

PHILIP MORRIS USA

YOUTH SMOKING PREVENTION

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## ***Youth Smoking Prevention Mission***



The *Youth Smoking Prevention* Department has a single objective: to reduce the incidence of youth smoking.

To achieve this, we will take an active role in developing and implementing programs based on a comprehensive and integrated approach directed at youth and the influencers on their lives.

By simultaneously applying four strategies -- Communication, Education, Community Action and Access Prevention -- we intend to achieve measurable results. The *Youth Smoking Prevention* Department believes that such a comprehensive approach is required to properly address the problem.

Further, we know that youth smoking is a complex problem and believe that we all have an active role to play in reducing the incidence of youth smoking. We therefore hope to join with parents, educators, policy makers, community-based organizations, youth advocates and others concerned with this issue to promote existing programs that have been proven effective, as well as to develop and implement new programs.

Delivering measurable results is key to assessing the success of every *Youth Smoking Prevention* initiative. We will strive to build a measurement component into our programs in order to evaluate the impact and effectiveness of our approach in reducing youth smoking, as well as to share meaningful findings and act upon results.



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## Philip Morris USA's Youth Smoking Prevention Department



Philip Morris USA's goal is to be the most responsible, effective and respected developer, manufacturer and marketer of consumer products made for adults. We recognize that with the right to manufacture and market cigarettes to those adults who choose to smoke comes a responsibility to help prevent kids from smoking as well as having access to cigarettes.

In order to reach this goal, Philip Morris USA President and CEO Mike Szymanczyk created the *Youth Smoking Prevention* Department in April 1998, reporting directly to him. Led by Senior Vice President Carolyn Levy, this group is charged with taking an active role in developing and promoting effective, long-term, measurable communications and programs to reduce the incidence of youth smoking.

Philip Morris USA is building on a history of voluntary efforts to address this issue, beginning with our participation in the tobacco industry's Cigarette Advertising and Promotion Code in 1964 and as illustrated on the timeline included in this packet. Specifically, the focus of our past efforts has been on preventing youth access to cigarettes at the retail level. More recently, we expanded those efforts through our *Action Against Access* initiative and our support of the Coalition for Responsible Tobacco Retailing's *We Card* program. We will now simultaneously work to prevent kids from making the decision to smoke in the first place.

We recognize that - despite our efforts and those of policy makers, educators, parents, retailers and many others - youth smoking continues to be a vexing problem. Indeed, the incidence of youth smoking has risen in the United States since 1992, according to *The Monitoring the Future Study*, 1975-1997, conducted by the University of Michigan. Philip Morris USA watched this trend with mounting concern and determined that the company must do even more.

*Youth Smoking Prevention* will therefore work with as many organizations as possible to find effective, measurable approaches to reduce the incidence of youth smoking. Philip Morris USA looks forward to offering our resources and support, and to working with all those who share our commitment to *Youth Smoking Prevention*.



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## ❖ **Youth Smoking Prevention Approach** ❖

### ***Communication, Education, Community Action and Access***

Based on an analysis of the expert opinion of youth-serving organizations and academic professionals, the *Youth Smoking Prevention* Department will apply a comprehensive and integrated approach that includes combining the following four strategies to help change youth views about smoking, and nurture protective factors that help prevent an adolescent from engaging in risky behaviors such as smoking.

#### ***Communication***

The communication strategy is designed for both young people and their parents. Communications directed to youth will attempt to convince them that smoking is not 'cool,' and they should not and do not need to smoke to define themselves; communications directed to parents focus on the important role they need to play in reducing the incidence of youth smoking.

*Youth Smoking Prevention* has developed and aired advertisements directed to young people, and will continue to develop and implement additional communications directed to both youth and parent audiences. Using peer-to-peer communication, the ads celebrate youths' decision not to smoke, to make smart decisions, to think for themselves, to stand-up to peer pressure, and remind them that the majority of kids do not smoke. The premise is that kids will respond to positive reinforcement and validation, rather than 'preaching,' to sustain their good decision not to smoke.

Advertisements directed to parents will help them overcome the barriers to engaging kids in a meaningful dialogue on the issue, by validating the positive impact they have on young people and by supporting their ability to help build confidence in young people. Other communication vehicles such as brochures will also be developed in order to best reach this audience.

#### ***Education***

*Youth Smoking Prevention* will form partnerships with credible organizations and well-recognized academic professionals focused on youth issues, to identify and/or develop effective curricula and promote their use among an audience of youth, parents and teachers. These curricula will foster personal and social skills, including decision-making, problem-solving, peer resistance, empowerment, and responsible citizenship which we believe will help reduce the incidence of youth smoking.

In addition, *Youth Smoking Prevention* will market the curricula which have been proven effective, to inform other educators and policy makers of their success, help secure funding, and actively encourage their use inside and outside the classroom.

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## ❖ *Youth Smoking Prevention Approach* ❖

### *Communication, Education, Community Action and Access*

#### ***Community Action***

The *Youth Smoking Prevention* Department will seek to form partnerships with leading youth and community-based organizations that have an active and ongoing interest in helping youth-at-risk and promoting positive youth development. *Youth Smoking Prevention* intends to work with these organizations to develop and evaluate successful models that meet the needs of youth-at-risk for possible replication nationwide.

As part of this effort, *Youth Smoking Prevention* will strive to develop, support and evaluate programs designed to nurture protective factors which can be effective in reducing youth smoking and other risky behaviors. We believe this can be provided through structured after-school activities, mentoring and parental involvement programs that nurture the protective factors of self-empowerment, self-esteem, a sense of identity and connectedness with family, schools and other positive influences in an adolescent's life.

#### ***Access***

*Youth Smoking Prevention* will continue to build on the efforts of Philip Morris USA to prevent youth access to cigarettes, through the *Action Against Access (AAA)* initiative, as well as the Coalition for Responsible Tobacco Retailing's *We Card* education and training program. The goal behind these initiatives is to ensure that the only way to legally purchase cigarettes is when proof of age can be checked in person. Please see the enclosed *Action Against Access Overview* for further information.

In addition, *Youth Smoking Prevention* will identify, develop and implement approaches directed at adults and families to reduce adult purchases on behalf of minors, as well as youth access to cigarettes in the home.

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