

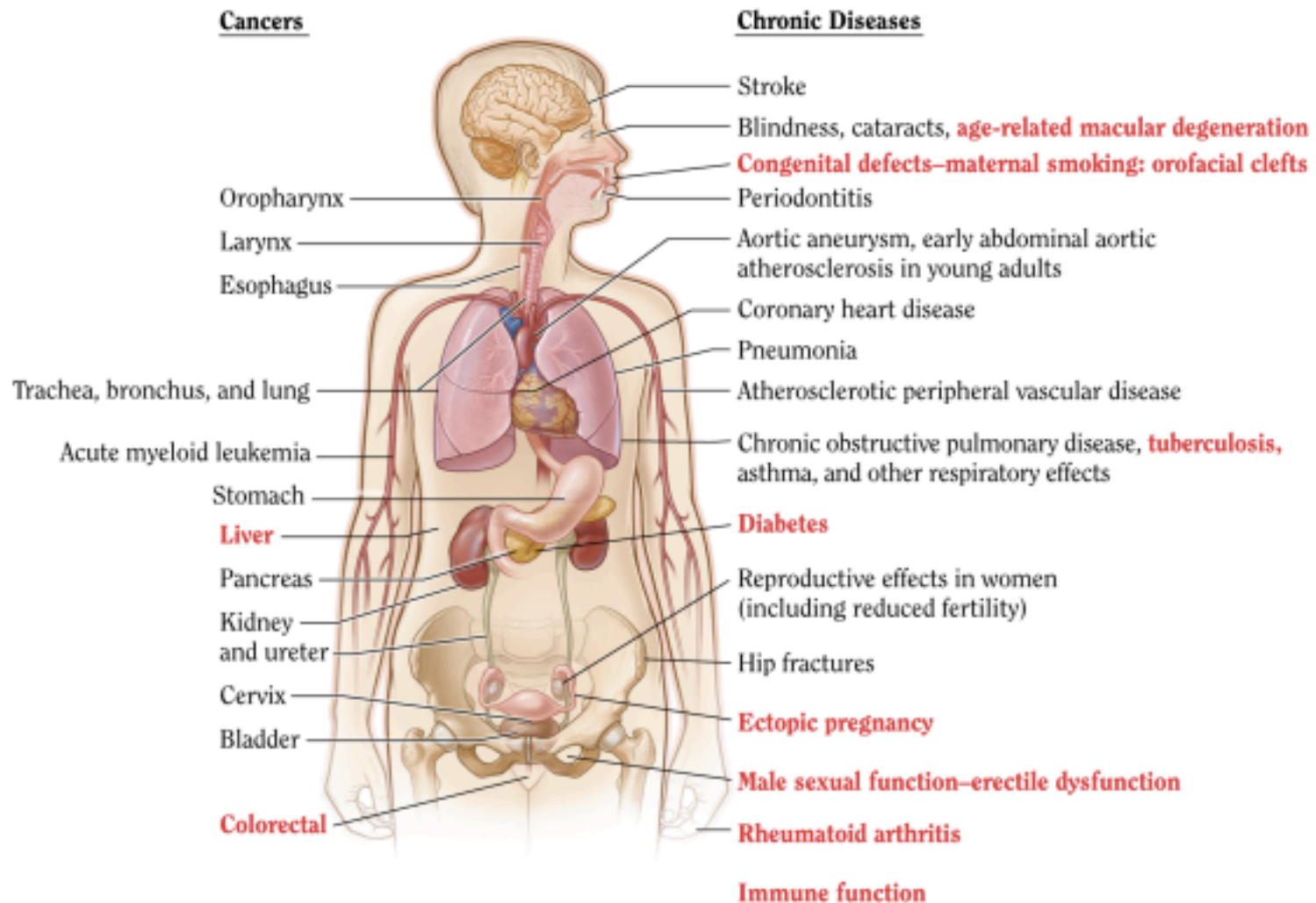
No Smoker Left Behind The Tobacco Industry Loves Older Smokers Why Don't We?

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Older Smokers

- There are 4 million smokers over the age of 65
- Older smokers less likely to be treated for tobacco dependence than younger smokers
- Tobacco related diseases are the leading cause of death in older adults

Causal Health Consequences Then and **Now**



Source: USDHHS 2004, 2006, 2012


Note: Condition in **red** is a new disease that has been causally linked to smoking in 2014 Surgeon General's Report

Who is Interested in Older Smokers ?

