

Name _____

Tricky Tactics: How Tobacco and Vaping Companies Target Teenagers

Open-Ended Response Answer Key

1. Flavors in vaping products make them more appealing to young people by masking the taste of nicotine and creating a wide range of enjoyable options. These flavors can make it easier for teenagers to start vaping because they associate it with pleasant tastes. Over time, the flavors can also contribute to continued use and addiction as users become accustomed to the taste and experience.
2. Peer pressure can influence teenagers to smoke or vape because they want to fit in or be accepted by their friends. To resist peer pressure, young people can assert their choices and boundaries, seek support from friends who don't engage in such behaviors, and engage in open conversations with peers to explain their reasons for avoiding smoking or vaping. Developing confidence in their decisions can help them resist the influence of peer pressure.
3. Banning menthol-flavored cigarettes is crucial to protect youth, particularly in communities of color, because menthol can make smoking more appealing to young people. Menthol's cooling sensation can mask the harshness of tobacco smoke, making it easier for teens to start smoking. By banning menthol cigarettes, there is a better chance of deterring young people from initiating tobacco use and reducing the health disparities associated with menthol marketing.
4. In a public awareness campaign targeting teenagers about the marketing tactics of tobacco and vaping companies, messages should emphasize the deceptive nature of these tactics and their potential health risks. Strategies could include using relatable stories and testimonials from young people who have resisted the influence of such marketing, sharing eye-opening statistics, and providing resources for teens to seek help and support. The campaign should empower teenagers to make informed choices about their health and encourage them to spread the message to their peers.

