

# Are you their target audience?

## You Explore – Starter:

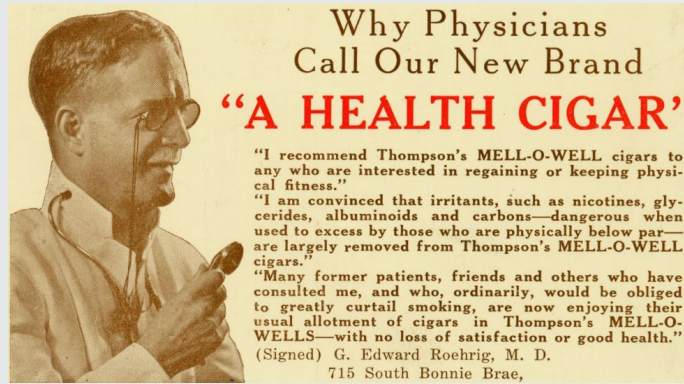
We're going to take a closer look at the following adverts for cigarettes from the past.

Whilst looking at them what are they suggesting?

Why wouldn't we see these adverts today?



20,679\* Physicians  
say "**LUCKIES**  
are *less irritating*"  
"It's toasted"  
Your Throat Protection against irritation against cough



To keep a slender figure  
*No one can deny...*



Reach  
for a  
**LUCKY**  
instead of a  
sweet

**"It's toasted"**  
No Throat Irritation - No Cough.



*Born gentle*

**P**aternal mothers, please forgive us if we too feel something of the pride of a new parent. For now Philip Morris, today's Philip Morris, is delighting smokers everywhere. Enjoy the gentle pleasure, the fresh unfiltered flavor, of this new cigarette, born gentle, then refined to special gentleness in the making. Ask for new Philip Morris in the smart new package.

**New Philip Morris...** gentle for modern taste



# Why Physicians Call Our New Brand

## **“A HEALTH CIGAR”**

“I recommend Thompson’s MELL-O-WELL cigars to any who are interested in regaining or keeping physical fitness.”

“I am convinced that irritants, such as nictotines, glycerides, albuminoids and carbons—dangerous when used to excess by those who are physically below par—are largely removed from Thompson’s MELL-O-WELL cigars.”

“Many former patients, friends and others who have consulted me, and who, ordinarily, would be obliged to greatly curtail smoking, are now enjoying their usual allotment of cigars in Thompson’s MELL-O-WELLS—with no loss of satisfaction or good health.”

(Signed) G. Edward Roehrig, M. D.

South Penna. Press



The figures quoted have been checked and certified to by LYBRAND, ROSE BRON AND MONTGOMERY, Actuaries and Auditors.

**20,679\*** Physicians  
*say* **“LUCKIES**  
*are less irritating”*  
**“It’s toasted”**

Your Throat Protection against irritation against cough

**“I’m going to grow a hundred years old!”**

*... and possibly she may—for the amazing strides of medical science have added years to life expectancy*

• It’s a fact—a warm, wonderful fact—that this five-year-old child, or your own child, has a life expectancy almost a whole decade longer than was her mother’s, and a good 15 to 20 years longer than that of her grandmother. Not only the expectation of a longer life, but of a life by far healthier. Thank your doctor and thousands like him... taking carelessly... that you and yours may enjoy a longer, better life.



*According to a recent Nationwide survey:*  
**More Doctors smoke Camels**  
*than any other cigarette!*

**NOT ONE** but three outstanding independent research organizations conducted this survey. And they asked not just a few thousand, but 113,597, doctors from coast to coast to name the cigarette they themselves preferred to smoke. Answers came in by the thousands... from general physicians, diagnosticians, surgeons, nose and throat specialists too. The most-named brand was Camel. If you are not now smoking Camels, try them. Let your “T-Zone” tell you (see right).

R. J. REYNOLDS TOBACCO CO., WASHINGTON, D. C.

**CAMELS** *Castles*



The “T-Zone”—T for taste and T for throat—is your own proving ground for any cigarette. Only your taste and throat can decide which cigarette tastes best to you... how it affects your throat.