(hint – not health care)

Tobacco Industry has Always Valued Older Smokers

Men who smoke wisely want a SENSIBLE cigarette- a cigarette that is cool and comfortable to the throat and that leaves a man feeling "fit" and clear-headed even though he may smoke more often than usual.



FATIMA may never become the only cigarette smoked by keen, substantial men of this type. But you will find that Fatima has already become more popular with such men than almost any other cigarette.

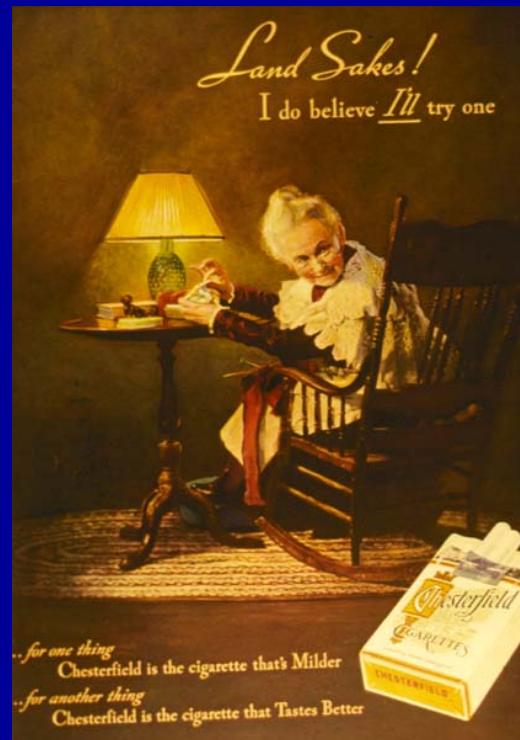
This is because men who smoke wisely want a SENSIBLE cigarette—a cigarette that is cool and comfortable to the tongue and throat and that leaves a man feeling "fit" and clear-headed even though he may smoke more often than usual.

Logan & Myers Tobacco Co.

FATIMA

A Sensible Cigarette

Women Too



UNIVERSITY OF CALIFORNIA, SAN FRANCISCO

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The Legacy Tobacco Documents Library (LTDL) contains more than 11 million documents (60+ million pages) created by major tobacco companies related to their advertising, manufacturing, marketing, sales, and scientific research activities.

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Selected documents highlighting the diversity of the collection and some of its most useful and popular documents:

["The Importance of Younger Adults"](#)[\["We Are, Then, in the Business](#)**Links & Resources**[Advertising & Marketing](#)[Document Research Examples](#)[Glossaries of Names](#)[Podcasts and Videos](#)[TobaccoWiki](#)

Done



Microsoft PowerPoint ...

Legacy Tobacco Docu...

Document1 - Microsof...

Internet

100%

Targeting Older Smokers

Older Smokers Important Market

AS THEY ASSUME A LARGER
SHARE OF THE POPULATION, PEOPLE 65 AND OLDER WILL
BECOME AN INCREASINGLY IMPORTANT MARKET FOR CIGARETTE
MANUFACTURERS.

Alive with pleasure! Newport



**After all, if smoking
isn't a pleasure,
why bother?**

Kings: 17 mg. "tar", 1.2 mg. nicotine;
100's: 19 mg. "tar", 1.4 mg. nicotine
av. per cigarette, FTC Report April 1976.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Alive with pleasure!



Newport
After all,
if smoking isn't a pleasure,
why bother?



SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.

© Lorillard 1992

Kings: 16 mg. "tar", 1.2 mg. nicotine; Lights Kings:
8 mg. "tar", 0.7 mg. nicotine av. per cigarette by FTC Method.

E X P E R I E N C E

It has its rewards

*An Exciting New Chapter In
The Senior PGA TOUR Begins.*

*Experience. It's what's made golf's all-time greats
great. And now their reward for a tradition of great
play is the richest Tour ever! The new \$11,500,000
Premier Cup Senior PGA TOUR reflects the tennis
tenacity excitement of the new Premier brand, and it's
everything the previous Senior Cup was and more!*

*R.J. REYNOLDS Tobacco Company is proud to sponsor
the new Premier Cup. Not only because it signals a
rich, mature commitment to the Tour and its
players, but also because it rewards the spirit that
drives the best of all us
toward excellence.*

THE
PREMIER
CUP



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

SURGEON GENERAL WARNING: Quitting
Now Greatly Serious Risks to Your Health.
Smoke Contains Carbon Monoxide.

