

humanity®

truth



22%

Reduction in youth
smoking from 2000 – 02

Preventing 300,000
adolescent smokers

American Journal of Preventative Medicine (2009)

450,000

Number of adolescents prevented
from smoking initiation through 2004

humanity®

A group of approximately ten diverse young adults, including men and women of various ethnicities, are sitting on a green lawn in front of a light-colored building with windows. They are all smiling and looking towards the camera. The image is overlaid with a semi-transparent dark grey rectangle containing white and orange text.

CHANGED LANDSCAPE

YOUTH CULTURE

EVOLVED TOBACCO MARKETING

YOUTH TOBACCO BEHAVIOR

DIGITAL & SOCIAL MEDIA

human 2.0





#FINISHIT 