**USED EVERYWHERE!**

# MARSHALL'S PREPARED..... Cubeb Cigarettes

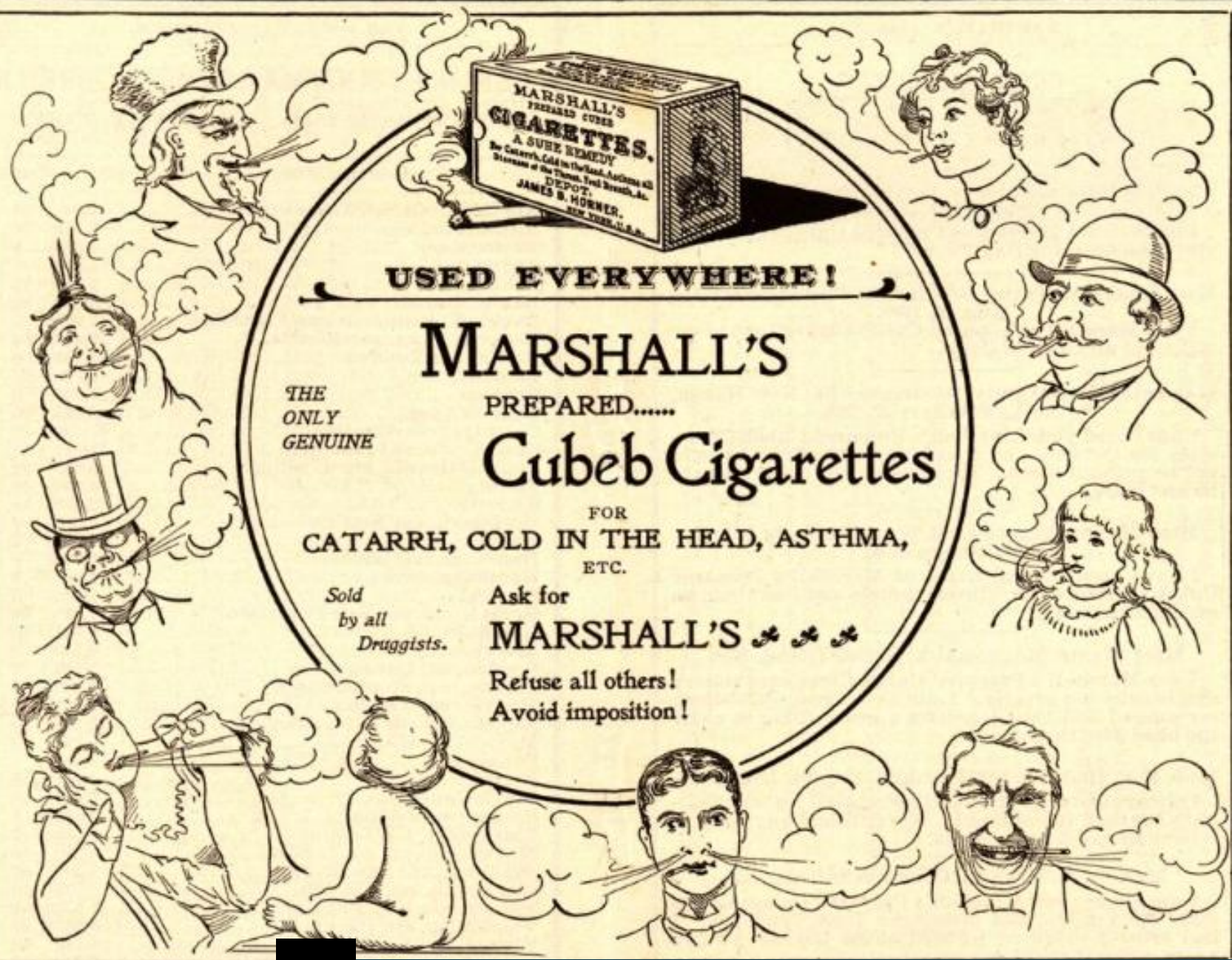
THE  
ONLY  
GENUINE

FOR  
CATARRH, COLD IN THE HEAD, ASTHMA,  
ETC.

Sold  
by all  
Druggists.

Ask for  
**MARSHALL'S** ❁ ❁ ❁

Refuse all others!  
Avoid imposition!



