

This is supplementary material for Jenn Stewart, Emily Thompson, Anna N. McDonald, and Andrea Schurr's webtext, "Developing Symbiotic Institutional Partnerships: An FYC and Library Collaboration to Increase Multimodal Instruction," published in *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, 28(2), available at <http://kairos.technorhetoric.net/28.2/praxis/stewart-et-al/index.html>

How the Tobacco Industry Exploits the Teenage Mind

By:



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Youth Nicotine Addiction

- The tobacco industry has been specifically marketing their products to teenagers for far too long.
 - The article titled "4 marketing tactics e-cigarette companies use to target youth" written by the truth initiative organization (no author) claimed that the growing problem of youth nicotine addiction is fueled by the tobacco industry through misleading advertisements, offering enticing candy-like flavors and giving scholarships that promote their products.

-Nicotine addiction can lead to cancer and other serious health conditions, therefore the problem of youth nicotine addiction supported by the tobacco industry must be addressed and prevented in order



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Why should I

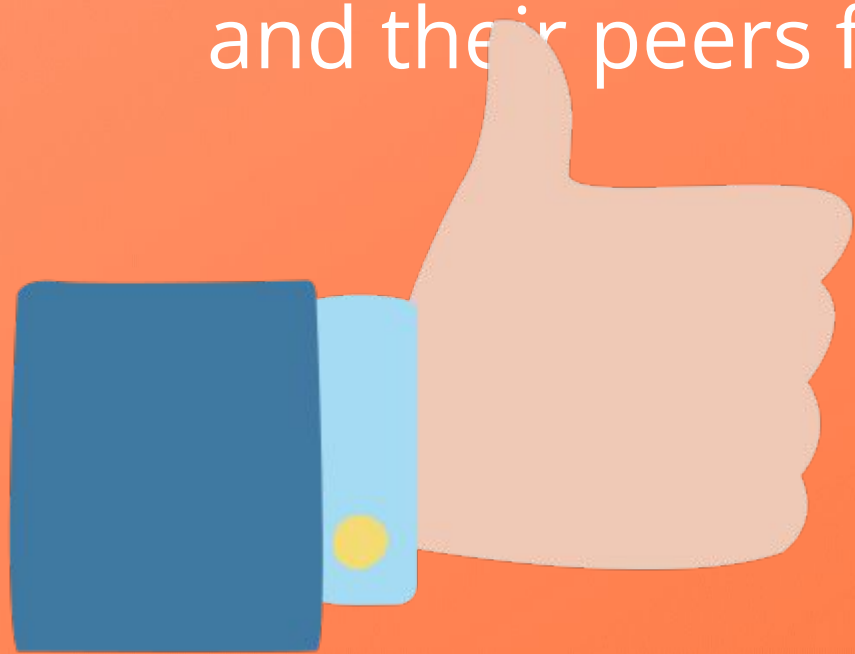


care?



Nicotine addiction can change the future of a teenager by ruining their physical and mental health by bonding them to an addiction that is extremely difficult to break.

- Promoting awareness of how these companies are wrongfully targeting adolescents will help teenagers become more educated on the issue to help them make better decisions for themselves.
- Most teenagers are not aware of how easy it is to become addicted to nicotine and therefore try it just once without knowing only one hit can get them addicted.
- In order to put a stop to the crisis of teenager nicotine addiction, teenagers must take initiative and learn how to protect themselves and their peers from the evils of the tobacco industry.



Targeting the Vulnerable



An organization dedicated to ending youth tobacco addiction called Truth Initiative posted an article called "4 marketing tactics e-cigarette companies use to target youth" that exposed the specific tactics these companies are using to promote their products to teenagers.

- One tactic listed in the article was "introducing appealing flavors".
 - The release of candy-like flavors such as cotton candy or bubblegum can sometimes be the sole reason teenagers decide to try a vape in the first place.
- These flavors misguide teenagers into trying products that are actually detrimental to their health.



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Tech Appeal of Nicotine Devices

- Tobacco companies purposefully design their products to resemble different technological devices in order to encourage teenagers to be more willing to use them.
- Professor of medicine Stanton Glantz stated in his article "FDA must address youth tobacco addiction now by restricting technology and marketing strategies that appeal to and addict youth" that the way a juul stick resembles a USB can encourage teenagers to use the devices as they are familiar to them.



