

truth[®] Fact Sheet

- The **truth**[®] campaign is the largest national youth-focused anti-tobacco education campaign. It is designed to engage teens by exposing Big Tobacco's marketing and manufacturing practices, as well as highlighting the toll of tobacco in relevant and innovative ways.
- **truth**[®] provides honest facts and information about tobacco products and the tobacco industry, and gives teens tools that enable them to take control and make informed decisions about tobacco use.
- About 80 percent of smokers begin using tobacco before the age of 18; the primary focus of the **truth**[®] campaign is youth aged 12 to 17 years old. ¹
- The objective of **truth**[®] is to change social norms and reduce youth smoking.

Strategy of the **truth**[®] campaign

- Tobacco use provides some teens with an outlet to express themselves; **truth**[®] provides an alternative. Teenage years are a time of transition into adulthood and a quest for control. For some teens, tobacco use can fulfill some of the innate adolescent needs; **truth**[®] is an alternative way to meet those needs.
- As a brand, **truth**[®] directly counters messages from the tobacco company brands, which spent \$11.22 billion in 2001 to market their products in the U.S. alone. ² **truth**[®] can never match that spending, so instead it stays ahead by being more breakthrough and cutting-edge.
- The **truth**[®] campaign uses evidenced-based research, research with teen audiences, marketing and social science research and evidence from the most successful anti-tobacco campaigns to inform its strategies.

truth[®] works

- In November 2003, American Legacy Foundation[®] released the results of the 2002 National Youth Tobacco Survey (NYTS 2002)³, which found that smoking decreased by 18 percent among high school students since the last survey in 2000. ⁴ Smoking rates among high school students are at the lowest rate in 28 years and **truth**[®] is a likely factor in the decline. ⁵

- The “Monitoring the Future” study, released in December 2002, reported declines in smoking rates among 8th, 10th, and 12th graders and cited the **truth**[®] campaign as one of the reasons for this public health victory. The study was sponsored by the U. S. Department of Health and Human Services and conducted by the University of Michigan.

truth[®] awareness campaigns

- The **truth**[®] campaign (2000) launched at a youth summit attended by 1,000 teens from across the country.
- **Infect truth**[®] (2001, 2002) educated teens on the facts about cigarette design and engineering.
- A look behind the **Orange Curtain** (2002, 2003) shed light on the tobacco industry’s marketing tactics on such topics as addiction and the health consequences of smoking.
- **Crazyworld** (2003) showed teens how tobacco companies play by a different set of rules than other companies. Where many companies recall products at the first sign of danger to a consumer, the tobacco industry makes a product that kills 1,200 of its customers every day.
- **Connect truth**[®] (2004) uses an orange dot icon to link together pieces of information to reveal the larger picture about the effects of smoking and the chain of events from marketing to consumer illness and death.

truth[®] advertising and more

- **truth**[®] ads are in-your-face and hard-hitting because teens respond to up-front and powerful messages that display courage and honesty in a forceful way.
- **truth**[®] advertising reaches a broad audience with multi-cultural messages. In addition, advertising and promotions are developed for specific ethnic groups to create stronger connections with these segments and to counteract the ethnic targeting of the tobacco industry.
- **truth**[®] aims to be relevant with teens. Teens are involved in testing all **truth**[®] advertising concepts and provide suggestions and feedback through the **truth**[®] Web site.

- The **truth**[®] campaign is everywhere in youth media – on television networks popular with teens like MTV, FOX and WB, and in magazines like Vibe and Seventeen. **truth**[®] also has a prominent presence on the Internet with its highly interactive and relevant-to-teens Web site, www.thetruth.com, that allows teens to engage with **truth**[®] on their own terms.
- **truth**[®] advertising is produced by an alliance of agencies led by Arnold Worldwide in Boston and Crispin, Porter + Bogusky in Miami. The American Legacy Foundation provides funding and strategic direction for the campaign.
- The American Legacy Foundation is building a world where young people reject tobacco and anyone can quit. The foundation was created as a result of the 1998 Master Settlement Agreement (MSA) between the tobacco industry and 46 states. **truth**[®] is one of many foundation initiatives that advance collaborative, innovative, evidence-based solutions to undo the harm from tobacco use in America.
- The American Legacy Foundation receives the majority of its funding from payments to the National Public Education Fund established by the MSA. The MSA called for payments to the fund for 5 years and thereafter for years in which the companies participating in the agreement collectively have a 99.05% market share. The foundation received the last guaranteed payment in 2003. The participating manufacturers' share does not currently meet the threshold and is not expected to in the foreseeable future. As a result, the foundation and the **truth**[®] campaign are now facing a serious funding challenge. Efforts are being made to raise funds to continue the **truth**[®] campaign and the foundation's other programs.

#

¹ Mowery PD, Brick PD, Farrelly MC. Legacy First Look Report 3. Pathways to Established Smoking: Results from the 1999 National Youth Tobacco Survey. Washington, DC: American Legacy Foundation. October 2000.

² Federal Trade Commission (FTC). Cigarette Report for 2001. Washington, DC: U.S. Federal Trade Commission. 2003.

³ CDC. Tobacco Use Among Middle and High School Students – United States, 2002. MMWR 52(45): 1096-1098.

⁴ Farrelly MC, Vilsaint M, Lindsey D, Thomas KY, Messeri P. Legacy First Look Report 7. Cigarette Smoking Among Youth: Results from the 2000 National Youth Tobacco Survey. Washington, DC: American Legacy Foundation. August 2001.

⁵ Johnston LD, O'Malley PM, Bachman JG. (2002). Monitoring the Future, National Results on Adolescent Drug Use: Overview of Key Findings, 2001. (NIH Publication No. 02-5105). Bethesda, MD: National Institute on Drug Abuse.