



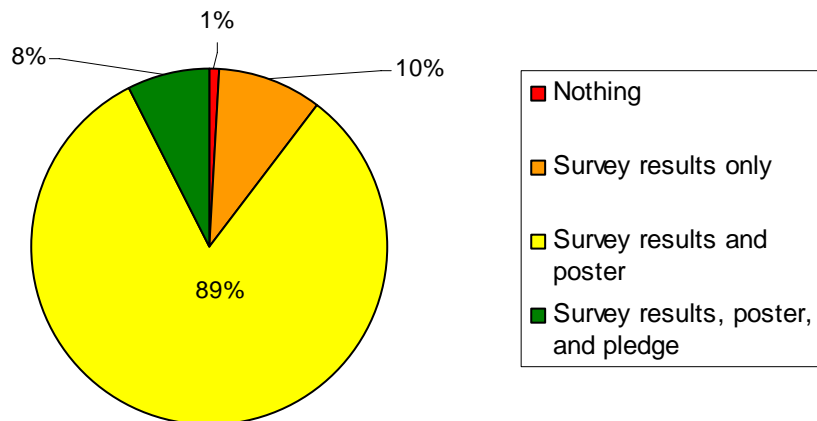
A Program of Washington County Health Partners

Operation Storefront Pledge and Poster 2004

Tobacco continues to be one of the most heavily promoted and advertised products in the United States, especially in retail stores. In fact, the tobacco industry spends more than any other industry on point-of-purchase advertising¹. Of concern to many tobacco free experts is the volume of advertising that appears to be directed at young people—through cartoon characters, displays near candy, and posters often hung at a child's eye level. Evidence associating tobacco marketing with the initiation of smoking by adolescents continues to grow. One study found that young people cited advertising as a major reason to smoke². Other research shows that the three most popular brands of cigarettes among teenage smokers (Marlboro, Camel, and Newport) are the three most heavily advertised, ranking 1, 2, and 3 in advertising expenditures respectively^{3,4}.

Locally in the summer of 2004, follow-up visits to retail stores were done to inform them of the 2003 Operation Storefront survey results and to ask them to pledge to remove all tobacco advertising that was placed 3 feet and below. Posters featuring the Washington Wild Thing mascot, who is "Wild About Being Tobacco Free," were offered for display instead. Of the 115 stores visited, 22 admitted to being paid by tobacco companies to place tobacco advertisements and was cited as a major reason for not signing the pledge.

Results of Follow-up to Operation Storefront



¹ Preventing Tobacco Use Among Young People: A Report of the Surgeon General. U.S. Department of Health and Human Services, Atlanta, GA, 1994. August 8, 1999.

² Fisher DA and Magnus P. Out of the Mouths of Babes: The Opinions of 10- and 11-year-old Children Regarding Advertising of Cigarettes. Community Health Studies, 1981. 5: 22-26.

³ Barker D. Changes in Cigarette Brand Preferences of Adolescent Smokers: United States, 1989-1993. Morbidity and Mortality Weekly Report, 1994. 43 (32): 577-581. January 17, 2001.

⁴ Pierce JP, Lee L, and Gilpin EA. Smoking Initiation by Adolescent Girls, 1944 through 1984. Journal of the American Medical Association, 1994. 271 (8): 608-611.



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