

Tobacco 101- Price Discounting

The tobacco industry knows that high prices prevent youth from ever using tobacco products and helps addicted or lifelong smokers quit. That's why the tobacco industry spends millions on coupons and promotions such as "Buy One, Get One." After today's lesson, the students will understand that tobacco companies use coupons and promotions to make their products more appealing and accessible so young people are more likely to smoke and current smokers are less likely to quit.

Learning Objectives

After this lesson, students will be able to:

- Restate key facts about how tobacco companies use price discounting;
- Discuss the amount of money spent and specific marketing tactics used by tobacco companies; and
- Explain how tobacco companies use coupons and promotions to persuade young people to try smoking and discourage current smokers from quitting.

<i>Materials Needed:</i>	<ul style="list-style-type: none"> • Computer with internet access or computer with USB drive that contains the Don't Discount My Life video • Copies of Don't Discount My Life factsheet • Copies of advertisements • Paper • Writing utensils • White board markers
<i>Overview of Lesson</i>	<ul style="list-style-type: none"> • Warm-up and Introduction: 5 minutes • Video & Discussion: 10 minutes • Price Discounting Factsheet & Discussion: 10 minutes • Price Discounting & Coupon Activity: 20 minutes • Exit Ticket: 5 minutes <div style="border: 2px solid #ff69b4; padding: 5px; display: inline-block; margin-top: 10px;">Total Time: 50 minutes</div>
<i>Before the Lesson</i>	<ul style="list-style-type: none"> • Have the warm-up question ready for the students as they walk into class. • Double check the sound for the video. If streaming the video from YouTube, ensure you have a working internet connection. • Have the discussion questions posted on the board. • Either project the photos of tobacco coupons and promotions from the computer or have printed copies ready to hand out.

Factsheet and Discussion

Total Time: 10 minutes

Have a student pass out the **“Don’t Discount My Life”** factsheet.

Ask for students to read through the factsheet.

After the students have finished reading the document, ask them to turn and tell their neighbor one thing they learned from the factsheet that surprised them. Allow two minutes for this mini-discussion.

Call the students back together and ask for volunteers to share what they learned with the larger group.

If students aren’t offering to volunteer responses, ask the following questions to prompt responses. Give students some time to think before you jump in with a response.

- Are you surprised that tobacco companies spent more than \$7.7 billion in 2016 to reduce the price of cigarettes and smokeless tobacco for consumers?
- How do you feel about the fact that young smokers, women, and African Americans are more likely to be targeted by coupons or promotions?
- One-third of adults use a tobacco coupon every time they receive one. How do coupons and promotions hinder quit attempts?



DON'T DISCOUNT

MY LIFE

- KEEPING TOBACCO PRICES HIGH
- IS THE MOST EFFECTIVE WAY TO
- HELP PEOPLE QUIT & PREVENT
- YOUNG PEOPLE FROM STARTING
- TO USE TOBACCO.

- When prices are higher, tobacco use decreases, especially among youth and low-income smokers.
- Tobacco companies use coupons and retail promotions to lower the price of products.
- Price promotions are so targeted to smokers, they are nearly invisible to the general public and allow the tobacco industry to avoid regulations.



2X

MN young adult nonsmokers who receive tobacco coupons are twice as likely to become smokers.



About 50 percent of MN smokers have used tobacco coupons or promotions in the past year to save money on cigarettes.



A third of adult smokers use tobacco coupons or discounts every time they see one.

TOBACCO INDUSTRY TARGETING

THE FACTS ARE . . .

Tobacco companies spent **\$7.7 BILLION** in 2016 to reduce the price of cigarettes and smokeless tobacco for consumers. That is nearly **\$900,000** every hour.

COUPONS HINDER SMOKERS' ATTEMPTS TO QUIT. Minnesota adult smokers who redeemed cigarette coupons were much less likely to quit smoking than those who didn't use coupons.

DON'T
DISCOUNT
MY LIFE

DEATH AT A DISCOUNT

DISCOUNTED TOBACCO ONLY BENEFITS THE TOBACCO INDUSTRY.

