





Reduction in youth
smoking from **2000 – 02**

Preventing **300,000**
adolescent smokers

American Journal of Preventative Medicine (2009)

1 **450,000**

Number of adolescents prevented
from smoking initiation through **2004**



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FOR LONGER HEALTHIER LIVES



A group of diverse young adults (men and women of various ethnicities) are sitting on a grassy lawn in front of a modern building with large windows. They are all smiling and looking towards the camera. The scene is bright and suggests a positive, youthful atmosphere.

CHANGED LANDSCAPE

YOUTH CULTURE

EVOLVED TOBACCO MARKETING

YOUTH TOBACCO BEHAVIOR

DIGITAL & SOCIAL MEDIA



2.0

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