Why Physicians  
Call Our New Brand

## “A HEALTH CIGAR”

“I recommend Thompson’s MELL-O-WELL cigars to any who are interested in regaining or keeping physical fitness.”

“I am convinced that irritants, such as nictines, glycerides, albuminoids and carbons—dangerous when used to excess by those who are physically below par—are largely removed from Thompson’s MELL-O-WELL cigars.”



# What are the messages these adverts trying to convey?

To keep a slender  
No one can



Reach  
for a  
**LUCKY**  
instead of a  
sweet

**LUCKY STRIKE**  
CIGARETTES

**“It’s toasted”**  
No Throat Irritation—No Cough.



Born gentle

PHYSICIAN authors, please realize as if we too had something of the pride of a new parent. For now Philip Morris, today's Philip Morris, is delighting smokers everywhere. Enjoy the gentle pleasure, the fresh unadorned flavor, of this new cigarette, born gentle, then refined to special gentleness in the making. Ask for new Philip Morris in the smart new package.

**New Philip Morris...gentle for modern taste**  
envisioningtheamericandream.com



20,679\* Physicians  
say “**LUCKIES**  
are *less irritating*”

“It’s toasted”



According to a recent Nationwide survey:  
**More Doctors smoke Camels  
than any other cigarette!**

NOT ONE, but three outstanding independent research organizations conducted this survey. And they asked not just a few thousand, but 113,397, doctors from coast to coast to name the cigarette they themselves preferred to smoke.

Answers came in by the thousands... from general physicians, diagnosticians, surgeons, nose and throat specialists too. The most-named brand was Camel. If you are not now smoking Camels, try them. Let your “T-Zone” tell you (see right).

The “T-Zone” TEST WILL TELL YOU  
The “T-Zone”—T for taste and T for throat—is your own growing ground for any cigarette. Only your taste and throat can decide which cigarette tastes best to you... just it

# QUIT SMOKING

[How do cigarettes affect the body? - Krishna Sudhir - YouTube](#)



# AND BREATHE

Better  
Health

LET'S  
DO THIS

# Advertising tobacco in the UK ...

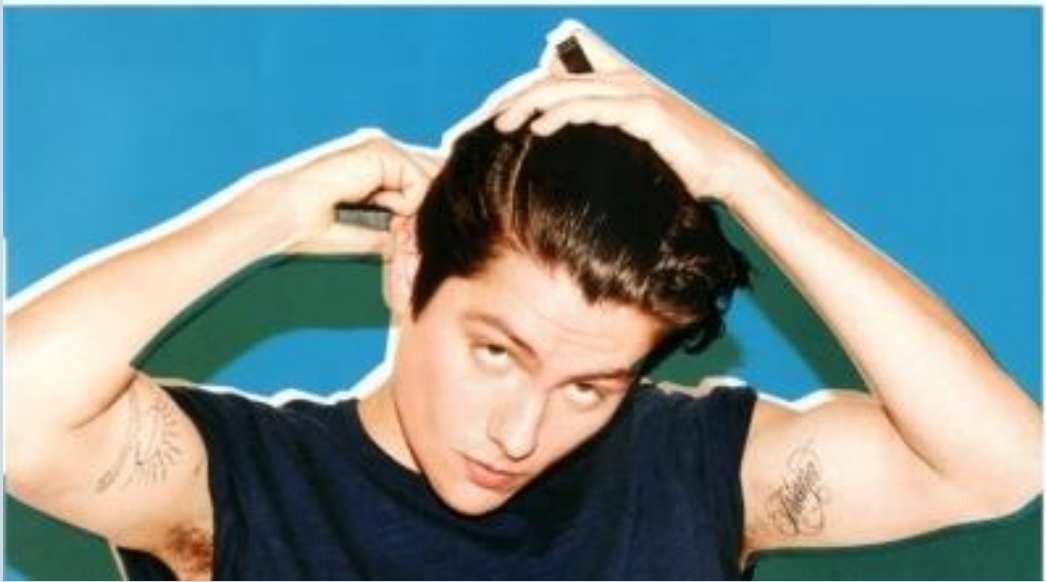
- **There is a clear, established relationship between tobacco advertising and consumption**
- **As a result, advertising in the UK is banned in line with FCTC guidelines**
- **Standardised packaging for these products has been required since 2016 ....**



**Law**s



So how do tobacco companies make a profit now with sales on tobacco falling in the UK ...