Mighty Tasty!



*"that's
fresh,
baby"*

88.22.6

Tobacco Industry Loves Older Smokers

- Heavy smokers
- Loyal smokers
- BUT – they are the group that begins to express health concerns

Here Come The Baby Boomers Born 1946-1964

THE MAJOR GROWTH SEGMENT OF THE POPULATION DURING THE
COMING YEARS WILL BE THOSE AGED 35 TO 49 - THE
SO-CALLED "BABY BOOM" GENERATION REACHING MATURITY,
THEIR SHEER NUMBERS WILL MAKE THEIR AGGREGATE INFLUENCE
KEY TO CIGARETTE MANUFACTURERS.

1980 Lorillard

Baby Boomer Analysis

- “smoking incidence [was] higher among Baby Boomers than the general population group ”
- Preferred “low tar” cigarettes

Who chooses “light” cigarettes

- o Those who want a "better" way to smoke
- o Those who want to quit

**Please
don't forget**

Carlton is lowest

Psychographic Analysis of Baby Boomers

Likely to respond to messages that encourage:

- independence and individuality
- control and choice

'Vantage. I just won't compromise on taste.'

"I'm willing to make some concessions, but taste isn't one of them. Even though I've heard the tar stories, I still want a cigarette with good taste."

"That's why I'm glad I switched to Vantage."

"With Vantage, I get the taste I smoked for in the first place. And that wasn't easy to find in a low tar."

"For me, Vantage is the best tasting low tar cigarette there is."

Jack H. Bacon
Jack H. Bacon
Morgan, Tennessee



Regular, Menthol, and Vantage 100s

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

FILTER 100's: 10 mg "tar", 0.8 mg. nicotine, FILTER, MENTHOL, 0 mg. "tar", 0.8 mg. nicotine, av. per cigarette. FTC Report MAY '78.


'Why I choose to smoke.'

"Why did anyone I smoke because I enjoy it. I'm the kind of guy who gets pleasure out of a cigarette. But I'm not deaf to what's being said about tar."

"So I searched out a cigarette that would give me taste with low tar. And two years ago I found it in Vantage. Vantage has all the taste I enjoy yet surprisingly much less tar than my old brand."

"Why did I choose Vantage? Because I like it."

Michael D. Spence
Michael Spence
Boston, India



Regular, Menthol, and Vantage 100s

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

FILTER 100's: 10 mg. "tar", 0.8 mg. nicotine, MENTHOL, 0 mg. "tar", 0.8 mg. nicotine, av. per cigarette. FTC Report MAY '78.

'I know why I smoke.'

"There's only one reason I ever smoked. Good taste."


"So when I switched to low tar, I wasn't about to give that up. If you don't smoke for taste what else is there?"

"But there was all that talk about tar."

"Unfortunately, most low tar cigarettes tasted like nothing. Then I tried Vantage."

"Vantage gives me the taste I enjoy. And the low tar I've been looking for."

Vincent Douglas
Vincent Douglas
Philadelphia, Pa.



Regular, Menthol, and Vantage 100s

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Discouraging Quitting Among Older Smokers

- “Low-tar” cigarettes and Increase nicotine levels
(Kessler, 2001)
- Direct mail surveys “targeted ... to very old, quitting prone smokers” (AT 1992 slg46e00)
- Mailing lists “for direct marketing communication”
(AT 1988 acb33a00)
- Targeted custom mailings
 - “to demographically correct targets [older smokers] ...highly vulnerable ...quitters” (AT 1994 tid tbs25f00)

Coupons

- Mailed week pension checks arrived

Effect Multiple carton purchases in the first week when their pension checks are received.

Lorillard 1986 tid ufk10e00

The Tobacco Industry
Went Everywhere
Older Adults Went

Doc



Doc



PGA Senior Golf Tour



Casinos



Bowling

"EXPERIENCE IS THE BEST TEACHER!

