

We have funded a variety of research-based programs that help prevent underage access to tobacco products, provide parents with tools to help them raise kids who don't smoke and support youth-serving organizations to help keep kids from using tobacco.

In the early 1990s youth smoking rates, which had been declining for years, began to rise.¹ As a result, we launched a number of efforts to help address this issue.

In 1995, we announced the Action Against Access program, and became a founding member and major sponsor of the Coalition for Responsible Tobacco Retailing and its [We Card](#)[®] program.



The tobacco settlement agreements*, which we signed in 1997 and 1998, require that tobacco companies commit to underage smoking prevention and to:

- communicate that commitment to employees and customers;
- designate an executive to identify ways to prevent underage cigarette smoking and smokeless tobacco use; and
- seek ideas from employees on how to prevent underage cigarette smoking and smokeless tobacco.

In 1998, we created a Youth Smoking Prevention department with the objective of helping to prevent kids from smoking cigarettes. The tobacco settlement agreements did not require that the company create this department or mandate any particular allocation of funds to help prevent underage smoking. The tobacco settlement agreements also do not mandate many of the programs we have undertaken, such as parent communications, support for the *We Card* program and grants to organizations with programs designed to help kids avoid risky behaviors. The aim of the agreements however, is clearly to help reduce underage tobacco use in the U.S.

We've made payments of more than \$70 billion to the states as part of these agreements, and continue to advocate that a large portion of these funds support effective programs to prevent underage tobacco use. Learn more about the [tobacco settlement agreements](#).

In addition, we supported legislation, enacted in 2009, to give the Food and Drug Administration (FDA) regulatory authority over tobacco products, including new authority to prevent underage tobacco use.

Over the years, our efforts have included:

"Talk. They'll Listen." TV, Radio and Print Advertising Campaign

From 1999 – 2006, we aired advertising for parents with the message "Talk to your kids about not smoking. They'll Listen." This campaign made a meaningful difference in helping parents understand their influence and encouraging them to talk to their kids about not smoking.

- Up to 61 percent of parent respondents who were aware of a television ad reported having talked to their children about not smoking as a result.
- Based on population estimates, the June 2006 flight of our television campaign reached approximately 24.4 million parents of kids 10-17 and inspired approximately 14.8 million parents to talk to their kids about not smoking.

Parent Resource Center

The online Parent Resource Center (PRC) provided information and activities to help parents raise kids who don't smoke. The PRC included advice from parenting and child development experts on talking to kids about not smoking or using any tobacco products.

The PRC received more than 3.8 million visits between 2005 and March 2010. In 2010, we worked with Search Institute to develop *Parent Further*[®], an independent resource for parents. While the PRC is no longer online, we link to [ParentFurther](#)[®] on this website.

“Raising Kids Who Don’t Smoke” Parent Resource Series

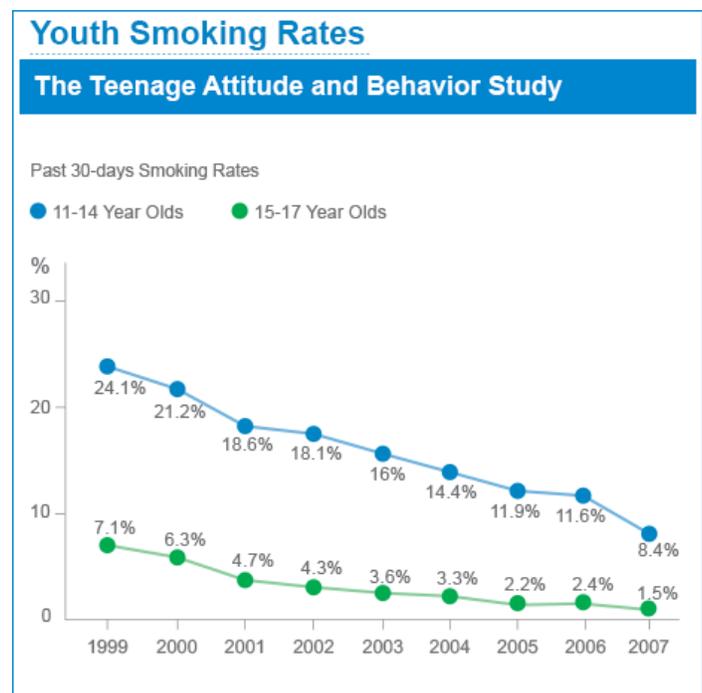
The “Raising Kids Who Don’t Smoke” parent resource series was designed to provide parents with advice on talking to their kids about not smoking or using other tobacco products. This series addressed many factors that might influence kids to smoke or use other tobacco products, like peer pressure and parental smoking. We distributed more than 100 million free resources nationally to retail stores, through magazine inserts, by direct mail, and also via orders placed directly with us.

Teenage Attitudes and Behavior Study (TABS)

TABS was conducted from February 1999 through 2007 and was an important component of our efforts to prevent underage tobacco use. During that time, the survey measured the prevalence of youth tobacco use in the continental United States and complemented existing national studies. This information aided us in understanding the difference between kids who use tobacco and those who don’t, and helped guide our overall underage tobacco prevention strategy, communications and grant program priorities. [View a PDF of the final 2007 TABS report.](#)

Underage Tobacco Sales Prevention Policy

From 1996 through 2010, we enforced an Underage Tobacco Sales Prevention Policy to help address the issue of illegal tobacco sales to underage purchasers. We suspended merchandising and promotional payments to retail stores that state agencies identified for selling tobacco in violation of state or local minimum-age requirements.



The Family Smoking Prevention and Tobacco Control Act requires the FDA to issue guidance establishing civil monetary penalties for retailers who violate certain restrictions on the sale and distribution of tobacco products, including minimum-age sales restrictions, and coordinate with the states to enforce those restrictions. Currently, the FDA is contracting with states and territories to conduct compliance checks to enforce minimum-age sales laws for tobacco products.

As a result of FDA enforcement of these laws, PM USA decided to discontinue the Underage Tobacco Sales Prevention Policy in early 2010.

¹Monitoring the Future study. University of Michigan Institute for Social Research and the U.S. Department of Health and Human Services. 2006.

*In November 1998, the nation’s leading cigarette manufacturers, including PM USA, signed the Master Settlement Agreement (MSA) with the attorneys general of 46 states, five U.S. territories and the District of Columbia. Prior to entering the MSA, PM USA, along with other leading cigarette manufacturers, had already reached agreements with Florida, Minnesota, Mississippi and Texas. These agreements, combined with the MSA, are collectively referred to as the tobacco settlement agreements.