



# RETAIL ENVIRONMENT

Counter Messaging Tool-kit

## RETAIL ENVIRONMENT - COUNTER MESSAGING



Pictures speak a thousand words! By using the tobacco retail signs and displays, be creative and write up some counter messaging. It will spark conversation about what we can do to reduce tobacco and e-cigarette marketing in our communities.

### YOU'LL NEED

- Colored poster board, a white board, or something similar
- Markers
- A list of the communities in your area that already have a retail environment policy
- Retail Environment Facts and Statistics (Pg. 3 in Toolkit)
- Cell Phone to Take Photos

### INSTRUCTIONS

- Identify tobacco retailers in your community that are not on the list of places with policies already and find tobacco signs and displays.
- Standing with the tobacco display write a fact/statistic with the poster and markers that would counter the tobacco display.
- Take photos of you with the display and message. Be creative! (Try to make sure we can tell where the picture was taken!)
- Send your photos to your **RC coordinator** (Photos will be used on Reality Check social media)

**After the Event** - Practice your writing skills! Write a letter about the importance of limiting tobacco retailers in your community! Work with your coordinator to help and send it to your municipalities/elected officials.

## GLOBAL TOBACCO FACTS

- The tobacco industry spends an average of \$23 million on marketing every day.  
#TobaccoExposed
- Children who use e-cigarettes are twice as likely to smoke cigarettes later in life.  
#TobaccoExposed
- Smoking on screen... Kills in real life. In 2018, at least half of tobacco-contaminated movies were youth-rated. #TobaccoExposed
- Tobacco companies spent over 9 billion in marketing and advertising and the world lost 8 million lives from causes related to tobacco use and exposure to second-hand smoke.
- Tobacco Industry tactics to market to children and adolescents include:
  - Over 15,000 flavors, most of which attract children and adolescents
  - Social media influencers and marketing
  - Sponsored events and parties
  - School scholarships
  - Sleek, sexy designs
  - Product placement in entertainment media
  - Free product samples
  - Single stick cigarettes make addiction more affordable
  - Selling products at eye level for children
  - Product placement and advertising near schools
- Tobacco use is responsible for 25% of all cancer deaths globally.
- Smokeless doesn't mean that it's harmless.
- Tobacco companies bombard children and adolescents with social media messages that were viewed over 25 billion times. That kind of social media reach is to die for.

## RETAIL ENVIRONMENT FACTS & STATISTICS

- The average age of a new smoker in NYS is 13
- Stores near schools contain 3x the amount of tobacco promotions. The more kids see tobacco, the more likely they are to start smoking.
- Tobacco use is the number one cause of preventable death in the U.S.
- 90% of smokers start before the age of 18.
- Cigarette smoke has more than 7000 chemicals, 69 of which cause cancer.
- The more young people see tobacco, the more likely they are to start smoking.
- Giving an R rating to future movies with smoking would be expected to reduce the number of teen smokers by nearly 1 in 5 and preventing up to 1 million deaths from smoking among children alive today.
- Reality Check wants to create a generation that is free from tobacco and second-hand smoke and the death and disease that they cause.

## LINKS TO MATERIALS

Colored Poster Board: Pack of 25- \$21.87

[https://www.amazon.com/School-Smart-Railroad-Thickness-Assorted/dp/B00PEFCPT0/ref=sr\\_1\\_5?crd=2BAA8MSNTB1OU&dchild=1&keywords=colored+poster+board&qid=1594913330&srefix=colored+poster%2Caps%2C154&sr=8-5](https://www.amazon.com/School-Smart-Railroad-Thickness-Assorted/dp/B00PEFCPT0/ref=sr_1_5?crd=2BAA8MSNTB1OU&dchild=1&keywords=colored+poster+board&qid=1594913330&srefix=colored+poster%2Caps%2C154&sr=8-5)

Poster Markers: Box of 8-\$7.99

[https://www.amazon.com/Crayola-Poster-Markers-Assorted-Colors/dp/B008GQHT7W/ref=sr\\_1\\_3?crd=3QB6YZMKNTGAY&dchild=1&keywords=markers+for+poster+board&qid=1594913428&srefix=markers+for%2Caps%2C169&sr=8-3](https://www.amazon.com/Crayola-Poster-Markers-Assorted-Colors/dp/B008GQHT7W/ref=sr_1_3?crd=3QB6YZMKNTGAY&dchild=1&keywords=markers+for+poster+board&qid=1594913428&srefix=markers+for%2Caps%2C169&sr=8-3)

## WORKPLAN DELIVERABLES CHECK LIST

### EQUIP (*youth infrastructure*)

- Provide youth leaders with an overview of the activity, discuss timelines, materials needed, possible barriers and how they might overcome them.
- Provide youth leaders with the materials that they will need, or discuss with them how they will obtain them.
- Provide youth leaders with a plan to report back their findings
- Discuss with the youth leaders ways in which this activity will educate their community and their elected officials.
- Discuss with the youth leaders what organizational decision makers this activity may impact and discuss ways in which youth can advocate this project with those decision makers. Create a plan with the youth.
- Discuss with the youth leaders who else can help with this project? Who can we “mobilize?” Create a plan with the youth to make those connections and a plan to follow through.
- Discuss with the youth leaders how you can let others know about what you are doing? Is there a news outlet they want to reach out to? How will you share the activity on Social Media? What media can be tagged? Create a plan with the youth to make those connections and make the posts.
- Discuss with the youth “how will we know that this activity was successful?” How will you evaluate the activity?
- Once the activity is complete take time with your youth to discuss the following 1) What went well? 2) What didn’t 3) What could we improve? 4) Will we want to do this again? 5) Who else can we share with about what we did?
- Work with your youth to create a short presentation or summary with photos and outcomes. This can be shared in an online newsletter, shared with other RC groups, and shared on our website realitycheckofny.com and our statewide social media sites.

### EDUCATE

- Who will be educated as a result of this activity?
- How will you reach them?
- How many people will be educated?
- How will you know you were successful?
- What community members were educated, how many, and what was done to educate them?
- Did you communicate directly with the community members? How?
- What government policy makers were educated, how many, and what was done to educate them?
- Did you communicate directly with a government policy maker? How?

### ADVOCATE

- What organizational decision makers will you advocate for change with as a result of this activity?
- What action do you want the organizational decision maker to take?
- How will you engage them?
- How will you know you were successful?

### MOBILIZE

- Who will you mobilize for this activity?
- How many people/organizations will be mobilized?
- What action do you want them to take?
- How will you engage them to take action
- How will you know that they took action?
- How will you know you were successful?

### PROMOTE

- How will you let the media and the community know about what you are doing?
- Who will you contact and how will you contact them?
- How will you know you were successful?
- Don’t forget to share any media coverage with your elected officials!