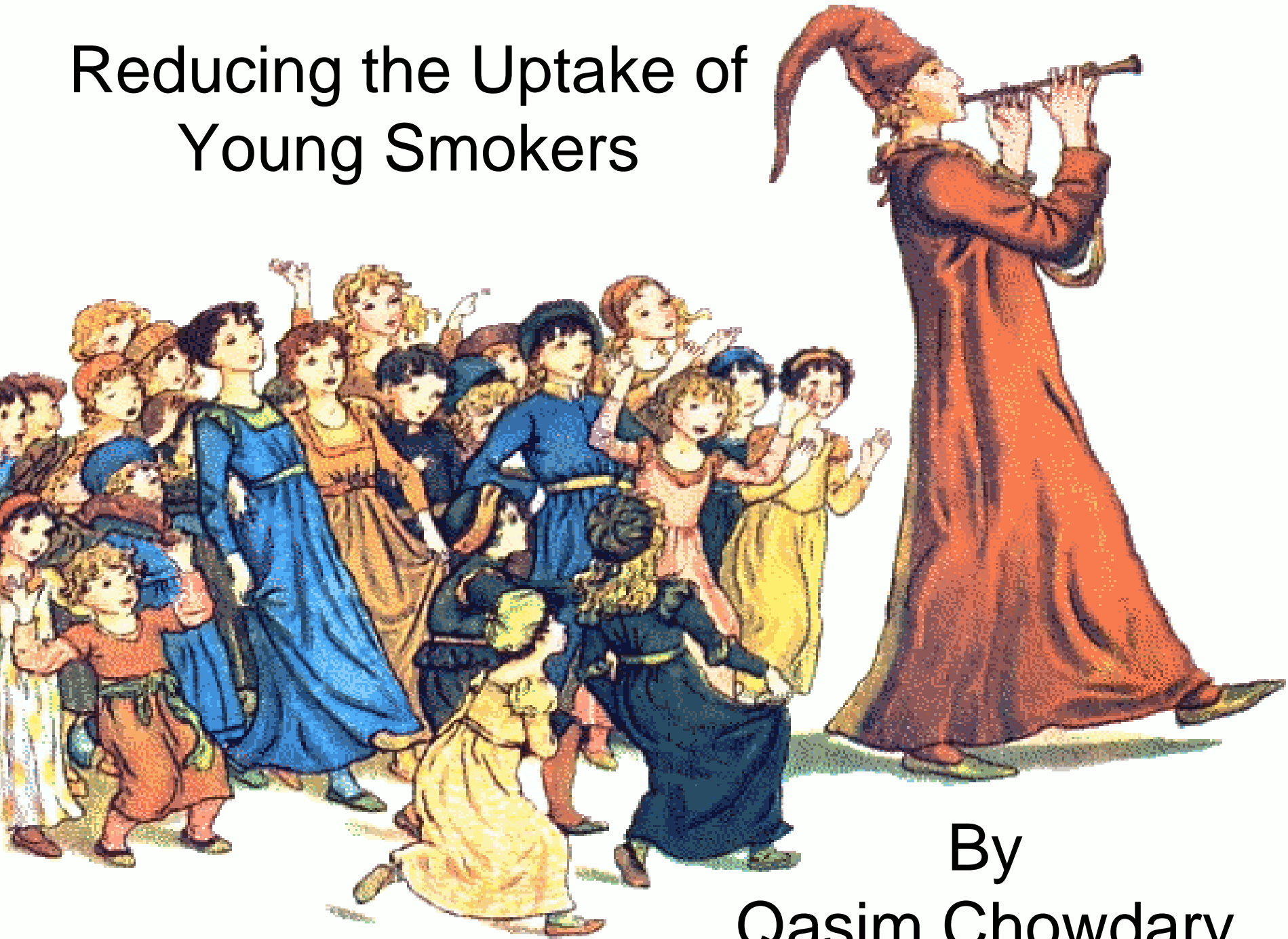


Reducing the Uptake of Young Smokers



By
Qasim Chowdary

The Plan

- The Dilemma
 - The Replacement Smoker
- The Parasite effect
 - The Old School
 - The New School
 - The Tipping Point
- National
- Regional
- Local



My name is...