Tobacco coupons and discounts make it more likely young people will become addicted to tobacco and less likely current smokers will be able to quit. Young and low income smokers are more likely to use tobacco coupons or promotions.

THE TOBACCO INDUSTRY USES COUPONS TO KEEP PRICES LOW.

Tobacco companies send coupons in birthday cards, pass them out at events and bars, promote them inside stores, and send emails and text alerts through their smartphone apps.



This customer only paid \$2 for two packs of American Spirit cigarettes. Without the coupon, the customer would have paid \$19.98.



TAKE ACTION!

WE CAN STOP THE TOBACCO INDUSTRY FROM TARGETING OUR COMMUNITIES WITH CHEAP TOBACCO.

Cities **CAN** and **SHOULD** prevent the redemption of tobacco coupons to help people quit smoking and prevent people from starting.

**DON'T
DISCOUNT
MY LIFE**

www.DontDiscountMyLife.org



Association for Nonsmokers-Minnesota
2395 University Ave. W, Suite 310, Saint Paul MN 55114

References available at: DontDiscountMyLife.org
(December 2018)

Coupon Activity

Total Time: 20 minutes

Show students different coupon examples.

Have students come up to the front and point to different coupons or promotions and explain what makes the coupon or promotion appealing.

If students are not able to come up with reasons why the coupons or promotions are appealing, ask the following questions:

- What is the coupon or promotion?
- Who does the coupon or promotion appeal to?
- What else is being “sold” in the coupon or promotion?

Repeat the process with the other images.

Included in this:

- 3 main cigarette companies coupons/promotions
- 3 smokeless tobacco companies coupons/promotions
- 3 vaping/e-cigarette companies coupons/promotions

After going through all the coupons and promotions, ask the students the following questions:

- What were some tactics that showed up in different coupons or promotions?
- Were there differences between e-cigarette, smokeless, and cigarette coupons?
- How do coupons and promotions like these keep people hooked and convince others to start smoking?



For help locating your pack, go to

VIRGINIASLIMS.COM

and click on "FIND A STORE." If you need further assistance, please call 1-800-868-9327. As always, thanks for choosing Virginia Slims.

Site limited to eligible smokers 21 years of age or older.

\$1.50 one dollar & fifty cents off one pack of any style
VIRGINIA SLIMS

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.





WARNING: This product contains nicotine. Nicotine is an addictive chemical.

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

\$5 off
JUUL Device



In store or online. See reverse for details.

Free portable charging case.



Redeem the enclosed offer at **JUUL.com/winter** and get a free portable charging case at checkout.* (\$49.99 value)

Free JUUL Pass™ membership.

Sign up at **JUUL.com/pass*** for lost device replacement.



The choice is yours.