... in bowling and in choosing a cigarette."

says **Ned Day**
1-Time National Bowling Champion

I KNOW FROM **EXPERIENCE** THERE'S NO OTHER CIGARETTE LIKE A **CAMEL!**

More people are smoking CAMELS than ever before

"**G**REATEST Movie Game Player of All Time" is the title that bowling enthusiasts have given Ned Day. He's had years of experience as a bowler. His most enlightening experience is a similar date back to the wartime cigarette shortage.

"There were the days," says Ned, "when I smoked whatever brand I could get. Naturally, I recognized the difference brands I smoked. I found by experience that no other cigarette was as 'T Zone' like a Camel."

Millions had this same experience. With smokers that realize who stood just compared, Camels are the "choice of experience."

The Camels. Let your own experience... your "T Zone"... tell you why more people are smoking Camels than ever before!

According to a National survey

**MORE DOCTORS
SMOKE CAMELS**
than any other cigarette

Based on a 1954 survey of 10,000 doctors in the United States. The survey showed that 70% of the doctors who smoke prefer Camels to any other cigarette.



← **YOUR "T ZONE"**
WILL TELL YOU ...
T for Taste...
T for Threat...

That's your warning signal for any cigarette. See if Camels don't tell you "T Zone" it!

Bottom Line

The tobacco industry aggressively targets older smokers and tries to prevent them from quitting smoking

Older smokers are less likely to be treated than any other group

- Ageism
- Smoker stigma
- Cigarettes more deadly than 50 years ago
- Older smokers do not know/believe in the benefits of cessation
- Health care providers do not know/believe in the benefits of cessation for older smokers

Anticipating Affluent Baby Boomers

“For people who like to smoke”



1980

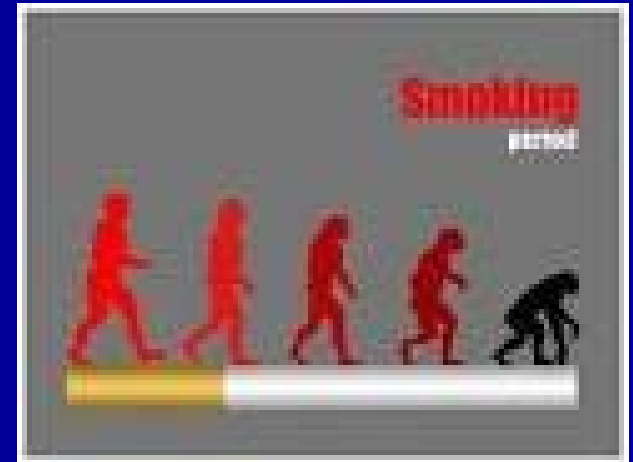
Denormalization of Tobacco

Stigmatization of Smokers

- For the last 20 years public health has tried to tear down that social construct which has lead to the denormalization of tobacco
- One of our most successful tobacco control strategies
- Transformation from a mark of sociability to deviant behavior has lead to



Smokers
"Suck!"



Cigarettes are More Deadly Today Than 50 Years Ago

- Smokers' risk of death from all causes, compared to never smokers, has gone up significantly over 50 years
- Today's cigarette smokers (both men and women) have a much higher risk of lung cancer and COPD than 1964 smokers; despite smoking fewer cigarettes

Today's Smokers

The poor;
The homeless;
The least educated;
Persons with mental health,
substance abuse, and alcohol
diagnoses;
LGBT community;
Minorities



Cigarettes are More Deadly Today Than 50 Years Ago

- Since 1959 lung cancer risk for never smokers is about the same, but the risk for smokers has increased steadily.
- Lung cancer risk increased 10X for female smokers and doubled for male smokers
- 90 percent of lung cancer deaths and 80 to 90 percent of COPD deaths are caused by smoking

Changes in Design of Cigarettes Makes Them More Deadly

“ The evidence is sufficient to conclude that the increased risk of adenocarcinoma of the lung in smokers resulted from changes in the design and composition of cigarettes since the 1950s.”

“...suggestive evidence that ventilated filters and increased levels of tobacco-specific nitrosamines have played a role.”

