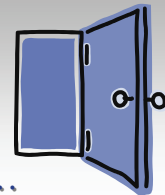


RACS Prevention Newsletter

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opening new doors to the schools and community...



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WORLD NO TOBACCO DAY: Tobacco Marketing to Women

Every year RACS joins thousands of organizations across the nation and around the world to call attention to *World No Tobacco Day*, an annual observance which took place on May 31, 2010. In 1988 the World Health Organization (WHO) designated the 40th anniversary of WHO as the first *World No Tobacco Day*. This year's theme was all about marketing to women. Although most of us have seen cigarette ads aimed at trying to convince women that they will be thin and fabulous if they smoke a particular brand of cigarettes, it is surprising to discover the extent to which Big Tobacco, since the 1920's, has been preying on the insecurities, inequalities, and social pressures that women face.

According to the Museum of Public Relations, in the mid 1920's it was taboo for a woman to smoke in public. George Washington Hill, then president of the American Tobacco Company, recognized that women were an untouched market that could send cigarette sales soaring. Hill knew that if he wanted to see higher profits he would somehow have to entice more women to smoke in public. In 1928 Hill hired Eddie Bernays, nephew of Sigmund Freud, to expand the sales of his Lucky Strike cigarettes. Bernays hired a psychologist named A.A. Brill to find out what it was that drew women to smoking. Brill informed Bernays that in his view, cigarettes were a form of liberation for women.

In March of 1929 at the Easter Parade in New York City a woman named Bertha Hunt and several other women stepped into a crowd of people all wearing their Sunday best and lit cigarettes, a very socially unacceptable thing at the time. Hunt told the press how she had been told to extinguish her cigarette the other day, and how she had devised the idea of lighting up with her friends at the parade as a protest. The cigarettes were "Torches of

Freedom," a new step in the march towards equality. News of the event spread and pretty soon more and more women were lighting up their cigarettes in public. What the public didn't know was that Miss Hunt was Bernays' secretary and that it was Bernays himself who had alerted the press. The entire affair had been planned completely as a marketing campaign, playing off of women's hopes of equality. Women were now officially a target of the tobacco industry marketing. Bernays succeeded in making American Tobacco's sales of Lucky Strike cigarettes increase. The "Torches of Freedom" campaign is now one of the most famous episodes in the history of marketing and public relations.

Since then the tobacco companies have been using three main marketing tactics to persuade women to start smoking.

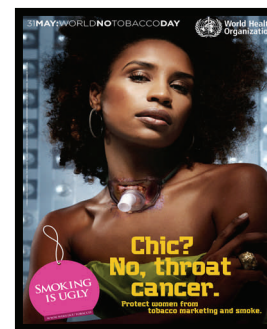
1. Smoking helps with weight control - According to Stelu Barbu author of "A Chronology of Events in the Civilized World on Tobacco", a sensation was created when George Washington Hill blatantly aimed the Lucky Strike advertising campaign towards women, urging them to "Reach for a Lucky instead of a sweet." Smoking initiation rates among adolescent females tripled between 1925-1935, and Lucky Strike captured 38% of the American Market.

2. Smoking is fashionable - Tobacco advertisements have always used thin, beautiful models wearing the latest fashions in their campaigns, but in 2007 R.J. Reynolds stepped it up a notch when they started using a two page ad for their "Camel No. 9" cigarettes. The left side of the ad pictured the Camel No. 9 packages with the tag line "light and luscious." The right side of the ad was made to look like a fashion spread with the words "Dressed to the 9's" at the top. The fashion spread included a little black dress, heels, and

old fashioned cigarette case, jewelry, and bracelets that matched the color of the cigarette package.

3. Smoking is a symbol of liberation and gender equality - Tobacco companies used this in the 20's and again during the 60's and 70's when Phillip Morris launched a brand just for women called Virginia Slims. This new cigarette was longer and thinner than a regular cigarette and contained a milder tobacco blend. The tag line "You've come a long way baby" was used at a time when women were again fighting for equal rights.

