

Let's Stop Tobacco Consumption !

By: Cristina Cruz



This was in the middle of a driveway near 7-eleven. And I just wanted to emphasize how the littering that comes with tobacco consumption is dangerous not only to the environment but to children. Cigarettes already make up 30-40% of items collected during cleanups and they also require the cutting down of 600 trees per year to make just 15 packs of cigarettes.



Right next to this store there are big businesses such as Dunkin Donuts, La Michoacana, and Jersey Mike's subs which are very popular among students that live around here. This also refers us back to tobacco companies and their advertising tactics, one of which being that they focus their advertising to aim at teenagers in order to increase the likelihood of them using tobacco products in the future.



The placement of this advertising is problematic because it's around a marketplace where many high school students stop by Starbucks before school, and seeing this advertisement could spark curiosity in wanting to try some of these tobacco products, even though 3.7 million youth in the world already use tobacco products.

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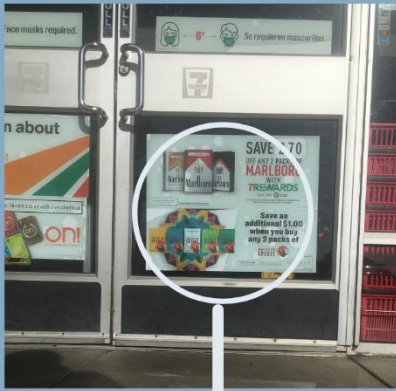
Photos Taken in Vista

THIS IS A LOCAL 7-ELEVEN, THIS SIGN WAS DESIGNED TO HAVE THE SAME APPEARANCE OF A MARLBORO PACK WHICH IS RECOGNIZABLE TO SOMEONE EVEN IF THEY AREN'T A SMOKER. IF SOMEONE WAS IN THEIR CAR AND SAW A SPOTLIGHT ON A SIGN, THEY WOULD TURN AROUND AND LOOK AT THE DEAL WHICH IS WHAT TOBACCO COMPANIES AIM FOR.

THE PHOTO ON THE LEFT SHOWS THE VIEW OF MANY SHOPPERS. THERE ARE NO SIGNS TALKING ABOUT THE DANGERS OF IT AND THE AGE RESTRICTIONS. THE NEXT PICTURE SHOWS A SIGN OF AGE RESTRICTION BUT THIS IS NOT IN CLEAR VIEW OF A PERSON PAYING. THE STORE AIMED AT MAKING THE PRICES BIGGER IN ORDER FOR IT TO BE READABLE BY CUSTOMERS BUT CHOSE TO PUT THE WARNING IN A PLACE THAT MANY CUSTOMERS WON'T READ.



VISTA



7111 NEAR MY HOUSE HAS POSTERS OF TOBACCO RIGHT AT THE EYE LEVEL FOR CHILDREN TO SEE!

EARTH DAY TOBACCO TRASH PICK-UP, THERE WAS A CIGARETTE THAT LOOKED LIKE A CRAYON. THIS TYPES OF PACKAGING CAN ATTRACT A CHILD'S ATTENTION



PUFF BARS SIGN RIGHT NEXT TO A FAMILY STORE IS PROMOTING THE USE OF THESE PRODUCTS. NOT ONLY THAT, THE SIGN IS CLOSE TO FOOTHILL ELEMENTARY SCHOOL

DEBBIE, 11TH GRADE

LOW PRICES IN A LOW POINT OF VIEW



The photo above has a fruity beverage by the candies. At first, I believed it was soda. Instead, it is wine. This can easily be mistaken as a juice or soda by kids and the placement is by the candies at a LOW point of view. Placement is an important thing and that needs to change.

With bright yellow and bold letters, LOW PRICE EVERYDAY. However, this low price advertisement is at a low placement. Right before the child walks in, that sign will be easily seen by them. The bright colors and bold letters are hard not to look at. This catches the attention but with how low the advertisement is, it catches the wrong attention. Any child can easily be intrigued.

The photo to the left has an advertisement of cigarettes on the lowest point of the door where this could easily be seen by a child. The promotion of a easy savings is at a low point so how can an adult see the promotion? It can easily be seen by a young child the second they walk in.



Marlboro is the most advertised brand of cigarettes. **33.6%** of adults use the cigarette and 41.8% of teenagers use that brand as well,

It is proven that tobacco companies advertisement and promotion are specifically influenced to young people

8/10 youth vape users use flavored e-cigs

kids as young as middle school use tobacco products.