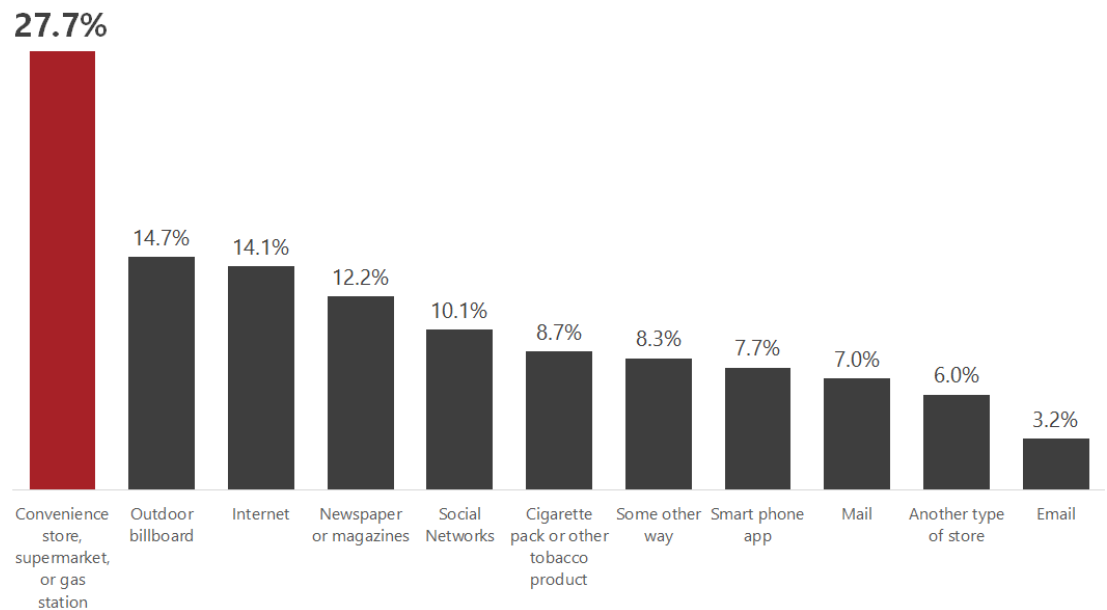


TOBACCO-RELATED STATISTICS

YOUTH & TOBACCO MARKETING

Where are youth **receiving** or **seeing** ads or promotions for any tobacco products?¹

Middle and high school students are significantly more likely to **receive** or **see** ads or promotions for tobacco products at the **point of sale** than any other location.

