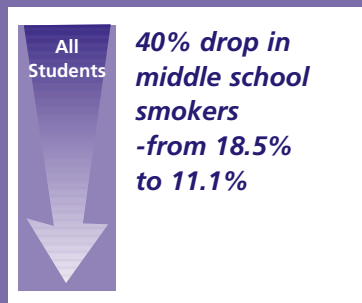
Check out these websites:

www.wholetruth.com

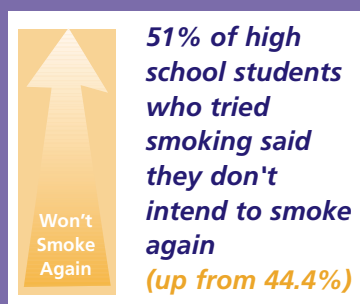
www.ymn.org

Results

In just two years, the Florida campaign slashed youth smoking rates:



The Florida Program also helped students who were experimenting with smoking to stop:



"Young people are important in the fight for a tobacco-free country. They are consumers of the product. They are the target audience of tobacco advertising. They understand why young people smoke. They know what quitting methods are useful and which are not. Young people are an authority on youth smoking issues."

Schools Without Borders

What Can You Do?

This generation can be the key to the tobacco industry's future prosperity. Or its failure.

What Are You Up Against?

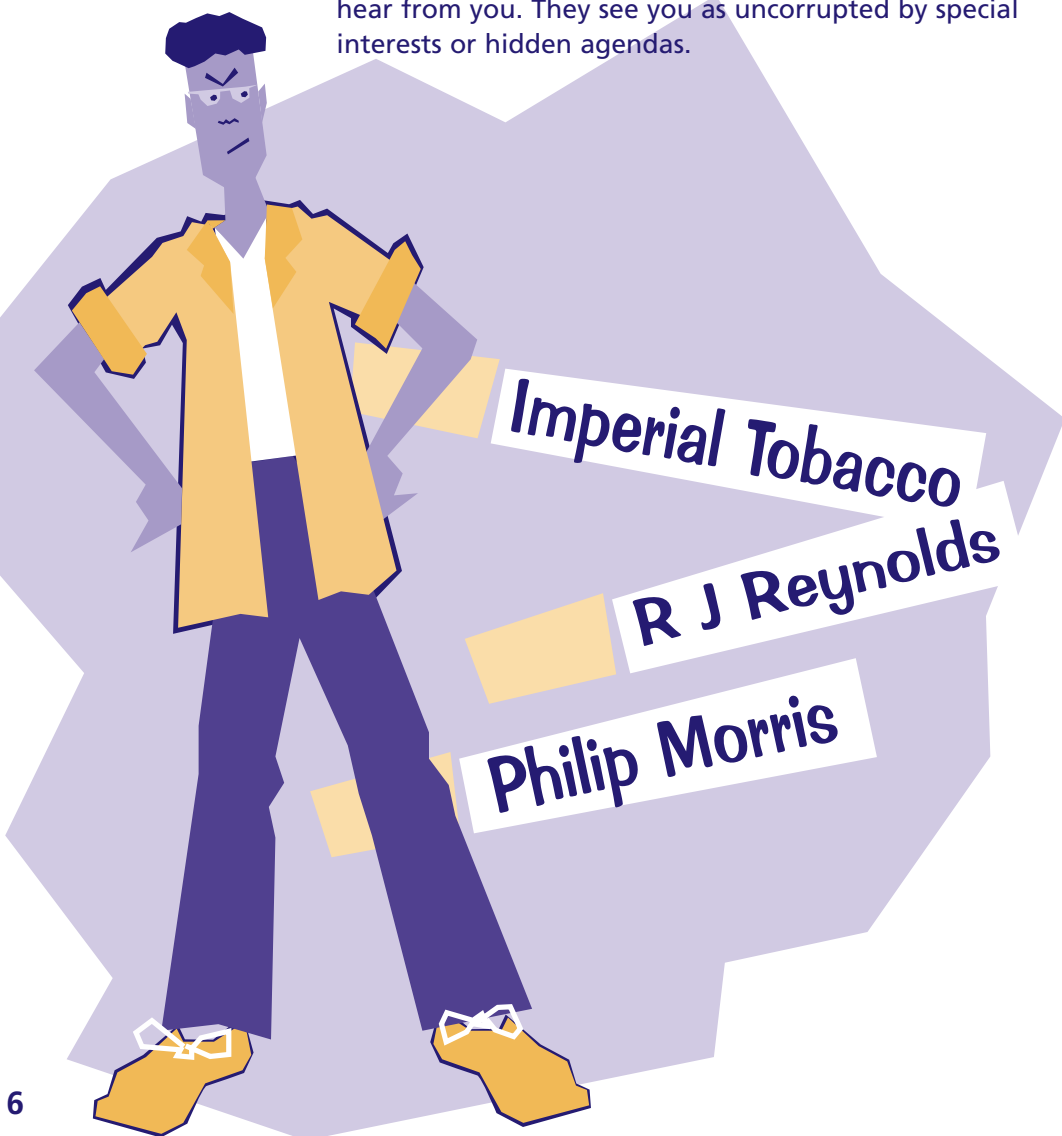
Taking on the tobacco lobby is not for wimps. These people represent a powerful and wealthy industry. As far as they're concerned, you're just a bunch of kids. They've got the money, the experience and the connections.