So what's the message this year? Big Tobacco wants women to believe that smoking will make them thin, fabulous, fashionable, and by golly they'll start getting paid as much as a man. Be on the alert women! The packaging may be cute, the gifts may seem desirable, but all you get in the end are smelly clothes, wrinkled skin, poor health, and that same old paycheck!



Submitted by:
Jessica Bjerk, Prevention Educator

Focus On...

One of the most magical moments in a father's life should be the birth of his child(ren). For many fathers, this isn't the case. They sit nervously in hospital waiting rooms or by their wife's side; then the day after the delivery and every day after that are filled with missed chances to bond with their children and influence the directions they will take in life. They rationalize that they are sacrificing for their family by working long hours and justify their emotional distance as modeling how to survive in the "cold, cruel world." Food on the table and a roof overhead is nice, but nothing makes up for a loving, nurturing relationship with one's father. The best way to bond is simply to spend time with a child. What you do is not as important as doing

something together. If you were to divide the activities up into four main areas, a balance of these four areas would result in a child having a happier, healthier life. **Physical activities** are the most familiar to fathers and include working around the house together, sharing a hobby, coaching an athletic team, exercising together and going places together. **Intellectual activities** focus on being involved in a child's academics, participating in school-related activities, encouraging hard work and modeling yourself as their primary teacher of life. **Social activities** are centered on talking with children, sharing feelings and thoughts, demonstrating appropriate affection and manners, and getting to know your child's friends. Finally, **spiritual activities** are used the least by dads but have the most power to influence a child. These activities incorporate reading spiritual stories together, going to church or the synagogue, praying with children, establishing rules and order, being consistent and available, and exploring the mysteries of nature. A dad can "get excited" by the little things that make a child excited or happy. Getting down on the child's level, regressing to those early moments in life when you were a child, and sharing simple pleasures with your child will foster a bonding of emotional understanding between a father and child. In summary, it is clear that the bond between a father and a child is an important one. Children need the unique style of bonding that fathers can provide, and fathers can build that bond by spending time engaging in physical, intellectual, social and spiritual activities.

Adapted from:
Ron Huxley, LMFT with sheknows.com

Submitted by: LJ Wilson, Parenting Educator



ask dr. mom...

Dear Dr. Mom-

Although my fifteen year old son is usually well behaved and respectful, sometimes he can really push my buttons. That's when I just lose it! Sometimes, I just get so angry and frustrated that I say things that I know I shouldn't, things I really don't mean. How can I stop doing this? I feel terrible and I know it hurts him too!

- Unhinged Mom

Dear Unhinged-

All teenagers can be difficult to deal with at times, so it's understandable that you get angry and lose it once in a while. However, in order to maintain a caring relationship with your son, one in which you continue to be a positive influence and role model in his life, it is important that you work out some effective strategies for keeping your emotions in check. Here are a few suggestions: 1) The next time your son says or does something that makes you angry, walk out of the room. Give yourself some time to cool off before you say something you'll later regret. 2) At a cooler time when you're not

angry with him, think about those hot buttons—the things that really get to you. Sit down with him and have a conversation about them and work together to figure out some compromises. 3) Make your rules and consequences clear. Instead of getting angry, just impose the already agreed upon consequences—like his not being able to go to a movie or a party. 4) If you do say something you don't mean, be sure that you apologize to your son for behaving inappropriately. 5) Find healthy outlets for your frustration and anger—working out, talking with friends, listening to music, or taking your dog for a walk.

- Dr. Mom

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Did You Know...

June

...is National Safety Month. . . . Fireworks Safety Month . . . Bicycle Helmet Safety Month. . . . the 14th is Flag Day... the 15th begins Universal Father's Week . . . the 20th is Father's Day... and the 21st is the First Day of Summer!