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What Makes Teens Vulnerable

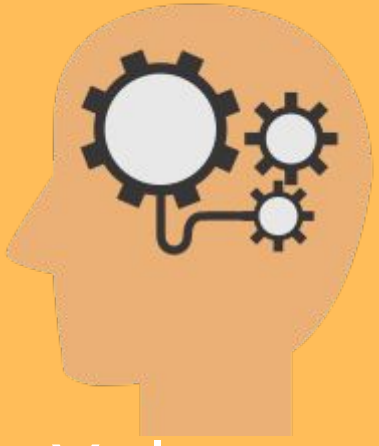
A peer-reviewed scholarly journal written by Nilsson, Maria, and Maria Emmelin investigated the main themes among teenagers addicted to nicotine and the themes that affect their probability of becoming addicted.

The main three themes found were:

- Gaining control
 - Becoming a part of the self
 - Concerned adults makes a difference
- Adolescents are extremely vulnerable at this point in their lives because this is when they seek social acceptance and independence.
- Knowing these specific tendencies can help teenagers be more self-aware and keep themselves from turning to nicotine to fulfill these common desires at this age.



How Addiction



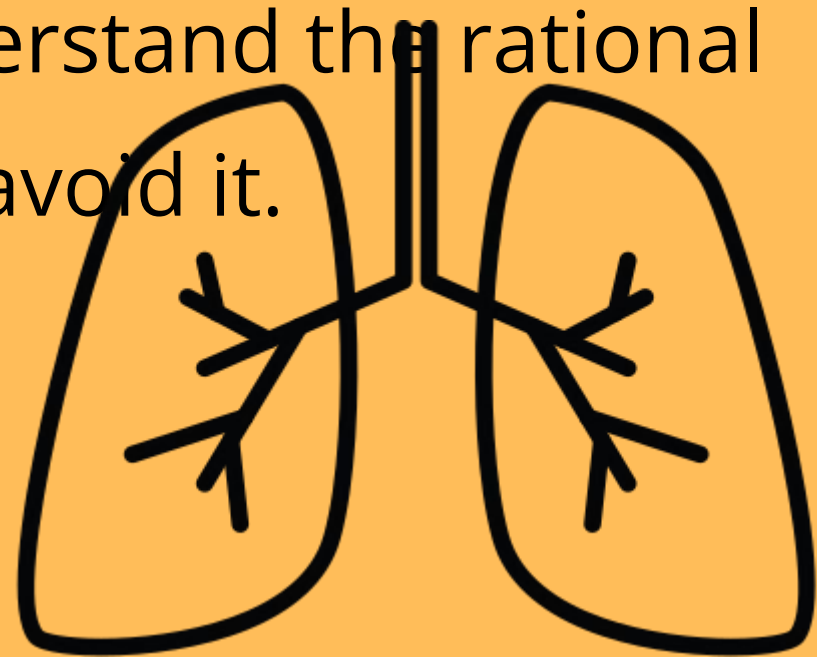
Creeps in



Yale researcher Kathleen Raven claims that the developing brain is more sensitive to rewards and therefore has a harder time resisting addiction once their brain experiences the dopamine rush from nicotine.

This is why "only hitting it a few times" can lead someone straight into addiction.

- Many teenagers are not aware of how easy it is to become addicted to nicotine and think they are strong enough to avoid addiction.
 - This is why it is extremely important that awareness is raised about teenage nicotine addiction and the chemical process of addiction itself.
- When teenagers better understand how addiction works, they can better understand the rational ways they can avoid it.



Why is Addiction so Bad?