Ready to give up? **Don't!** As long as you know it's a tough job, you'll do fine. It's time to make this generation's voice heard. You're more than feed for the tobacco industry's money machine.

Here's why you can win:

Media Appeal

No other generation is as tuned into the media as this one. Youth have credibility. The public and the media want to hear from you. They see you as uncorrupted by special interests or hidden agendas.



Power to Motivate Others

Youth can deliver the message about environmental tobacco smoke very effectively. Protection of children and youth is a powerful motivating force for adults. Evidence that second-hand smoke harms children has motivated many adults to quit. Even dedicated smokers don't want their own children to smoke, and will often support anti-tobacco measures.

Consumer Power

This generation is worth \$200 million in annual (illegal) sales to the tobacco industry. If the tobacco companies play their cards right, the investment will pay off big in the future. If you take action, it won't.

Political Clout

This generation is just starting to vote. You are influencing what happens to this country now and in the future. People in power know that. Believe it!

Will to Win

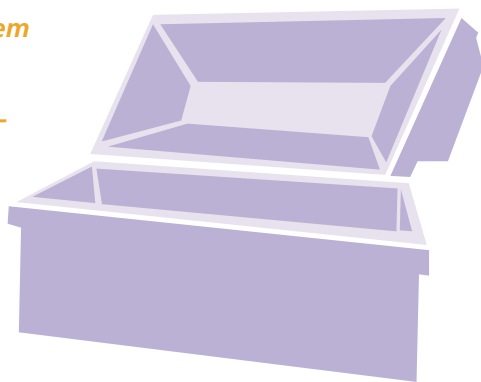
Youth have the energy and creativity to get behind the lines and win.

This generation is worth \$200 million in annual (illegal) sales to the tobacco industry. If the tobacco companies play their cards right, the investment will pay off big in the future. If you take action, it won't.



Tools for Building Change

- ➔ *It Starts with One Person*
- ➔ *Decide on the Issue or Problem*
- ➔ *Do Your Research*
- ➔ *Define Your Goal - Message - Target*
- ➔ *Make a Plan*
- ➔ *Win Public Support and Encourage Participation*
- ➔ *Communicate with the Public Through the Media*
- ➔ *Take the Issue to Decision-Makers*
- ➔ *Be Prepared to Evaluate and Adjust*



1. It Starts With One Person

First-a few words of warning (and encouragement).

Change is all about the power of one – the individual's power to create change. However, successful lobbying campaigns are the result of many dedicated individuals, working together for a common cause – the power of many.

Working together gives your group far greater impact than many people working on their own. That's synergy.

The “working together” part can be just as challenging as planning a campaign. Start right by welcoming everyone to the cause, acknowledging the importance of every participant, sharing the power and encouraging group members to do what they do best. Remember: the sum is greater than the parts.



Contact PTCC for a free, more detailed step-by-step Guide for Youth Action on Tobacco.

Toll-free at 1-800-363-7822

www.ptcc.on.ca

2. Decide On the Issue or Problem

You've decided that you want to take action against tobacco – Great! There are many ways to do this. You can fight the tobacco industry head-on by exposing how they market their products to young people. Or you can take a less direct – but equally effective – approach by fighting for policies and laws that will reduce smoking and therefore reduce tobacco company profits.