The Dilemma

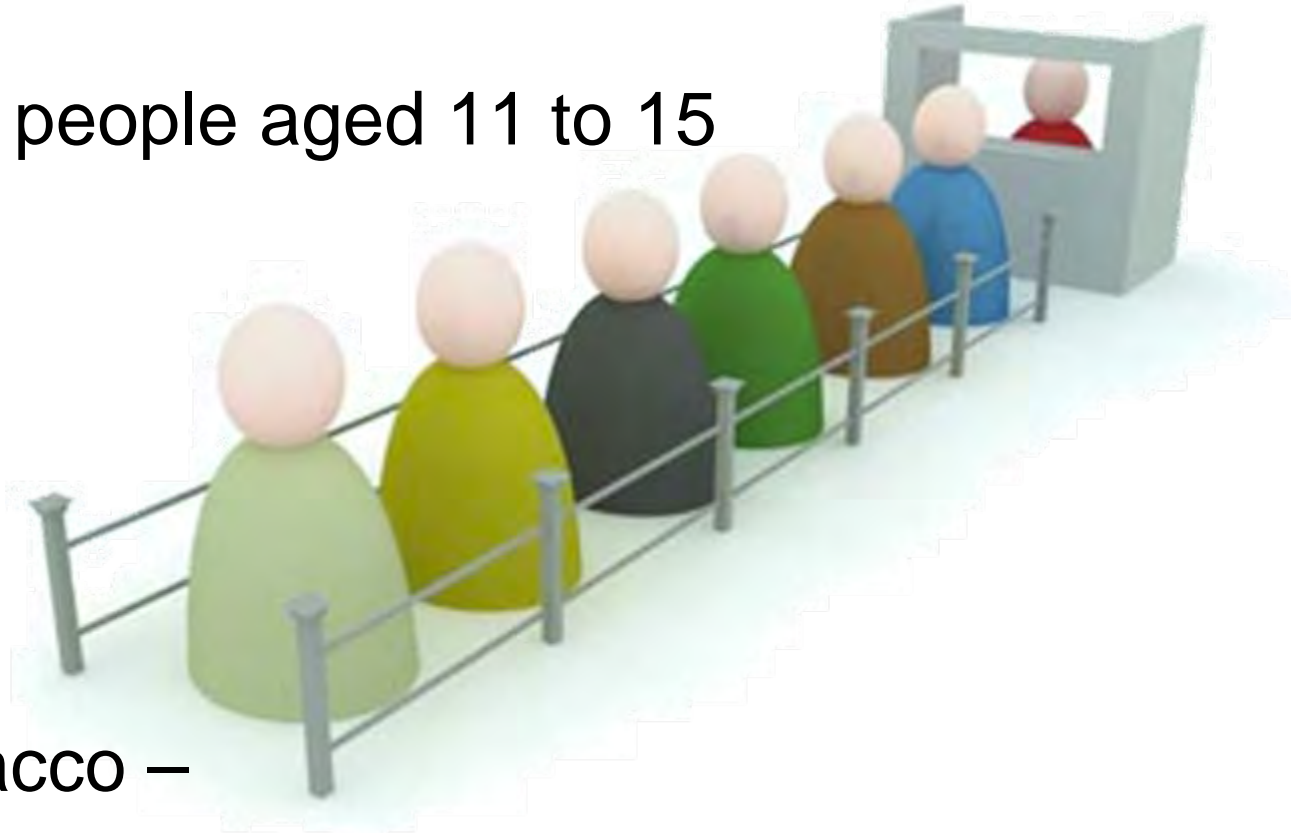
A long, straight asphalt road with a white dashed center line stretching into the distance under a cloudy sky. The road is flanked by green grass and hills in the background.

- Everyday, the Tobacco industry has to recruit around 300 to 400 young smokers in the U.K to replace those who quit or die

- A Boeing 747 has approximately 366 capacity

The Replacement Smoker

- Ideally young people aged 11 to 15



- Imperial Tobacco –

“If the last ten years have taught us anything, it is that the industry is dominated by the companies who respond most effectively to the needs of younger smokers.”

The Parasite Effect

- Population 300,000
- 10% most deprived = 30,000
- 45% smoking prevalence = 13,500
- Average daily tobacco spend = £3.00
- Annual spend = £14,782,500



Cigarette
FANCHEZ



The Old School

NAFI-NAFI
ZIGARETTEN



An advertisement for Lucky Strike Lights cigarettes. It features a woman with blonde hair and an orange headband, wearing a black leather jacket over an orange top and patterned stockings. She is holding a cigarette. A pack of Lucky Strike Lights cigarettes is visible in the foreground. The text "Light my Lucky." is written in a script font. At the bottom, there is a white box with the text: "SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health."

An advertisement for Camel Lights cigarettes. It features a muscular camel wearing sunglasses and a dark blue t-shirt, with a cigarette in its mouth. The camel is standing next to a red convertible car. The text "CAMEL LIGHTS" is written in large, bold, blue letters at the top. At the bottom, there is a white box with the text: "SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight."

An advertisement for Salem Spirit cigarettes. It features a group of young people in winter clothing, some holding a football, suggesting a sports or outdoor theme. The text "You've got what it takes. Salem Spirit" is written in a bold, italicized font. Below it, the text "Share the spirit. Share the refreshment." is written. At the bottom, there is a white box with the text: "Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health."

