

## Beyond Smoke and Mirrors: Shielding Children from Tobacco Industry Interface

change.  
now.

*Educate, Advocate, Protect:  
Guarding Children from Tobacco Tricks*

Stakeholders and  
Community

Regulations &  
Advocacy efforts

Flavored Cigarettes  
TOBACCO SHOP

CANCER

HOSPITAL

Marketing

Addiction

Social Influence

Exploitation

Misinformation

Lack of regulation

### THE PAST ERA

**Resilient Futures: Thriving  
Without Tobacco Industry  
Influence**

### THE TOBACCO ERA

**Legacy of Illness: Generations  
Grappling with Tobacco  
Industry's Shadow**



**THE WAY  
FORWARD**

Advocacy &  
policy changes

Youth  
empowerment

Engaging in anti-smoking campaigns, supporting smoke-free policies contribute significantly to shielding children from tobacco industry interfaces.



## Protecting children from tobacco industry interference

### Tobacco Industry- Deceptive Tactics

Colorful packaging and flavored products to make smoking appear glamorous and appealing



### THE PIED PIPER AND HIS CIGARETTES

The tobacco industry



Hold them accountable for the harm caused by its products, and its impact on children



### UNKNOWN FATE

Smoking causes addiction, respiratory problems, and an increased risk of developing various diseases later in life



Their products are unsafe downplays the health risks associated with smoking.

### FALSE PROMISES





# “PROTECT KIDS, NOT PROFITS”

Stop Tobacco Industry Interference!"

DESIRE TO IMITATE  
PARENTAL/SIBLING SMOKING

CURIOSITY  
TOWARD SMOKE



EASY ACCESS AT  
HOME/SURROUNDINGS

PERCEPTION THAT PARENTS ARE  
PERMISSIVE/LIBERAL

USES BRIGHT  
COLORED PACKAGING  
THAT APPEALS  
TO YOUTH



CREATES  
A VARIETY  
OF FLAVOR  
OPTIONS  
ENTICING YOUTH

MAKES  
SMOKING/VAPING  
LOOK COOLER  
AND MORE  
DESIRABLE

MARKETING  
STRATEGIES

IMITATES EASILY  
CONCEALABLE  
AND SLEEK DESIGNS  
OF FLASH DRIVES,  
PENS, AND  
MARKERS



TOBACCO DAMAGES NEARLY EVERY ORGAN  
SYSTEM AND IS A LEADING CAUSE  
OF PREVENTABLE GLOBAL DEATHS



INDUSTRY INTERFERENCE  
AND PRODUCT INNOVATION BOTH  
PROLONG AND EXPAND THE TOBACCO EPIDEMIC



RAISING  
AWARENESS



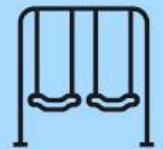
EFFECTIVE  
SUPPORT  
FOR CHILD  
WHO WANT  
TO QUIT SMOKING



INCREASE IN TAXES  
IN TAXES ON  
TOBACCO



FLAVORED TOBACCO  
PRODUCTS THAT ARE  
APPEALING  
TO YOUTH  
SHOULD BE  
REMOVED FROM THE  
MARKETPLACE



SMOKEFREE  
SCHOOLS AND  
PLAYGROUNDS



TOBACCO  
OUT OF  
SIGHT



SMOKEFREE  
PREGNANCIES



PLAIN  
PACKAGING





# THE MORDERN SLAVERY

**"A Sustainable agriculture is one  
which depletes neither the people  
nor the land."**

## TOBACCO INDUSTRY(TI)

**1. Influencing the policy and administrative decisions**

According to TI, tobacco is not considered as an illegal product

**2. Interference with the implementation of laws of tobacco control and activities**

Loophole judiciary

**3. False propaganda and hiding of truth**

TI misguides the existing and future customers and discourages tobacco users from quitting

**4. Rampant TAPS activities**

Tobacco advertising, promotion and sponsorship (TAPS) increased the consumption