But how do you decide where to begin? Look around you and make a list of issues. Here are a few possibilities:

- ➔ stores that sell tobacco to youth
- ➔ adults who give or sell tobacco to youth
- ➔ second-hand smoke
- ➔ tobacco advertising and promotion
- ➔ smoking on or near school property
- ➔ litter from cigarette butts
- ➔ lack of effective stop-smoking programs for teens
- ➔ lack of funding for anti-tobacco activities that include youth

Are some of these more of a problem in your neighbourhood? Make a list of possibilities for local action.

In making your choice, consider which issues interest you most, which affect the most people, which are financially manageable and which have the best chance of success.

*Check out
this website:
www.smokefree.ca*



3. Do Your Research

Learn everything you can about the problem. Check out your resources:

1. *Get the facts*

How many people are affected by this problem? Who are they?

How much is the problem costing? Who is paying for it?

Consider the problem and the solution from all points of view.

2. *Find out who can help*

Other groups may already be working on this issue. Find out who they are.

Talk to other student groups to see whether they can help with your issue and vice versa.

Make a list of possible partners, including the local health unit staff, school guidance counsellors, student council or parliament, teachers, friends and other committees.

Students looking for a project for their community work credits may also be a good resource.



If you don't know where you are going, you might wind up someplace else.

Yogi Berra



4. Define Your Goal - Message - Target

Goal

Before you can develop your action plan, agree on where you want it to take you. Narrow your focus so that there is a straight line in strategy from your goal to your message to your target(s). If your problem looks too big, break it apart into smaller challenges that are right for your group.

Let's say you want to reduce people's exposure to second-hand smoke. That's a big problem. Here are some parts of that bigger problem:

- making your own homes and cars smoke-free
- increasing the number of smoke-free homes in your community
- restricting or prohibiting smoking in restaurants and bars

Message

It is your job to translate your goal into a message that is easy to understand.

Your message must be clear, brief and engaging. Imagine finding yourself in an elevator with the Minister of Health or the Mayor. Could you deliver your key message in that 60-second trip from ground to tenth floor? This 'elevator speech' is the core of your message.

The core message must be supported by a solid case based on proven facts, not emotion or opinion. It should be supported by relevant statistics. Know what your opponents think and be prepared to counter their point of view. Make your case real by using true-life examples. This will help give your campaign broader appeal.

Target(s)

Decision-makers – the people who make change happen or not – are the target of a social action campaign. The public are also potential targets, since you may need their support for your cause.

Although the media are not decision-makers, they are influencers. Consider the media an intermediate target that will help you reach the decision-makers.

5. Make a Plan

Now you've got a goal, a message and a target. Before you can turn your idea into reality, you need an action plan to make it all work. Make a list of steps from start to achieving your goal. The plan lets everyone involved know:

- what is to be done
- how to do it
- who is going to do it

The plan should include deadlines and assign a person or a team of people to every task listed. Even if you have teams, you still need one person or a small working group to monitor progress.

Smoking is a life and death issue but it is just one problem competing for attention. Your job is to focus and keep public, media and government attention on your issue.

Deciding what to do and how to do it is fun but demanding. Develop as many ideas as possible, then choose the ones that your group can afford, implement and succeed with. For example, you may want to start a petition, a letter-writing campaign, design and sell T-shirts or stage a publicity stunt.

Here is how Waterloo youth's Project Air Control supported the drive to make their community smoke-free:

Their goal: To protect children and youth from exposure to second-hand smoke

Their plan: Formed school action teams in high schools throughout Waterloo; developed a community-wide awareness campaign on second-hand smoke.

Media/communications components: Radio ads, newspaper articles, opinion editorials, pamphlets and posters.

Lobbying tools: Project Air Control members made presentations to Waterloo Regional Council and to six municipal councils on the need for a smoke-free bylaw from the youth perspective.

The result: 100% smoke-free public places throughout the Regional Municipality of Waterloo as of 1 January 2000.

6. Win Public Support and Encourage Participation

Public support is key to your success. Find out what people think from public opinion surveys, local media coverage and so on. Make notes so that you can check your progress later. If the public is unaware or ill-informed, it's a good strategy to win their support before tackling the decision-makers.

One way to accelerate this process is to build alliances with like-minded organizations. This both demonstrates broad-based support and offers new options for funding support. Health organizations working on tobacco issues are obvious allies. So are other student action groups, social organizations, churches, and sports and environmental groups.