Who's the target audience of this advertising campaign?



The less dangerous tobacco  
seems to teens, the more  
they use it.



**THE TOBACCO**  
**INDUSTRY HAS**  
**A KIDS MENU.**

**FlavorsHookKids.org**



JUUL

VAPORIZED

#SMOKINGEVOLVED

JUULvape.com





## Unpick the picture

Take a look at this photograph.

1. What do you think this picture is suggesting?
2. What do you already know about vaping?
3. What would you like to know about vaping?

# Are you being duped?



Gloucestershire  
Healthy  
Living and Learning

Video compiled  
by Sheffield  
County Council.

## Mixed Messages? Let's be clear:

- Vapes help to **stop adults smoking**
- Legal vaping devices don't allow the user to inhale **tar and carbon monoxide**
- There are **short term effects**, we don't know long term effects
- Single use vapes have an impact on the **environment** and the government are currently trying to abolish these in the UK.

VAPING  
ADDICTION  
SOON TAKES  
HOLD OF  
YOU

Vapes can contain nicotine and may quickly become harmfully addictive. Affecting your mood, your mental health, and your sleep.

Get the facts at  
[www.pha.site/vaping](http://www.pha.site/vaping)



**HSC** Public Health  
Agency





# However



[UCL Home](#) » [UCL News](#) » [One million people who never regularly smoked now vape in England](#)

## One million people who never regularly smoked now vape in England

3 October 2024

The number of adults vaping in England who have never regularly smoked has increased sharply since 2021, when disposable e-cigarettes first became popular, according to a new study by UCL researchers.

Reality of what  
the medical  
journal *The  
Lancet* found.



Gloucestershire  
Healthy  
Living and Learning

# Risks/Impacts of vaping

Sharing a vape with someone else carries the risk of picking up illnesses

Chemicals are released into the lungs which could be harmful

The long-term impact of vaping on health is not yet known

Nicotine is an addictive substance that can be hard to stop using once you've started

Financial impact (it's expensive)

Nicotine can increase levels of stress and anxiety

Environmental impact (vapes end up in landfill)

## Your turn:

In pairs which do you think is the biggest deterrent and which is the smallest deterrent for teenagers thinking about vaping for the first time.

# Risks/Impacts of vaping – Progress check

## True or False

Can a vape? – Choose which statements you think are true

- 1) A teenagers brain is developing fast.
- 2) Nicotine can mimic your brain chemicals that make you feel good.
- 3) Nicotine changes your brain chemistry.
- 4) Nicotine makes your brain want more of it and is highly addictive.
- 5) A lack of nicotine can make you feel anxious.
- 6) A lack of nicotine can make it difficult to concentrate in things.

# Risks/Impacts of vaping – Progress check

## ALL TRUE

Can a vape? – Choose which statements you think are true

- 1) A teenagers brain is developing fast.
- 2) Nicotine can mimic your brain chemicals that make you feel good.
- 3) Nicotine changes your brain chemistry.
- 4) Nicotine makes your brain want more of it and is highly addictive.
- 5) **A lack of nicotine can make you feel anxious.**
- 6) **A lack of nicotine can make it difficult to concentrate in things.**

Why might these 2 be a particular problem as a teenager?

# Prevalence of Vaping



Teacher note – 2 activities to explore the prevalence.

- Quiz
- Figures from memory

*See the notes section*

# Quick Quiz - Prevalence of Vaping



**Let's get moving – stand up for A, sit down for B.**

Question	A (stand up)	B (sit down)
1) What percentage of 11-18 year olds vape (nationally)	38%	18%
2) What percentage of young people have been exposed to advertising of vaping?	72%	52%
3) Where was the most common place young people were exposed to this advertising?	Shops	Online
4) Across the UK, how many 11-14 year olds have tried vaping?	34%	14%
5) What was the most common reason why young people tried vaping?	Peer pressure	Wanted to try it

# Quick Quiz - Prevalence of Vaping



Let's get moving – stand up for A, sit down for B.