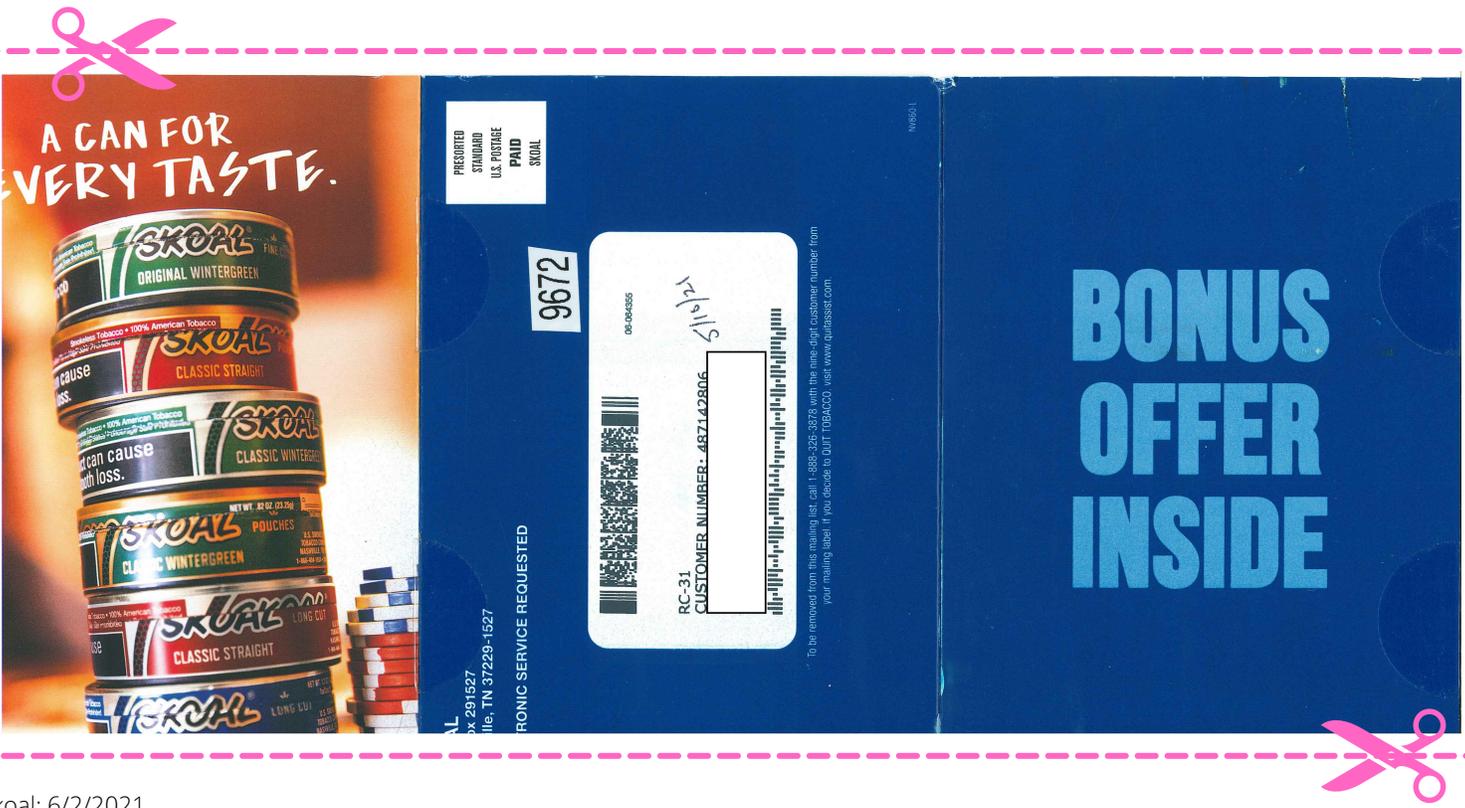
5% and 3% nicotine strengths available.
Shop our genuine JUULpods lineup at **JUUL.com.***



*For adults 21+ years old only.

JUUL: 12/16/2019







CAMEL

DON'T LET THESE SAVINGS SLIP AWAY

THESE OFFERS ARE WAITING FOR YOU ON CAMEL.COM:
SO LOG IN AND CASH IN BEFORE THEY'RE GONE!

TAP INTO THE DEALS →

THE SAVINGS ARE FRESH
MOBILE COUPONS AWAIT

CLAIM NOW →

\$1.50 OFF TWO PACKS
AND
\$1.00 OFF ONE PACK

CIGARETTES

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Camel: 8/25/2021



NATURAL AMERICAN SPIRIT

Get \$2 off before it's too late
If you are unable to view this email, [click here](#)

MADE WITH THE EARTH IN MIND.

Crafting earth-friendly cigarettes means putting the needs of nature first. For our partner growers, sustainable farming is just the way things should be done. It takes more effort, but it's what makes us different.

SEE THE DIFFERENCE

NEW ORGANIC PACKS DESIGNS ARE COMING SOON.
CHECK THEM OUT.

\$2 OFF
YOUR NEXT PACK

REDEEM NOW

CIGARETTES

Organic tobacco does NOT mean a safer cigarette.

