

UNFILTERED

A REVEALING LOOK AT TODAY'S TOBACCO INDUSTRY.

www.unfilteredmn.org

10 Ways to Expose Tobacco Marketing in Your Community

1. **Share the Report Through Your Website and Other Communication Channels.** The full report and supporting promotional materials are available at unfilteredmn.org. Add the report logo ("Unfiltered") and the link to your website's homepage. Include the logo, link and a brief blurb about the report in your newsletters, emails and other existing communication channels. (The "Unfiltered" logo is available in various formats.)
2. **Promote the Interactive Website: unfilteredmn.org.** This website is a great venue for a statewide conversation about tobacco marketing in our communities. We are eager to hear stories and see photos about the ways the tobacco industry has infiltrated your festivals, events, convenience stores, youth organizations, charities and anywhere else. Encourage people to post comments and photos about the presence of tobacco and tobacco marketing in your community. Create contests or incentives to drive traffic to the website.
3. **Encourage Your Community Partners to Spread the Word.** Organizations – schools, businesses, churches and clubs – throughout your community share your passion for protecting kids and others from the harms of tobacco. Take advantage of this by asking other organizations to include a brief mention of the report and a link to unfilteredmn.org in their newsletters, emails and on their websites. A sample newsletter article is provided in this toolkit.
4. **Submit a Letter to the Editor.** Tell readers of your local newspaper why you are outraged by tobacco marketing in your community. Sample letters are available in the full toolkit to help you get started. Encourage other supporters and advocates to write a letter, too. When your letters are published, post the links at unfilteredmn.org. We'd love to read them!
5. **Notify Your Local Media About the Report and Your Outreach Activities.** Talk to a local reporter (newspaper, radio, television, blog) about the content of the report and highlight specific examples of tobacco marketing happening in your community. Use the opportunity to talk about what you are doing to spread the word about industry marketing in the community. (A statewide news release was distributed when the report was released; please contact ClearWay MinnesotaSM for a copy or additional media support.)
6. **Give Presentations to Community Groups.** Many people who don't smoke, or know few people who do, also aren't aware of the ways the tobacco industry markets its products. In fact, recent state and federal laws to regulate tobacco have given many people the impression that the tobacco industry is now "under control." As the report explains, nothing could be further from the truth. Shed some light on the tobacco industry's ways with presentations to your local Rotary, Kiwanis, Lions or other civic groups. A template presentation and some talking points are included in the full toolkit.

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7. **Share the Report With Your Elected Leaders.** Our leaders need to understand how the tobacco industry adapts its marketing and products to attract new smokers and hold on to those already addicted – despite laws and regulations. Call your local elected officials (city, county and state) and schedule a meeting to talk about the report and examples of tobacco marketing you have uncovered in your community.
8. **Organize a Poster Contest.** Kids are one of the tobacco industry's favorite targets, so let's give them a creative outlet to show what *they* think of the industry's ways. Create a contest for youth to illustrate their feelings about the tobacco industry. Work with youth and church groups, teachers and after-school programs to educate kids and adults about tobacco marketing. Ask local high-traffic businesses to display the posters and/or sponsor prizes for winners.
9. **Host a Booth/Table at a Community Event.** The tobacco industry knows that festivals, sports tournaments and other community events are important gathering places – that's why we often see tobacco marketing at them. Set up your own table at the next event in your community to share information about the report and hear stories from others. While you're at the events, take photos of tobacco marketing you see, too. Upload the images to unfilteredmn.org, and encourage the supporters you meet to do the same.
10. **Host a "Truth In Pink" Girls' Night Out.** The tobacco industry has long marketed smoking to women as a way to be sexy, skinny and glamorous. In recent years, Camel No. 9 cigarettes took these false promises to the next level when it launched with *Sex and the City*-style girls' night out parties across the country. Here's your chance to take back girls' night and expose one of the ways the tobacco industry targets women:
 - Invite a group of your friends, neighbors, family and colleagues. Kick off the party with food, refreshments and socializing. (If you want to further emulate the Camel No. 9 parties, do manicures, make-up and hair.)
 - Ask everyone to bring a camera or video camera; even most cell phones will do.
 - Decorate the party space with examples of tobacco ads and sample products. Spend some time explaining to your guests how the tobacco industry targets women. Keep it light, but informative. You'll be surprised (or not) at how fired up people get when they learn how they've been manipulated!
 - Head out for a night on the town, cameras in hand. Encourage your guests to take pictures of the tobacco marketing they see.
 - Post the stories and photos on unfilteredmn.org.

If you would like a copy of our full toolkit, the *Unfiltered* logo or additional ideas, contact us at 952-767-1400 or info@clearwaymn.org.