Question	A (stand up)	B (sit down)
1) What percentage of 11-18 year olds vape (nationally)	38%	<b>18%</b>
2) What percentage of young people have been exposed to advertising of vaping?	72%	52%
3) Where was the most common place young people were exposed to this advertising?	Shops	Online
4) Across the UK, how many 11-14 year olds have tried vaping?	34%	14%
5) What was the most common reason why young people tried vaping?	Peer pressure	Wanted to try it

# Quick Quiz - Prevalence of Vaping



**Let's get moving – stand up for A, sit down for B.**

Question	A (stand up)	B (sit down)
1) What percentage of 11-18 year olds vape (nationally)	38%	<b>18%</b>
2) What percentage of young people have been exposed to advertising of vaping?	72%	52%
3) Where was the most common place young people were exposed to this advertising?	Shops	Online
4) Across the UK, how many 11-14 year olds have tried vaping?	34%	14%
5) What was the most common reason why young people tried vaping?	Peer pressure	Wanted to try it



# Quick Quiz - Prevalence of Vaping



Let's get moving – stand up for A, sit down for B.

Question	A (stand up)	B (sit down)
1) What percentage of 11-18 year olds vape (nationally)	38%	<b>18%</b>
2) What percentage of young people have been exposed to advertising of vaping?	<b>72%</b>	52%
3) Where was the most common place young people were exposed to this advertising?	Shops	Online
4) Across the UK, how many 11-14 year olds have tried vaping?	34%	14%
5) What was the most common reason why young people tried vaping?	Peer pressure	Wanted to try it

# Quick Quiz - Prevalence of Vaping



Let's get moving – stand up for A, sit down for B.

Question	A (stand up)	B (sit down)
1) What percentage of 11-18 year olds vape (nationally)	38%	<b>18%</b>
2) What percentage of young people have been exposed to advertising of vaping?	<b>72%</b>	52%
3) Where was the most common place young people were exposed to this advertising?	Shops	Online
4) Across the UK, how many 11-14 year olds have tried vaping?	34%	14%
5) What was the most common reason why young people tried vaping?	Peer pressure	Wanted to try it

# Quick Quiz - Prevalence of Vaping



Let's get moving – stand up for A, sit down for B.

Question	A (stand up)	B (sit down)
1) What percentage of 11-18 year olds vape (nationally)	38%	<b>18%</b>
2) What percentage of young people have been exposed to advertising of vaping?	<b>72%</b>	52%
3) Where was the most common place young people were exposed to this advertising?	<b>Shops</b>	Online
4) Across the UK, how many 11-14 year olds have tried vaping?	34%	14%
5) What was the most common reason why young people tried vaping?	Peer pressure	Wanted to try it

# Quick Quiz - Prevalence of Vaping



Let's get moving – stand up for A, sit down for B.

Question	A (stand up)	B (sit down)
1) What percentage of 11-18 year olds vape (nationally)	38%	<b>18%</b>
2) What percentage of young people have been exposed to advertising of vaping?	<b>72%</b>	52%
3) Where was the most common place young people were exposed to this advertising?	<b>Shops</b>	Online
4) Across the UK, how many 11-14 year olds have tried vaping?	34%	14%
5) What was the most common reason why young people tried vaping?	Peer pressure	Wanted to try it

# Quick Quiz - Prevalence of Vaping



Let's get moving – stand up for A, sit down for B.

Question	A (stand up)	B (sit down)
1) What percentage of 11-18 year olds vape (nationally)	38%	<b>18%</b>
2) What percentage of young people have been exposed to advertising of vaping?	<b>72%</b>	52%
3) Where was the most common place young people were exposed to this advertising?	<b>Shops</b>	Online
4) Across the UK, how many 11-14 year olds have tried vaping?	34%	<b>14%</b>
5) What was the most common reason why young people tried vaping?	Peer pressure	Wanted to try it

# Quick Quiz - Prevalence of Vaping



Let's get moving – stand up for A, sit down for B.