7. Communicate with the Public Through the Media

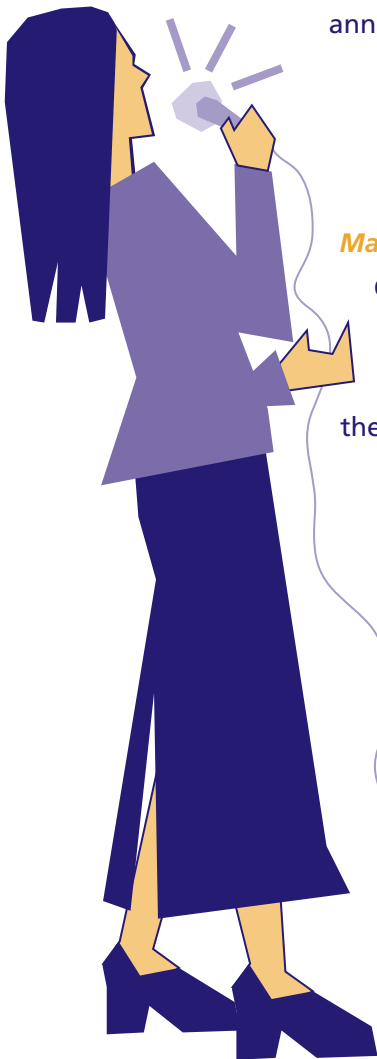
"Public opinion needs to be organized and mobilized to effect change in public policy... It has long been argued that a great deal of law is the result of a change in public opinion a few years or even a decade earlier..." Business-Government Relations in Canada: Influencing Public Policy

The media can help by:

1. generating public awareness of your issue
2. influencing public opinion and mobilizing people to take action
3. communicating public opinion to government, ultimately pressuring decision-makers to support your position

Everything you know about focusing your message and target is critical to successful media exposure. If the media are interested in your issue, they may respond with stories or editorials - but don't assume they will be faithful to your point of view.

The only way you can control the message is through letters to the editor; opinion editorials (short essays from readers); paid advertising and public service announcements/ads.



Maximize Your Gains

Once you get media attention, you must work hard to keep momentum. Be pro-active. Be creative. Monitor the news and look for opportunities to contact reporters again. Remember – you need a story to get a story – they're looking for something new.

- ➔ release the results of a public opinion survey or a petition
- ➔ inform the media about a letter or postcard campaign
- ➔ hold a news conference to announce a major decision or action by your group
- ➔ do something dramatic to illustrate the seriousness of your issue
- ➔ piggy-back your issue onto an announcement of new research findings
- ➔ give reporters the local angle when a national study is released
- ➔ comment on a news story related to your issue

8. Take the Issue to Decision-Makers

The lobbying tools you choose to make your case to decision-makers depend on how much time, money and expertise you have. Some tools are better at the start; others are best to 'close the sale'.

Options include:

- phone calls
- letters
- email messages
- public meetings
- private meetings
- written submissions
- presentations to government committee
- letter/postcard campaign
- petitions
- public demonstrations

"Lobbying is an integral part of the democratic process. Once elected, politicians do not enjoy a mysterious telepathic link to the minds of voters.... We cannot criticize the government for failing to meet our expectations if we do not effectively communicate our changing needs and aspirations to the decision-makers."

Ontario Arts Council

9. Be Prepared to Evaluate and Adjust

Is your strategy on track? Part of every project is measuring success. If you evaluate progress throughout your campaign (not just at the end), you can make changes to do your job better.

Remember. Things take time.



Backgrounder: Facts About the Tobacco Industry & Its Products



use deceitful marketing to get young people addicted to a lethal product



lie about the health risks of smoking



divert food-producing farmland in Third World countries to growing tobacco for their own profits



contribute to deforestation by converting vast quantities of land to tobacco growing and consuming vast numbers of trees for curing



lobby aggressively against laws that reduce tobacco use and protect people from second-hand smoke

Tobacco Industry: the Evil Empire

Health Consequences

Tobacco use starts affecting your health right away. More than half of young smokers today can count on dying from a tobacco-related disease... unless they quit. Tobacco use kills 45,000 Canadians every year. These deaths are all preventable!