2014 Surgeon General's Report (SGR)

Unaware of the Benefits

- Quitting smoking by 50 halves lung cancer risk
- Quitting smoking immediately decreases cardiovascular risk
- Older age is positively correlated with rationalizing beliefs about quitting smoking
- Older smokers greater unrealistic optimism about their risks
- But those aware of the risks of smoking and the benefits of cessation are 12 times more likely to quit

Uptick In Tobacco Industry Targeting Of Older Smokers

- Encouraging older smokers to use smokeless tobacco and e-cigarettes (alternative tobacco products – ATP)
- ATP marketed for use in non-smoking areas
- ATP marketed as cessation aid or help for decreasing cigarette consumption

ATP: e-Cigarettes

e-cig –an electronic inhaler that vaporizes a liquid solution of nicotine into an aerosol mist, simulating the act of tobacco smoking.

-



ATP: e-cigarettes

- Sales in cigarettes dropped 6.2% in the first quarter of 2012 — a jump from the 3- 4% declines in recent years
- Sales of e-cigarettes doubled. In 2011, 21 % of smokers had tried e-cigs, up from 10% in 2010 (CDC)
- Retail sales of e-cigs are expected to balloon from \$500 mill in 2011 to over \$1 billion in 2014 (*Wall Street Journal*)



Old Tactics to Renormalize Smoking

...thing you enjoy about smoking and nothing else.
...es a quitter, so make the switch today.

blucigs.com



Some New Tactics

Welcome Back



Study Aims

- Expand investigation of ATP messages to older adults (not previously studied)
- Characterize older smokers' perceptions of the risks and benefits associated with cigarettes and ATP
- Determine the extent to which perceptions relate to exposure to pro- and anti-tobacco messages

Methods

- Six focus groups
- Recruitment of smokers and former smokers over 45 by flyer and craigslist
- Transcribed data double coded using Excel coding matrix
- Participants provided their perceptions of:
 - Pictures and definitions of ATP
 - Cigarette marketing
 - ATP marketing
 - Proposed graphic cigarette warning labels

Results – Older smokers receptive to ATP messaging

- Participants exposed to tobacco marketing had increased perceptions of benefits and decreased perceptions of risks of products
- 90% of sample expressed willingness to try new products before trying cessation
- High interest in e-Cigarettes
- Ads used nostalgia and glamour effectively
- Warning labels were not viewed as effective

Results – public health messages don't resonate with older smokers

- Majority of participants felt anti-tobacco public health messaging did not apply to them:
 - “It's not meant for me”
 - “It's about young people”
 - “It's too late for us.”
- Perception that anti-tobacco images only include older adults as end of life patients – often with tracheotomies

What to do? What to do?

- Develop public health programs that target or at least include older smokers
- Educate health care providers
- Educate the public
- Educate older smokers
- Treat older smokers

Addiction is the disease -

Smoking is the symptom

Tobacco Dependence Treatment for Older Adults

Current Guidelines

- U.S. Public Health Service in 2000 and updated for 2008
- 5 A's
 - Ask
 - Assessment
 - Advise
 - Assist
 - Arrange

Pharmacotherapy

- First-line, FDA- approved medications for smoking cessation include:
 - NRT
 - Bupropion sustained release
 - Age related slower drug clearance: 150/day for 1 week; if OK then increase to 300 2nd week; if OK maintain for at least 12 weeks.
 - Varenicline

<http://rxforchange.ucsf.edu>

Combination Pharmacotherapy

- Combination NRT
 - Long acting formulation + short acting formulation (patch = gum, lozenge, inhaler, nasal spray).
 - NRT + Bupropion SR

Tobacco Dependence Treatment for Highly Dependent Smokers

- Tobacco dependence is a chronic disease and relapse is intrinsic to this disease.

Components of Rx for HDS

- Tailored intensive interventions that combine behavioral interventions with pharmacologic cessation aides.
- Use of telephone counseling has been shown to be effective.
- Proactive counseling helps motivated smokers stay abstinent compared with standard self-help.

EBP for Older Smokers

- Treat as a chronic disease; most smokers have multiple quitting attempts and relapse is the norm.
- Hall et al., achieved abstinence rates with older smokers of more than 55% at 24, 52, 64, and 104 weeks using bupropion and extended cognitive behavioral treatment.

Additional Features

- Meaningful motivational factors; most older adults ARE motivated to quit.
- Smoking stigma and shame.
- Mood management – evaluate and treat patients for mood disorders and assist with effective coping strategies.
- Smoke-free homes.
- Social support.

Addiction is the Disease
Smoking is the Symptom