Question	A (stand up)	B (sit down)
1) What percentage of 11-18 year olds vape (nationally)	38%	<b>18%</b>
2) What percentage of young people have been exposed to advertising of vaping?	<b>72%</b>	52%
3) Where was the most common place young people were exposed to this advertising?	<b>Shops</b>	Online
4) Across the UK, how many 11-14 year olds have tried vaping?	34%	<b>14%</b>
5) What was the most common reason why young people tried vaping?	Peer pressure	Wanted to try it

# Quick Quiz - Prevalence of Vaping



**Let's get moving – stand up for A, sit down for B.**

Question	A (stand up)	B (sit down)
1) What percentage of 11-18 year olds vape (nationally)	38%	<b>18%</b>
2) What percentage of young people have been exposed to advertising of vaping?	<b>72%</b>	52%
3) Where was the most common place young people were exposed to this advertising?	<b>Shops</b>	Online
4) Across the UK, how many 11-14 year olds have tried vaping?	34%	<b>14%</b>
5) What was the most common reason why young people tried vaping?	Peer pressure	<b>Wanted to try it</b>

# Quick Quiz - Prevalence of Vaping



**Let's get moving – stand up for A, sit down for B.**

Question	A (stand up)	B (sit down)
1) What percentage of 11-18 year olds vape (nationally)	38%	<b>18%</b>
2) What percentage of young people have been exposed to advertising of vaping?	<b>72%</b>	52%
3) Where was the most common place young people were exposed to this advertising?	<b>Shops</b>	Online
4) Across the UK, how many 11-14 year olds have tried vaping?	34%	<b>14%</b>
5) What was the most common reason why young people tried vaping?	Peer pressure	<b>Wanted to try it</b>



# Prevalence of Vaping



18%



72%



14%

11-14  
years  
olds

7.2%

vs



5.1%

28%

16-17  
years  
olds

51%



18%



11%



10%



# Prevalence of Vaping

18%



Discussion Point:  
Any surprises?

11%



10%



# Laws around Vaping



## One of our British Values is the Rule of Law.

1. What laws do you think there are around vaping?
2. Are the laws the same for adults and children?
3. How are those laws enforced?

### Pitch it up:

If you were in charge of the Government committee in charge of looking at laws around vaping who would you involve in your consultation? More importantly – what perspectives do you think they would offer you?



# Laws



Sign in



Home



## NEWS

Home | InDepth | Israel-Gaza war | US election | Cost of Living | War in Ukraine | Climate | UK | World | Business

England | Local News | Bristol

### Shopkeeper fined £16k for selling illegal vapes



Sign in



Home



## NEWS

Home | InDepth | Israel-Gaza war | US election | Cost of Living | War in Ukraine | Climate | UK | World | Business

Health

### Vaping: High lead and nickel found in illegal vapes

23 May 2023 · 796 Comments



BBC NEWS

David Lawson says the results were the worst he has seen

By Hugh Pym and Lucy Watkinson

BBC News



Gloucestershire  
Healthy  
Living and Learning



Law

Selling nicotine vapes to children is illegal.



Gloucestershire  
Healthy  
Living and Learning

But it is not illegal to vape underage.

**BUT**

1) What percentage of all vapes were bought in shops?



2) What percentage of vapes bought were disposable?



3) In what year does the government hope to ban disposable vapes?





Law

Selling nicotine vapes to children is illegal.



Gloucestershire  
Health  
Living and Learning

**BUT**

But it is not illegal to vape underage.

48%



54%



2025

**BUT**

Free



24%



12%<sup>Over</sup>

Sale and supply of single-use vapes to be banned in UK



# Round up

## Getting Help

‘I find I keep reaching for my vape when I feel stressed out, but I know it’s not good for me and I really want to stop.’



**What would  
your advice  
be?**



Gloucestershire  
Healthy  
Living and Learning



# Round up – Responding to our big question. Are you their target audience?

Taking today's big question, respond to it with 6-8 sentences.

Need a hand up: Sentence starters

*Many years ago the tobacco industry targeted their advertising .....*

*However, there are now much stricter laws, so they ....*

*18% of young people vape because ...*

*But, vaping can be risky....*

*Young people are legally not allowed to but vapes ....*

*Sadly .....*

Pitch it up: Imagine you're a lawyer, you are tasked to take the company's who make vapes to the international court with regard to their advertising campaigns. What would be your 6 core arguments (remember to make them persuasive).