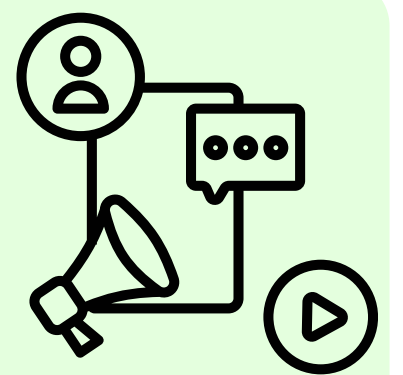




Don't Be Played: How Tobacco Marketing Targets Youth

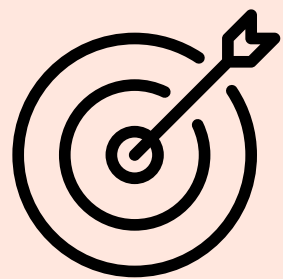
This leaflet summarises what your teenager will learn in You and Me NI Vape Free Lesson 4. It focuses on how tobacco and e-cigarette companies target young people through marketing, and how teens can protect themselves.

Brief History of Tobacco Marketing

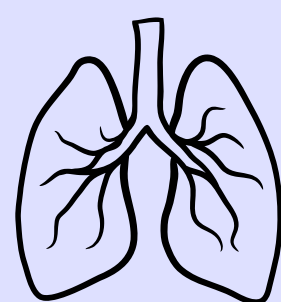


- Tobacco companies have a long history of advertising—even in Northern Ireland
- Early ads made smoking look safe and appealing, before health risks were widely known
- As dangers became clear, advertising was restricted, but companies found new ways to reach young people

How Young People Are Targeted



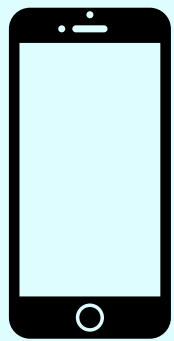
- Companies design ads to appeal to teens: bright colours, fun packaging, cartoon characters, and sweet flavours.
- Marketing often makes vaping and smoking look “cool” and “fun,” while ignoring health risks.
- The adolescent brain is more likely to become addicted to nicotine, making young people a key target.



How Vaping Affects the Lungs

- Destroys healthy lung cells
- Increases risk of asthma, lung disease, and lung cancer
- Can lead to collapsed lungs and vaper's lung

Modern Marketing Tactics



- With traditional ads banned, companies use social media, influencers, and celebrities to promote vaping
- Product placement in TV, movies, and online content subtly encourages use
- Ads are placed in places teens frequent, like sweet shops, ice cream shops, and sports fields

Manipulation Through Messaging



- Marketing uses emotional triggers –like colours and images–to create positive associations
- Teens may not always realise they're being targeted or influenced
- Understanding these tactics helps young people resist peer pressure and make healthier choices



The Real Cost

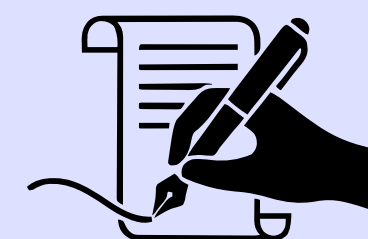
- Vaping and smoking have financial as well as health costs
- Teens are encouraged to consider whether supporting these companies is in their best interest

Support Is Available



- Talk to your GP or pharmacist about Nicotine Replacement Therapies (NRTs)
- [Talk to Frank textline \(82111\)](#)
- [Stanford My Healthy Futures](#)
- Cancer Focus quit services

Key Takeaways for Parents



- Young people are exposed to sophisticated marketing every day, especially online
- Open conversations at home can help reinforce the lesson's messages
- Encourage your teen to think critically about advertising and peer influence
- Education and support can empower teens to make healthy, informed choices