

An illustration of a grocery store aisle. On the left, shelves are stocked with jars of jam or preserves in various colors (pink, orange, blue) and boxes of cereal. On the right, shelves are filled with rows of brown glass bottles, likely soda or juice. In the center, a black rectangular box contains the title text. At the bottom, two children are running towards the right. A girl with blonde hair, wearing a green dress over a pink shirt and purple leggings, is running. A boy with dark skin and curly hair, wearing a green t-shirt and yellow shorts, is running alongside her. The floor is a light brown color.

# Jack and Jill (and Tobacco)

## Jack and Jill (and Tobacco)

*A cautionary tale of two ordinary children whose quest for after-school snacks takes an extraordinary turn for the worse when an uninvited guest shows up everywhere they look.*

© 2016 Tobacco Free NYS



Jack and Jill went to the store  
to grab an after-school treat...



They walked in the door and through the aisles  
in search of something to eat.



Jack chose crackers and Jill got gum  
in her favorite flavor – strawberry...

They made their way to the cash register  
and that's when things got scary.



For there in front, all around the counter  
with no attempt to disguise...

Were bold and bright tobacco promotions  
in view of their little eyes.



There were rows of products, and flashy signs and “buy-one-get-one frees”...

All right there in places where it’s impossible not to see.



Now even though Jack and Jill aren’t old enough to buy them...

Evidence shows that seeing cigarettes makes kids far more likely to try them.

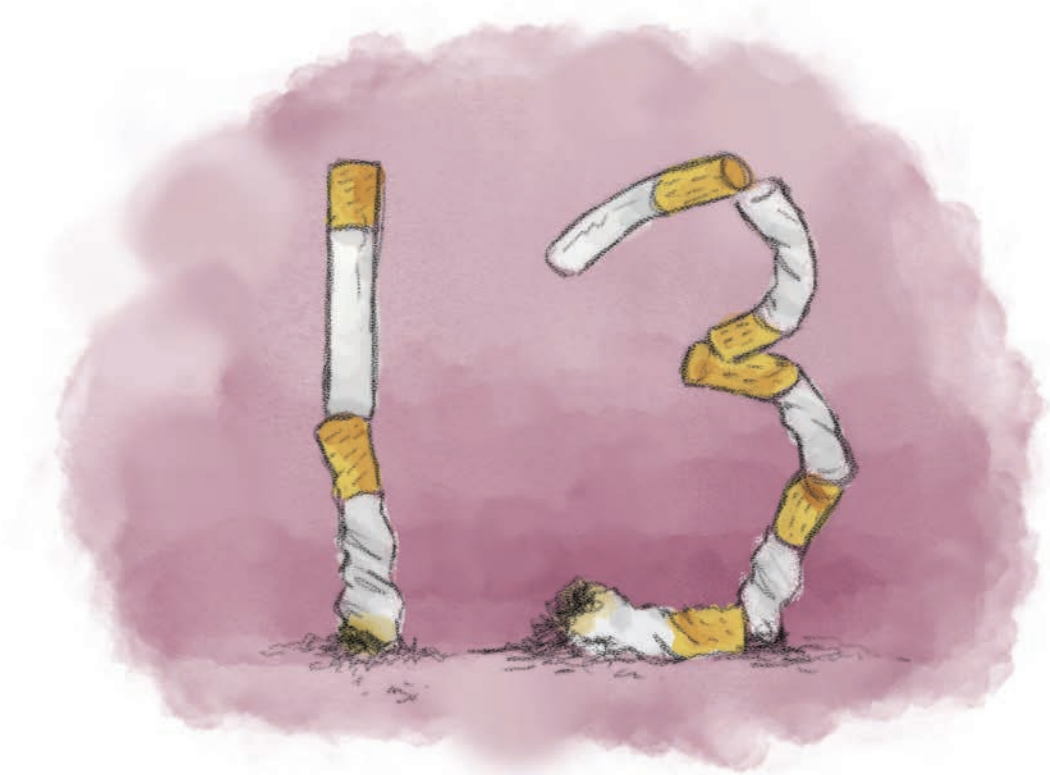


So while Jack and Jill left the store  
and continued on their way...

Big tobacco may have just recruited  
two new smokers that day.

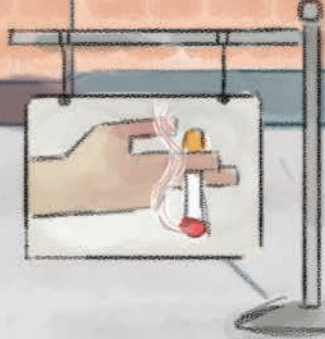
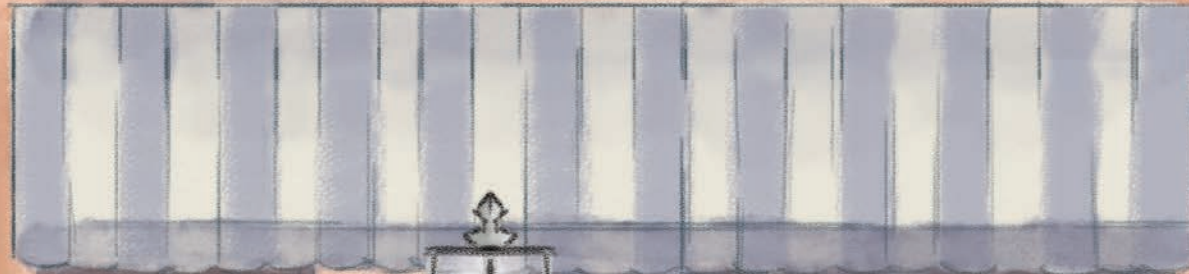
But here’s the part of tobacco marketing  
that truly is obscene...

The average age of a new smoker  
is the tender age of 13.



Maybe you've never noticed,  
or you just don't want to believe it...

But billions are spent on discounts  
and promotion where kids can see it.



So across New York State it's time for us  
to work hard and face the truth...

Tobacco promotions are a cause  
of smoking among youth.



Let's join together, take action now  
and start getting really tough...

Because if there's one thing we all agree on,  
it's our kids have seen enough.

According to the U.S. Surgeon General, advertising and promotional activities by tobacco companies have been shown to cause the onset and continuation of smoking among adolescents and young adults.

It's time to write a better ending to the story. Visit [SeenEnoughTobacco.org](https://SeenEnoughTobacco.org) to learn more about this campaign.

