

# SMOKE & MIRRORS

## #ExposeBigTobacco

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**BIG TOBACCO WILL DO ANYTHING TO ENSLAVE US TO THEIR PRODUCTS. LET'S CLEAR THE AIR BY EXPOSING THEIR SMOKE SCREENS.**

Big Tobacco said their products aren't addictive. They are. They said light cigarettes are healthy alternatives. They are not. Now, they say vaping is a safe alternative to smoking. Not true! It's up to us to cut through the lies, one truth at a time.

**1. Uncover the truth about Big Tobacco**

Review the information in each category of Big Tobacco Lies and familiarize yourself with the people, important court cases, advertising ploys, vape strategies and quotations (aka lies in print). When you feel sufficiently outraged, move to step two.

**2. Choose a truth or find one of your own**

Found a truth that speaks to you and that you think will speak to others? Then bookmark it and move on to step 3. But if you want to find a better one, be our guest. There are countless examples of Big Tobacco lying for profit. You don't even have to search that hard. It's right out there in the open.

**3. Pick the design template you like best**

Once you have your lie, choose the online template you like best. Fill in the main message area with your Big Tobacco truth. Now, print out as many of your creations as you want.

**4. Decide where to post your truth**

Grab your tape (we recommend a good masking tape) and get out into your community. Pick high-visibility places where the most people can easily find your message. For private businesses, be sure to ask for permission first!

**5. Share with your friends online**

Once you've helped clear the air with your truth, post it to your social media and ask your family and friends to share with #ExposeBigTobacco.

RAZE  
fear down tobacco lies.

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**RAZE COMMOTION**  
OCTOBER 2020

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## THE QUOTES

“It’s fortunate for us that cigarettes are a habit they can’t break!”  
Tobacco Company Executive, 1953

“We do realize that today’s teenager is tomorrow’s potential regular customer”  
Memo from Phillip Morris, 1981

“Because after all, young people are important. They represent tomorrow’s cigarette business.”  
The R.J. Reynold’s Tobacco Co, 1974

“Cherry Skoal is for somebody who likes the taste of candy, if you know what I’m saying.”  
U.S. Tobacco Representative, 1994

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## THE COURT CASES

Big Tobacco has “intentionally marketed to young people under the age of twenty-one in order to... ensure the economic future of the tobacco industry.”  
United States v. Philip Morris

Tobacco documents reveal companies focus on getting “presmokers” addicted (Kids under the age of 18) because they are more likely to become addicted for life.

A federal judge convicted major tobacco companies on racketeering charges because they lied to the public with their health claims for light, low tar or filtered cigarettes.

“The tobacco industry continues to... sustain its sales by recruiting youth and young adults...as consumers of all their nicotine-containing products”  
The 2014 Surgeon General’s Report

As late as 1994, their executives swore under oath that nicotine wasn’t addictive.

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## ENTERTAINMENT

Catch an R or PG-13-rated movie these days, and you’re practically guaranteed to see three things: sex, violence, and cigarettes.

Smoking in movies is associated with adolescent and young adult smoking initiation.

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## THE ADVERTISING

Do you remember Joe Camel and the Marlboro Man? Cigarette companies can’t use them anymore after lawsuits determined they were aimed at kids.

Tobacco companies continue to advertise heavily at retail outlets near schools and playgrounds with large ads and signs.

RJR Reynolds once ran a marketing campaign for Camel cigarettes in San Francisco code-named “Project Scum” targeting the homeless, alcoholics, and drug addicts.

Vanilla, cherry, chocolate, blueberry – even flavors from popular children’s cereals. The use of flavors in cigarettes was prohibited in 2009, but vaping has taken its place.

Bling anyone? A 2001 magazine ad featured a pack of menthols bedazzled in diamonds.

The cost of cigarettes has a very significant effect on youth smoking. So, discounts such as buy one, get one free, are among the largest of the tobacco industry’s marketing expenditures.

Candy Cigarettes was Big Tobacco’s most brazen attempt to turn children into smokers.

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## THE VILLAINS

The six largest tobacco companies in the world are Philip Morris International, Altria, British American Tobacco, Imperial Brands, Japan Tobacco International, and China Tobacco.

The top executives of the seven largest American tobacco companies testified in Congress in 1994 that they did not believe that cigarettes were addictive, but that they would rather their own children did not smoke.

Last year, Kevin Burns, the CEO of JUUL, was fired after a growing number of vaping-related deaths occurred.

Darrell Winfield was the star of the most successful campaign in tobacco history: The Marlboro Man.

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## BIG TOBACCO QUOTES

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Tobacco Company Executive, 1953



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**HELP FIGHT THE LIES**  
Scan the QR code to join our Crew



## BIG TOBACCO VILLAINS

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## BIG TOBACCO ADVERTISING & ENTERTAINMENT

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## BIG TOBACCO IN COURT

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# BIG TOBACCO QUOTES

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# BIG TOBACCO VILLAINS

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# BIG TOBACCO ADVERTISING & ENTERTAINMENT

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# BIG TOBACCO IN COURT

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# CLOUDED BY LIES

## #CloudedByLies

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**WHAT'S HARDER TO SEE THROUGH, A CLOUD OF VAPE SMOKE OR THE LIES OF TOBACCO COMPANIES? LIFT UP A SPEECH BUBBLE OF TRUTH.**

In this commotion, you will create double-sided signs to hold at the Capitol that let you make a statement against Big Tobacco.

**1. Let's get crafty**

Get a couple sheets of poster board, scissors, some good glue, markers and a paint-stirring stick. Create a pattern in the shape of a cloud/speech bubble and start cutting. Now, assemble your sign. There should be a front and back, with your handle in the middle.

**2. Speak truth to power**

Once you've assembled your sign, write a lie that Big Tobacco has told about vaping on one side. On the other, write your response to the lie. Be sure to include #CloudedByLies for the next part.

**3. Share your signs online**

Take pictures of your Crew holding your signs and post them to social media with the hashtag #CloudedByLies.

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**RAZE COMMOTION**  
MARCH 19, 2021

# TIKTOK MEME MACHINE

## #TobaccoFreeMe

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**GRAB YOUR PHONE AND GET READY TO ROCK YOUR SOCIAL MEDIA WITH AT TIKTOK THAT DEMONSTRATES A SIMPLE FACT: WHY YOU CHOOSE TO BE TOBACCO FREE.**

This commotion is as fun as it is easy. Just grab your phone and get creative. You do you, boo.

**1. Decide your approach**

Your TikTok can be as straight-forward or as elaborate as you want it to be. Bend it around a popular trending meme, song, or vibe. Or create something completely original: a dance, a song, a fashion show, a work of art. It can be anything you want. Don't have a TikTok? Use any social media or send us a video.

**2. Get inspired**

Not sure where to begin? We have you covered. For an additional dose of inspiration, check out the demo video with social media maestro Patrick "PacMan" Perez, featuring some example ideas.

**3. Tag your post**

Tag your TikToks (or other social media, if you prefer) with #TobaccoFreeMe so you can see how close you are to going viral.

**4. Get your friends to like and share your video**

The video with the most likes, comments or shares can win some Raze swag!

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**RAZE COMMOTION**  
JANUARY 2021