



American Heart
Association®

TOBACCO
Endgame

Tobacco and Vape Photo Safari:

Do You See What I See ?

Have you noticed just how many places sell tobacco and vaping products in your community? Chances are there are A LOT of them! In fact, across 30 major cities in the United States, almost two-thirds have places you can buy tobacco within two or three city blocks of a school.¹ And, if you've noticed more tobacco and vape sellers in low-income neighborhoods, it's not your imagination. The same study found there are five times as many tobacco and vape stores in low-income communities than in high-income communities.²

Tobacco companies spend much of their budget promoting products in stores. In fact, studies show marketing is more common at tobacco shops located near schools and where young people are more likely to go.³ That marketing is directly linked to more young people using tobacco and vape products. Research suggests that youth tobacco use would be 13 percent lower if stores stopped promoting cigarettes.⁴

What's happening where you are? Think about just how many tobacco ads for products and discounts you see: on storefronts of bodegas and convenience stores, in the windows of smoke and vape shops, and even on the gas pumps when you stop to fill up your tank.

We want you to show us where you see tobacco and vape products and ads in your community, on your way to school, or near your college campus. Get creative with your project! It can be anything: a video, website, map, the options are endless!

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Keep these questions in mind:

- How many shops do you see?
- How close are they to your school/college, home or where you hang out?
- Did you see people your age entering the shop or exiting with tobacco/vape merchandise?
- How does this make you feel?
- What did you learn?
- Voice your concerns and thoughts about the number of places you can buy vape/tobacco products in your everyday life.



Example 1: **Video** showing the vape/tobacco retailers near a college campus.

Example 2: **Mapping** project showing number of vape/tobacco retailers on the way to school.

After you've finished your project, share it with us!

Follow these simple steps:

1. Sign up for **Tobacco Endgame**, if you haven't already!
2. Upload your project file to Google Drive, Dropbox, etc. and make sure it's unlisted so we can download it. Submit your project by emailing **TobaccoEndgame@heart.org**. Make sure to include:
 - a. the project file link
 - b. your name
 - c. address (we'll need that to send you a Tobacco Endgame t-shirt in the mail!)
Note: We cannot ship to PO boxes.
 - d. t-shirt size
3. Spread the Word:
 - a. Spread the word about your project in your community and online.
 - b. Share your project and include
 - i. **#TobaccoEndgame** and **#DoYouSeeWhatISee**
 - ii. Tag the American Heart Association
 1. Instagram: **@american_heart**
 2. Tik Tok: **@AmericanHeartAssociation**
 3. Twitter: **@american_heart** and **@amheartadvocacy**

¹ Advancing Science and Practice in the Retail Environment (ASPiRE) Center. (2020). Retailer Tobacco Density & Access. http://aspirecenter.org/wp-content/uploads/2020/08/ASPiRE_RetailTobaccoDensityandAccess_ExecSumm.pdf

² Advancing Science and Practice in the Retail Environment (ASPiRE) Center. (2020). Retailer Tobacco Density & Access. http://aspirecenter.org/wp-content/uploads/2020/08/ASPiRE_RetailTobaccoDensityandAccess_ExecSumm.pdf

³ National Center for Chronic Disease Prevention and Health Promotion (US) Office on Smoking and Health. (2012). Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Centers for Disease Control and Prevention (US).

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