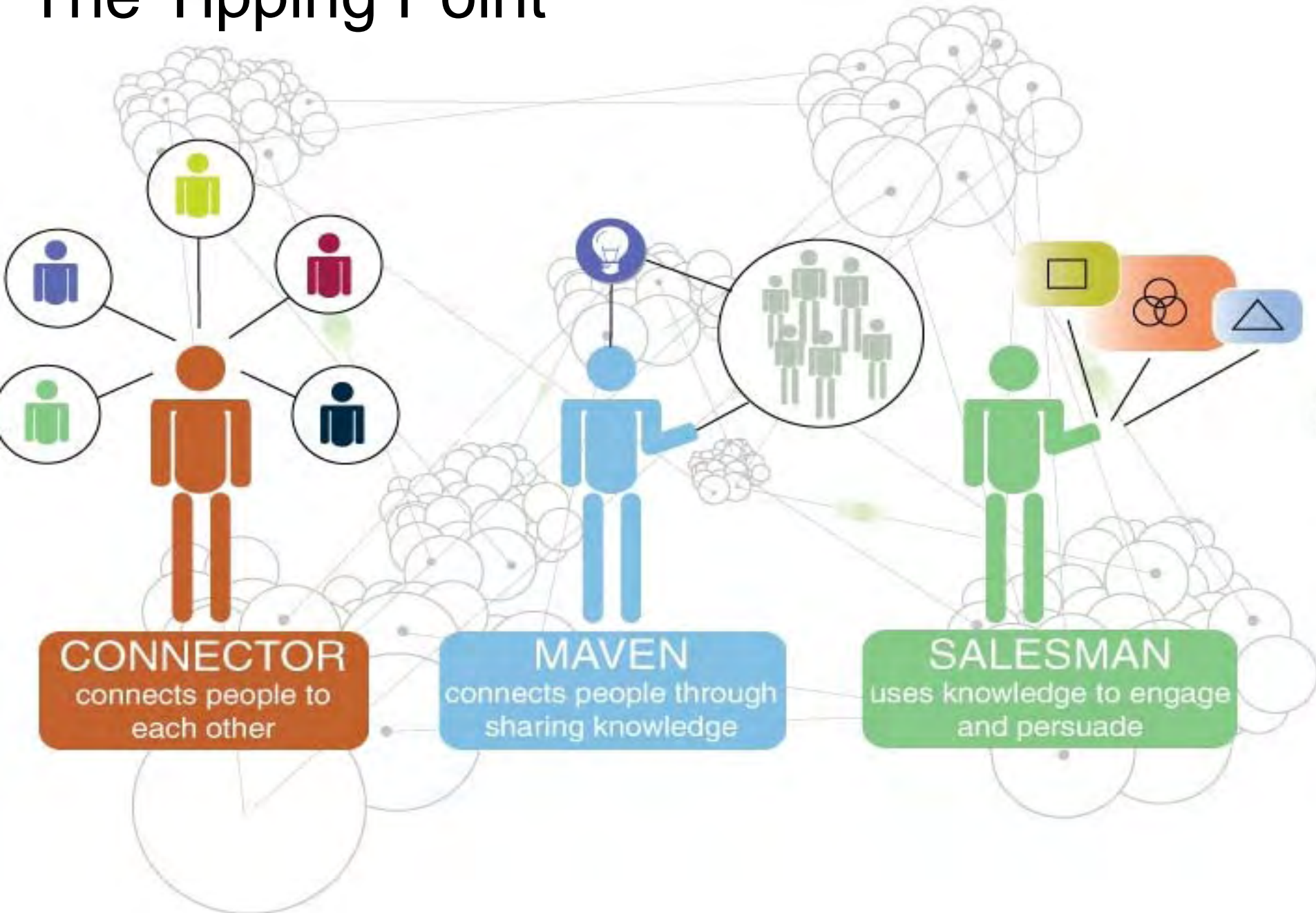
The New School



The New School



The Tipping Point



National

The new tobacco control strategy for England, A Smokefree Future aims to eradicate the harms from tobacco via three overarching objectives:



1. To stop the inflow of young people recruited as smokers
2. To motivate and assist every smoker to quit
3. To protect families and communities.

Regional



- Focused on young people
 - aims to use their ideas and suggestions to better highlight the dangers of smoking to the youth market
 - activate young people to give up smoking and not to become smokers
 - develop the work streams to have a long standing positive impact on those issues important to them.



Local

- Treatment
 - Help smokers stop
- Education
 - Tobacco Industry
 - Wealth
 - Health
 - Addiction
- Campaign
 - Tipping Point



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STOP! III

HELPING LEICESTER STOP SMOKING

NHS

Leicester City

Contact



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