

Name _____

Tricky Tactics: How Tobacco and Vaping Companies Target Teenagers

Short Answer Key

1. Social media platforms contribute to the marketing of tobacco and vaping products to teenagers by allowing companies to create visually appealing ads, collaborate with influencers, and target ads to specific demographics based on user data.
2. Menthol marketing is significant because menthol can mask the harshness of tobacco smoke, making it easier for young people to start smoking. This marketing has been particularly targeted at communities of color.
3. Peer pressure plays a role in the decision of some teenagers to smoke or vape because they may want to fit in with their peers or feel accepted. To resist peer pressure, young people can assert their choices, seek support from friends who don't smoke or vape, and have open conversations with peers about the risks.
4. Awareness of marketing tactics is important because it empowers teenagers to recognize when they are being influenced by deceptive advertising and make informed choices about their health. It allows them to see through marketing strategies and resist the temptation to try tobacco or vaping products.
5. Steps to address deceptive health claims made by tobacco and vaping companies may include enforcing strict advertising regulations, conducting public health campaigns to debunk myths, and providing accurate information to teenagers through schools and healthcare providers.

