

LEGAL DRUG PUSHERS NEED NEW CLIENTS

ARE YOUR KIDS HOOKED YET?

A COMMUNITY PROBLEM

Some people say that if someone chooses to smoke it's their own problem; that others have no right to interfere. But smoking is more than a personal matter. It is a community problem. Each day, about 40 Australians die from smoking-related diseases. They don't all die suddenly, curling up their toes and snuffing it. They are usually sick for years before they die. This causes thousands of lost work-days and a great deal of lost productivity. It also uses up hospital beds and ties up scarce medical facilities on a large scale — **more than any other medical problem does in Australia.** It causes massive increases in cost of whatever health fund we belong to. It is a habit we **all** pay for, whether we use tobacco products or not, while the tobacco companies make massive profits out of it!



Images which appeal to children predominate in cigarette ads. This one has horses for the girls, and a cowboy for the boys.

HOOKING OUR KIDS

The tobacco companies in **Australia alone** spend **60 million** dollars a year on advertising their products. **None** of that money is spent on making the cigarettes or wages — that is all over and above the 60 million. With 60 million dollars to spend **just on advertising cigarettes** they can afford professional psychologists to devise their ads — and it shows.

The advertising is aimed at people between the ages of 11 and 15, **and it works**. Psychologists know that early adolescence is usually a period of deep anxiety for normal people. Fears associated with rejection, social incompetence and sexual inadequacy are part of growing up. Children in search of a clear self-image find that cigarette ads promise them the world — vigorous, handsome youthhood linked with courage, daring, athletic prowess; beautiful, alluring young womanhood linked with wealth, the outdoor life and happiness.

That is also why the tobacco companies are so “generous” in promoting sporting events. Glory, success, wealth and happiness are thereby cynically linked — in the immature and anxious mind — with smoking.

Advertising which exploits these themes does not work on most people after the age of 19 or so, because as we become older and wiser we grow suspicious of these stereotypes. By relying heavily on those themes in their advertising, the tobacco companies systematically exploit the young and vulnerable.

Of course, manufacturers are keen to have people smoke their brand, but the main purpose of cigarette advertising is to persuade kids who don't smoke to resolve their psychological fears by smoking. Tobacco pushers are not fools — their advertising dollars are well spent. To make up for all the adults giving up smoking, they are trying desperately to recruit children. And they are succeeding.

Cigarette advertising **cannot** be seen as legitimately meeting a need, but as **creating** one.



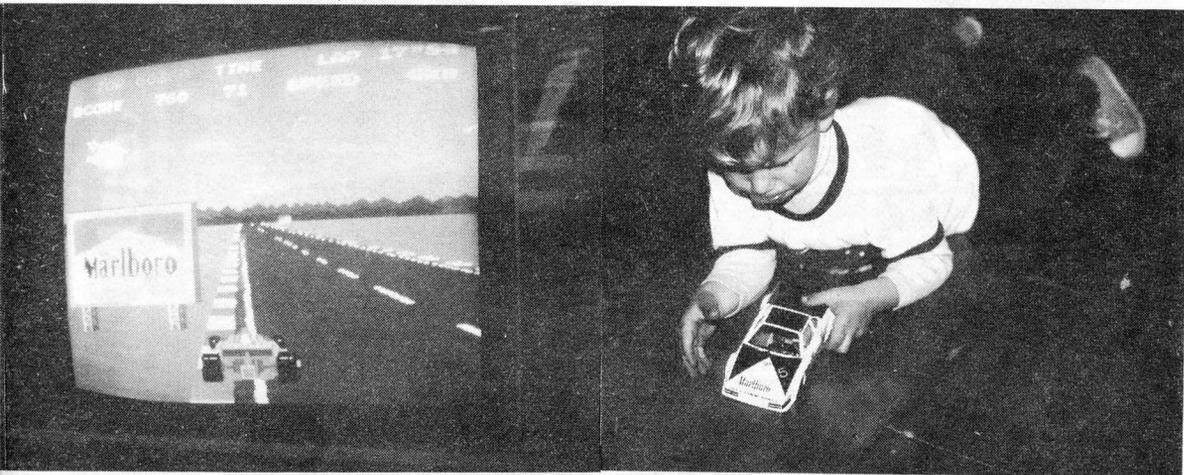
By indoctrinating children with brand names

INFORMING OR PUSHING?

The tobacco industry insists that their advertising doesn't cause children to take up smoking. They would have us believe that their ads merely encourage existing smokers to change from one brand to another. In some magical way, their ads are invisible to our kids. People who dismiss the power and effect of cigarette advertising are living in a dream world! The industry's own research has shown that once people have started smoking, they rarely change their brand, so why would tobacco companies waste their money in this way?

BUGA UP CARES

You've probably seen BUGA UP's handiwork on the billboards. Their graffiti doesn't attack people who smoke. No-one should deny smokers the right to indulge their dangerous and silly habit. We **all** do crazy things of one kind or another. **But smokers don't need tobacco advertising.** They know where to get their smokes already. BUGA UP doesn't want smoking banned — in fact, some BUGA UP activists are smokers! By ridiculing advertisements, they aim to expose the unscrupulous efforts of the tobacco companies to get kids into a dead-end, socially disadvantageous habit by playing on the emotional susceptibilities of the immature and defenceless.



and logos, the mental link between smoking and having fun is established from an early age.

If you care about our kids' future, it is your responsibility to re-face or destroy tobacco advertising whenever you see it.

If you are not that kind of activist but agree with what BUGA UP is trying to do (and they **are** winning) be brave enough to **say** so openly. You will be surprised to find that most people, even smokers, agree with you. Tobacco pushers would have us believe that they are part of the "respectable" establishment and that somehow people who destroy their ads are vandals and part of the lunatic fringe. That, you will find, is **not** what most ordinary people think. By talking about it, you help expose the so-called "respectable" tobacco promoters for the drug pushers they actually are.

Another thing that you can do is to give financial support to groups like BUGA UP. They are a movement of "normal" people, including many doctors — not irresponsible vandals — who spend their own time and money re-facing & destroying tobacco billboards (one 5-hour night shift a week is typical for a doctor).

Requests for more information, and donations, can be addressed to:

BUGA UP
P.O. Box 78
Wentworth Building
University of Sydney
N.S.W. 2006



Note:

*This leaflet has been written by a Newcastle Professor of Education who appreciates what BUGA UP is doing & who himself has lost a dearly beloved parent through a smoking-related disease. It has **not** been authorised by BUGA UP.*