Natural American Spirit cigarettes are not safer than other cigarettes.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

American Spirit: 8/20/2021



If you are unable to view this email, [click here](#)

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

UNDERAGE SALE PROHIBITED

VAPOR PRODUCTS



SUMMER CHILL

Somewhere, there's a summer chill to be had. Get a **99¢** blue or teal Alto device to match when you spend \$50 or more.

[SHOP NOW](#)

*Plus Tax. Pods sold separately.

WEBSITE, OFFERS & SOCIAL MEDIA CHANNELS RESTRICTED TO AGE 21+ TOBACCO CONSUMERS.

For messages containing promotional codes: Only available to age 21+ tobacco consumers. Conditions apply. Discount applied at checkout before tax and shipping with valid promo code. Not valid on previous orders. Void where prohibited. Subject to change or termination without notice. [See offer details.](#)

This email is being sent to SARAH.DULLINGER3@GMAIL.COM since you have requested to receive email communications from Vuse Vapor and we have confirmed that you are an age 21+ tobacco consumer.

IMPORTANT: To ensure you will receive email communications from Vuse Vapor please add "vusevapor@email5.vusevapor.com" to your email address book or safe senders list.

DO NOT reply directly to this email - your email will not be answered.

Vuse: 8/23/2021

If you are unable to view this email, [click here](#)

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

UNDERAGE SALE PROHIBITED

VAPOR PRODUCTS



EXCLUSIVE OFFERS

Subscribers get exclusive deals including a special birthday offer.

[SEE SUBSCRIPTIONS](#)

SUBSCRIBERS GET 15% OFF WRAPS ON VUSE.COM



[SHOP NOW](#)

WEBSITE, OFFERS & SOCIAL MEDIA CHANNELS RESTRICTED TO AGE 21+ TOBACCO CONSUMERS.

Vuse: 7/24/2021

Don't forget to grab a deal while you're there.

This email is being sent to you because you certified that you are a tobacco consumer 21+ interested in communications from U.S. Smokeless Tobacco Co. brands and should not be forwarded. If you are unable to see the images below, please contact us at 1-877-RedSeal. The GoRedSeal.com website is limited to eligible tobacco consumers 21 years of age or older.

WARNING: This product can cause mouth cancer.

SMOKELESS TOBACCO

SHOW YOUR HOMETOWN PRIDE WITH A FREE CUSTOMIZED METAL LID



CHOOSE YOURS NOW

NO PURCHASE NECESSARY. Limit 1 offer per eligible tobacco consumer 21 years of age or older. While supplies last through 8/11/21. Deal where prohibited.

TWO COUPONS FOR \$1.00 OFF A CAN
OF ANY STYLE RED SEAL™

CHOOSE OFFER

-OR-

TWO COUPONS FOR \$3.75 OFF 5 CANS
OR A ROLL OF ANY STYLE RED SEAL™

CHOOSE OFFER

★ THE WAY IT OUGHT TO BE™ ★

SMOKELESS TOBACCO

WARNING: This product can cause mouth cancer.

The GoRedSeal.com website is restricted to eligible tobacco consumers 21 years of age or older.

Red Seal: 8/11/2021

AN OUT OF THIS WORLD EXPERIENCE

On August 11-13, the Perseid Meteor Shower will be at its peak, lighting the moonless sky with shooting stars. Take time to enjoy this astral phenomenon with the world's best-selling snus.

EXPLORE GENERAL ▶



EXCLUSIVE COUPONS SAVE \$9 ON GENERAL

CLAIM COUPONS NOW ▶



THE 1ST PRODUCT TO OBTAIN A MODIFIED RISK TOBACCO PRODUCT ORDER

LEARN MORE ▶



Questions or want to report concerns about General Snus?

Contact us at info@swedishmatch.com, or call (270) 685-8777.

General Snus: 8/10/2021

References

1. **Don't Discount My Life Website:** www.dontdiscountmylife.org

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Address:

Association for Nonsmokers-Minnesota
2395 University Avenue West, Suite 310
Saint Paul, MN 55114

Phone:

(651) 646-3005

Email:

ansrmn@ansrmn.org

