



HEALTH SERVICES AGENCY

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MEDIA ADVISORY

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**Tobacco Education Program Begins Media Campaign,
Targets Advertising of E-Cigarettes and Flavored Tobacco to Youth**

What: From May to June, the Stanislaus County Tobacco Education Program is running a media campaign to increase awareness of the tobacco industry’s use of flavored e-cigarette and tobacco products to target youth.

In California, 16,800 kids under the age of 18 become smokers each year. One of the major marketing tactics used by the tobacco industry to attract youth to a lifelong addiction is flavored tobacco products. A recent Centers for Disease Control report found that seven out of ten middle and high school students who use tobacco products choose those with candy, fruit, or dessert-based flavors. The most popular tobacco product among middle and high schoolers is the e-cigarette, which comes in over 7,764 unique flavors marketed to youth. It is now known that the aerosol mist from e-cigarettes contains at least 10 chemicals listed on California’s Proposition 65 that are known to cause cancer, birth defects, or reproductive harm.

In 2013, it was discovered that one out of five Stanislaus County seventh graders has tried a tobacco product. To combat the growing threat of flavored tobacco products to the county’s youth, the Tobacco Education Program is raising awareness of the dangers in using flavored tobacco products and e-cigarettes through a local media campaign.

The campaign will consist of two bus bench ads in Modesto at Martin Luther King/California and Santa Cruz/Oregon, public service announcements on KHOP, KATM, KRVR, KMRQ, and KOSO (B93 and ROCK 96.7) radio stations, and exterior bus ads in Modesto and Turlock. These ads will feature the “Next Generation” campaign from California Department of Public Health which raises awareness of the dangers of e-cigarettes and flavored tobacco products.

When: Bus bench ads: May 1st – June 30th
Public service announcements on radio: May 2nd – June 25th
Exterior ads on buses: May 15th – June 15th

Where: Bus bench ads located at Martin Luther King Drive/California Avenue and Santa Cruz Avenue/Oregon Drive
Public service announcements will play on KHOP, KATM, KRVR, KMRQ, and KOSO (B93 and ROCK 96.7)
Exterior ads will be in Modesto and Turlock (exterior ads only)

Visuals: California Department of Public Health “Next Generation” print ads are available upon request