Long-term tobacco use causes

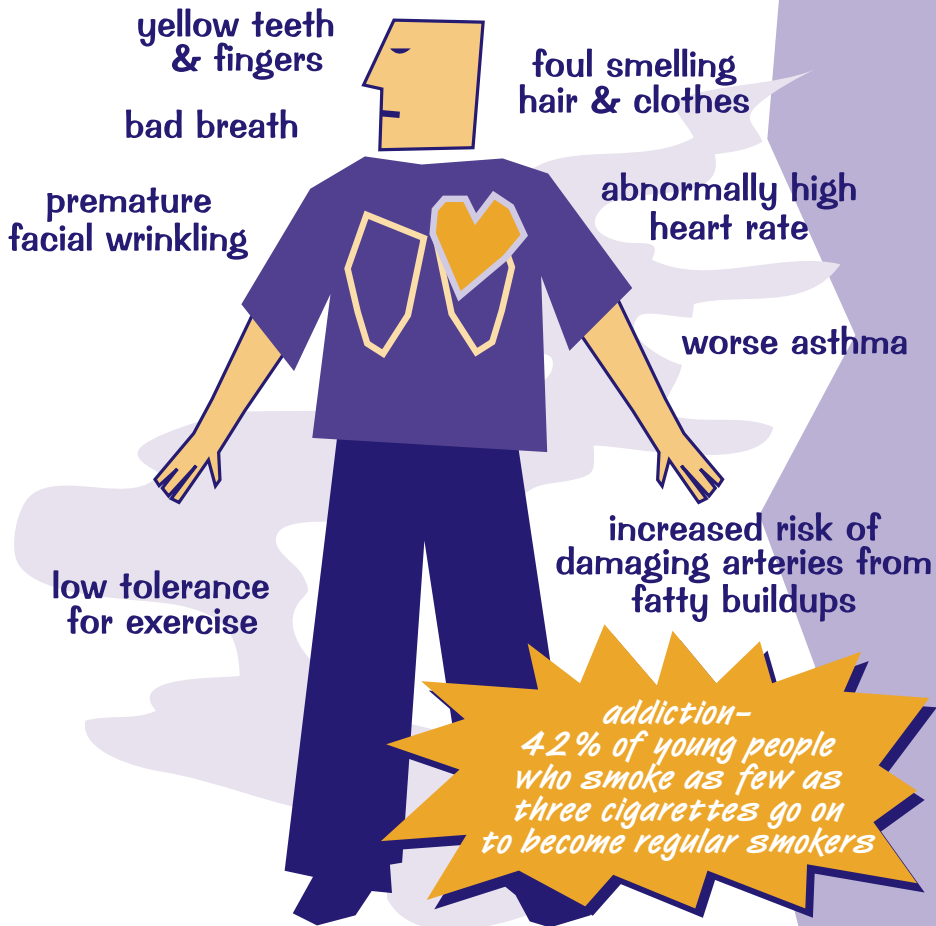
- ➔ 30% of all cancer deaths
- ➔ 30% of all heart disease deaths
- ➔ 85% of lung cancer cases. Lung cancer is the leading cancer-killer of men and women
- ➔ disability and death from chronic obstructive lung disease, such as emphysema

*45,000 deaths from tobacco use in Canada each year -
All Preventable!*

Check out
this website:

www.
tobaccofacts.org

Short-term effects



Second-hand smoke exposure causes

- ➔ pneumonia, bronchitis, ear infections, asthma attacks, colds, and sore throats in children
- ➔ lung cancer – about 300 non-smoking Canadians die every year from lung cancer caused by second-hand smoke exposure
- ➔ heart disease – even after brief exposure, the heart rate increases, oxygen supply to the heart drops, the blood vessels constrict, and blood becomes thicker and stickier

Environmental Consequences

Many people are not aware that tobacco use has serious consequences for the environment as well. One in every eight trees cut down in the world is for tobacco growing or curing – equal to almost nine million acres of forest a year! Tobacco companies have even begun clearing rain forests. Cigarette papers alone consume an estimated 350,000 tonnes of paper a year. Deforestation contributes to soil erosion, nutrient depletion in the soil, loss of habitat, and global warming.

Tobacco growing consumes vast quantities of land, contributing to deforestation. Tobacco companies have even begun clearing rain forests. Cigarette papers consume an estimated 350,000 tonnes of paper a year.

*Check out
this website:*

*[www.ash.org.uk/html
/international/html
/environment.html](http://www.ash.org.uk/html/international/html/environment.html)*

Easy Guide: How Government Works

Who Has the Tobacco File?