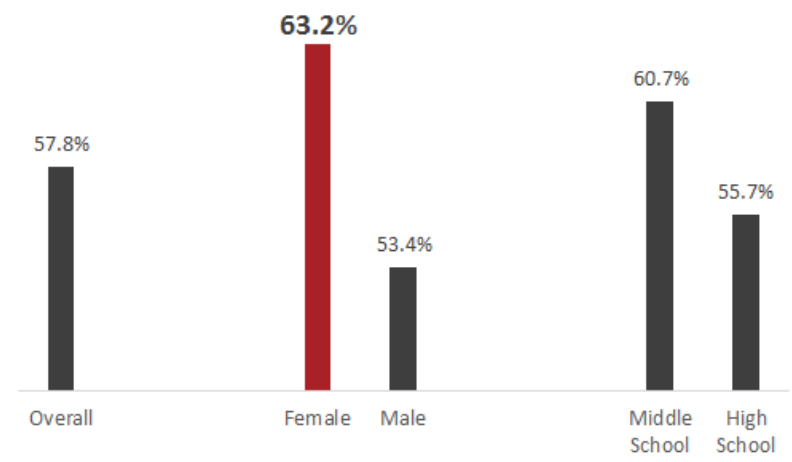


Where are youth **seeing** tobacco use?¹



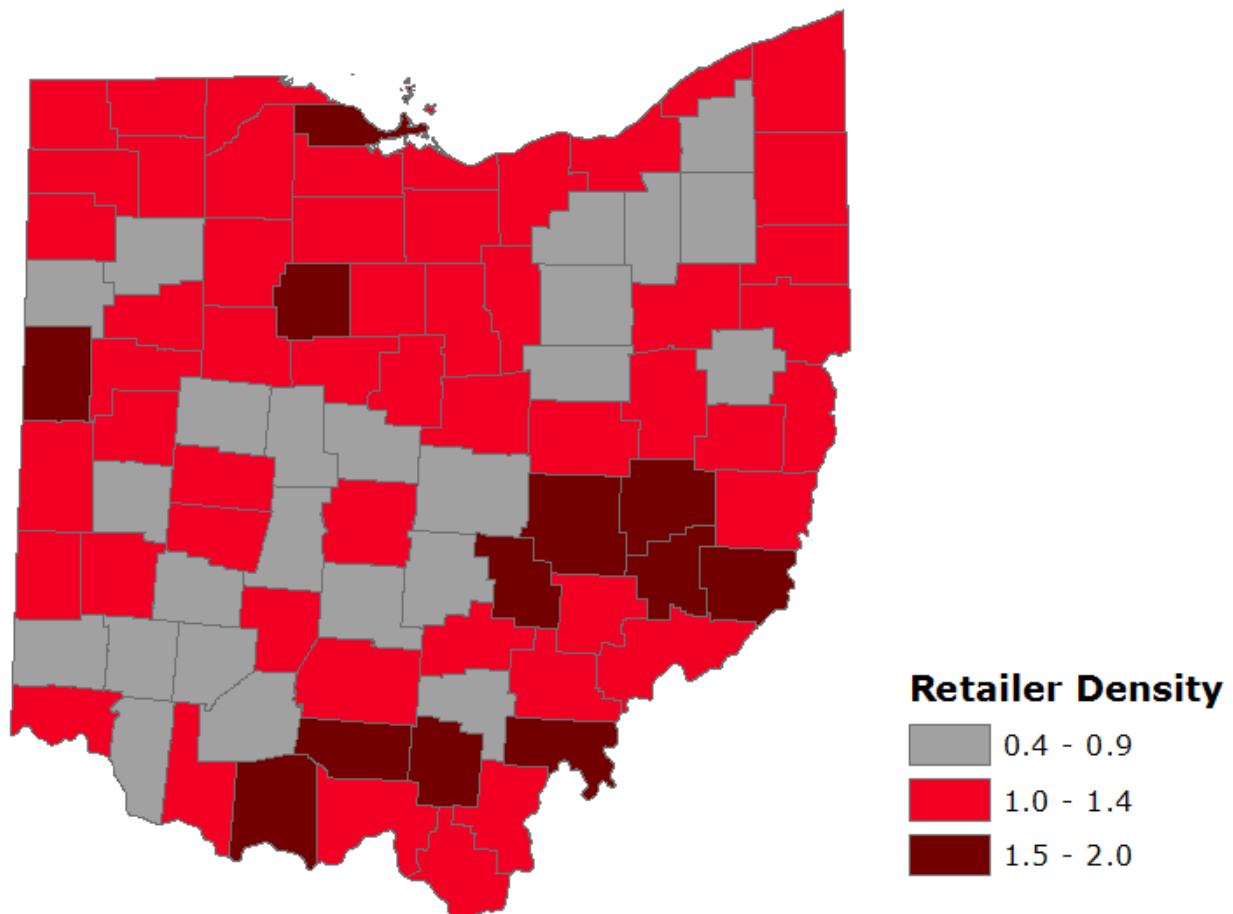
Nearly 9 in 10 middle and high school students **see** tobacco use when watching **TV** or **movies**.

Do youth think tobacco companies try to get people **under 18** to use tobacco?¹



Girls are significantly more likely than boys to think that tobacco companies **try** to get people **under 18** to use tobacco.

Where are the most tobacco retailers **located**?



The tobacco retail environment may **prompt** youth to start smoking² and **makes it harder** for smokers to quit³. A goal of Ohio's State Health Improvement Plan is to **reduce** the number of retailers per 1,000 people to 0.9 in Ohio.

Counties in red above currently have **more than 0.9** tobacco retailers per 1,000 people living in the county.



Ohio Department of Health

Sources:

1. 2014 Ohio Youth Tobacco Survey.
2. Wakefield, M. (2006). An experimental study of effects on schoolchildren of exposure to point-of-sale cigarette advertising and pack displays. *Health Education Research*, 21(3), 338-347. doi:10.1093/her/cyl005
3. Wakefield, M., Germain, D., & Henriksen, L. (2008). The effect of retail cigarette pack displays on impulse purchase. *Addiction*, 103(2), 322-328. doi:10.1111/j.1360-0443.2007.02062.x

www.odh.ohio.gov/tobacco