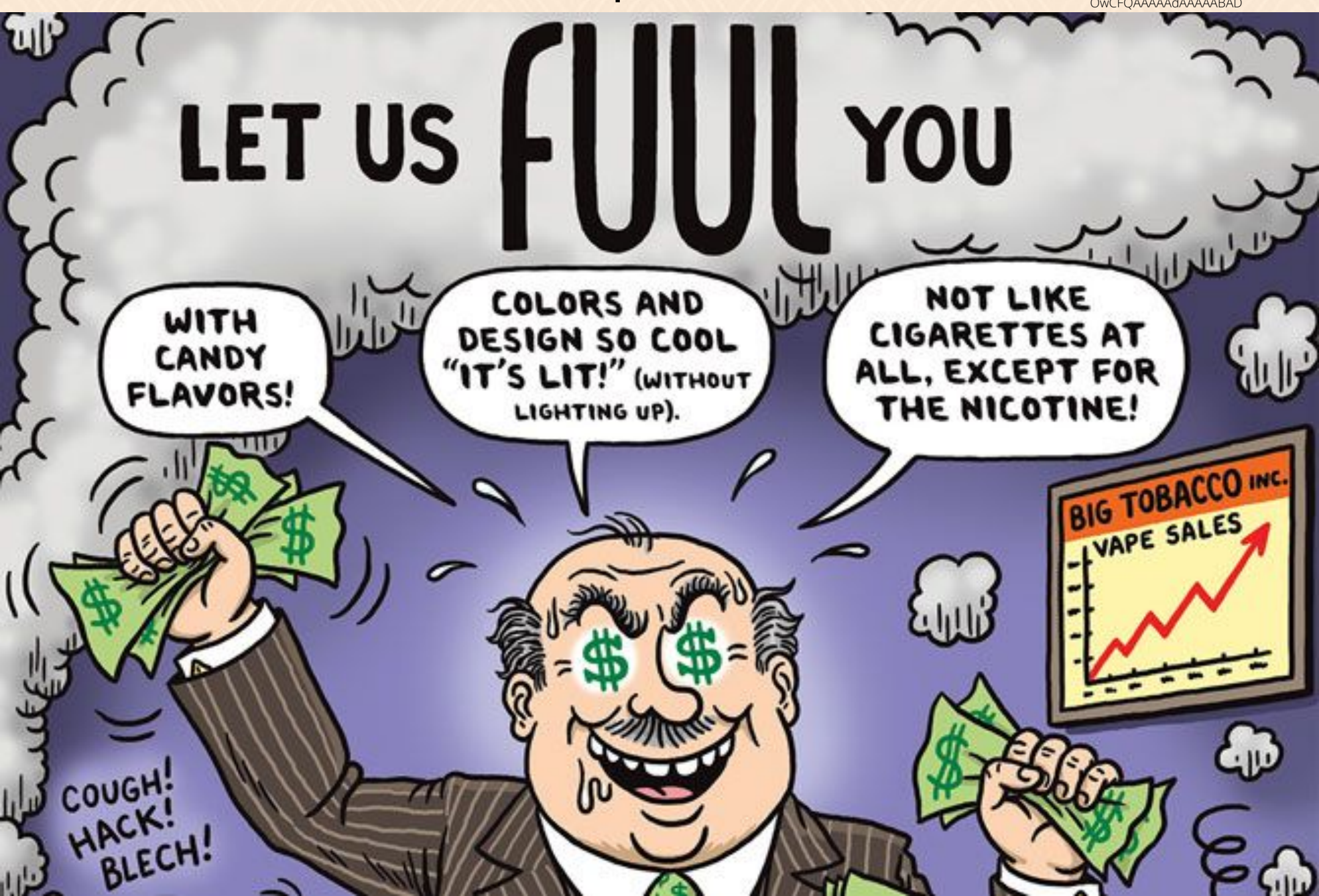
The chemicals that make up tobacco have been linked to causing cancer and other serious illnesses.

In order to look out for our peers and ourselves we

must:

- Educate ourselves on the effects of nicotine addiction
 - Promote awareness
- Understand the negative effects addiction can have on our futures
- Become aware of the evil intentions tobacco companies have

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Where Change is

Necessary



- The FDA has the power to monitor the tactics of tobacco companies that wrongfully take advantage of vulnerable teenagers.
- Once these companies are held accountable for their actions, teenagers will be safer from the depths of nicotine addiction.
- Tobacco companies must be stopped from using the deceptful strategies that continue to reel naive teenagers into addiction.
- Prohibiting enticing flavors that taste like candy.
- Restraining companies from designing their devices to mimic common technology such as USB drives.
- Banning false advertisements that portray nicotine devices as safe to use.
- Raising awareness about the seriousness of nicotine addiction and encouraging teenagers to become more aware of how they are targeted.



How Can I Help?

Due to teenagers being one of the main targets of the tobacco industry today, it is extremely important that awareness is spread throughout this age group.

What YOU can do:

- Educate yourself on how the tobacco industry markets their products in order to be able to distinguish between true and false advertising.
- Understand the detrimental effects that nicotine can have on your body before deciding to vape.
- Lastly, learn about the sources for help and support for those who struggle with addiction.



Sources for Addiction

Support and Information:

SAMHSA National Helpline:

- 1-800-662-4357

- Confidential, free help from public health agencies to find treatment and support for addiction

<https://www.nicotine-anonymo.us.org/>

- A support group offering connections with others who desire to break their ties with nicotine addiction.