Canada

Through the *Non-Smokers' Health Act* and the *Tobacco Act*, the federal government has these powers related to tobacco:

- ➔ makes federally regulated workplaces smoke-free (including federal government offices and banks)
- ➔ makes federally regulated public transportation (airplanes, trains) smoke-free
- ➔ controls tobacco advertising and tobacco sponsorship advertising
- ➔ sets tobacco excise taxes (in cooperation with provinces)
- ➔ determines tobacco package health warnings
- ➔ prohibits tobacco sales to anyone under 18

Ontario

Through the *Ontario Tobacco Control Act* and the *Smoking in the Workplace Act*, the Ontario Government has these powers:

- ➔ makes provincial government workplaces smoke-free
- ➔ regulates smoking in schools, daycares, hospitals, etc.
- ➔ prohibits the sale of tobacco products to minors under the age of 19
- ➔ bans tobacco sales in vending machines
- ➔ bans tobacco sales in locations such as hospitals and pharmacies
- ➔ sets sales tax on tobacco products
- ➔ determines the health curriculum in provincial schools

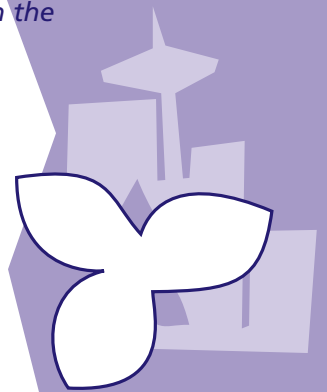
Ontario government could

- ➔ include nicotine replacement therapies in the provincial health insurance plan, (but has not done so)
- ➔ regulate package size, design and warnings (but has not done so)

City, Town and County

Municipal public health departments can offer cessation courses, provide public education on tobacco issues, and assist schools in providing tobacco education. Ontario municipalities have limited, but important authority:

- ➔ may pass by-laws that control or prohibit smoking in workplaces
- ➔ may pass by-laws that control or prohibit smoking in public places
- ➔ may require tobacco vendors to hold tobacco licences which can be suspended for selling to minors
- ➔ may regulate tobacco product promotion on municipal property



Tobacco Decision-Making

Cities, Towns and Counties

Many of the decisions that affect our day-to-day lives are made at the local level. Depending on the size of the municipality, the process may be different than described. Use this as a guideline.

1. draft by-law is released to the public for comment
2. committee of city council reviews the draft by-law; public may request to make presentations to the committee
3. when committee approves the draft by-law (or an amended version of it), a report is prepared and the by-law is referred to the full city council
4. by-law is voted on by city council
5. when the by-law is passed, the date for implementation and responsibility for enforcement is assigned



Ontario

- ➔ **First Reading:** Bill is introduced by a cabinet minister and given first reading. No debate or amendment permitted.
- ➔ **Second Reading:** Bill is debated in the Legislature and accepted or rejected as a whole.
- ➔ **Committee:** Bill is referred to committee for detailed study. Committee hears witnesses and does research. Committee usually makes amendments, then refers bill back to the Legislature.
- ➔ **Third Reading:** Bill and its amendments debated by the full Legislature, then given third reading. The government does not have to adopt committee recommendations.
- ➔ **Royal Assent:** After third reading, the Lieutenant Governor grants Royal Assent and the bill becomes law.



Canada

The federal legislative process is similar to the provincial process. The bill goes through three readings in the House of Commons and, if passed, must go through all three readings in the Senate as well.

Advocacy Checklist

1. Be Realistic: Nail down a meaningful goal that is also attainable.

2. Develop a Strong Case: Support your case with research, statistics and facts.

3. Gather Allies: Get other individuals and groups on your side to develop broad-based support.

4. Win Public Support: Share your campaign with the public – tell people the real story.

5. Understand the System: Know how decisions are made on your issue. Know all about the decision-makers.

6. Be Flexible: Develop a plan that is strong but adaptable; adjust strategies quickly to respond to new developments or information.

7. Pool Your Resources: Make sure you have enough people, time, creativity and funding.

8. Be Committed: Dedicate the time to get the results, but don't expect instant success. Effective advocacy takes dogged persistence.

9. Protect Your Victories: Governments can change their minds, and tobacco companies can change their strategies.

10. Be Tough But Fair; Realistic But Positive: Learn from your mistakes and move on. You will win some battles and lose others.

The Power of One/ The Power of Many: Tobacco Action Plan for This Generation

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PTCC is a provincial resource centre providing training and consultation on tobacco control programs to public health units, local tobacco-free coalitions, community health centres and non-governmental organizations. You can find PTCC on the web at www.ptcc.on.ca or by telephone at 1-800-363-7822.

For a complete list of references please contact PTCC.

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