

Name _____

Tricky Tactics: How Tobacco and Vaping Companies Target Teenagers

Multiple Choice Questions

1. What are some elements of youth culture that tobacco and vaping companies incorporate into their marketing?
 - a) Retirement and relaxation
 - b) Music, fashion, and rebellion
 - c) Gardening and cooking
 - d) Parenting and responsibility

2. Why do flavors play a significant role in attracting young consumers to vaping?
 - a) Young people prefer the taste of tobacco.
 - b) Flavors make vaping seem less rebellious.
 - c) Flavors mask the taste of nicotine and make vaping more appealing.
 - d) Flavors are only available for traditional cigarettes.

3. How do tobacco and vaping companies use social media to influence teenagers?
 - a) They create ads that are not eye-catching.
 - b) They discourage influencers from promoting their products.
 - c) They glamorize smoking and vaping through ads and collaborations with influencers.
 - d) They avoid social media altogether.

4. Why is the packaging of tobacco and vaping products designed to be eye-catching?
 - a) To make the products taste better
 - b) To deter teenagers from using them
 - c) To make them look like trendy accessories
 - d) To make them larger in size

5. What is one deceptive health claim that some tobacco and vaping companies have made?
 - a) Their products help you sleep better.
 - b) Vaping is a harmless alternative to smoking.
 - c) Smoking makes you a better athlete.
 - d) Cigarettes are a great source of vitamins.

