

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

## Surveillance Update - March 2020

Trinkets & Trash is a surveillance project and archive that monitors tobacco industry marketing in magazines, direct mail, e-mail, websites, and other channels. Visit us online at [trinketsandtrash.org](http://trinketsandtrash.org). If you have examples you'd like to share, e-mail us at [trinketsandtrash@sph.rutgers.edu](mailto:trinketsandtrash@sph.rutgers.edu). To join our mailing list, click [here!](#)

## Tobacco Updates



**New Jersey law prohibits “price relief” for customers:** Several brands were ready to inform us via email that [legislation](#) beginning March 1st would restrict the use of tobacco coupons in New Jersey. [Marlboro](#) remembered to thank us for our business. [Winston](#) let us know this would be our final coupon offer. [Logic](#) reminded us about their commitment to regulatory compliance. [Red Seal](#) shared our disappointment – but promised to continue sending coupons that we could redeem in surrounding states.

Our brand website surveillance revealed many similar messages when we went to claim direct mail coupons: “Coupons are currently not available in your state.” However, for brands like *Camel*, *Newport*, and *American Spirit*, who offer primarily mobile coupons, such messages were nowhere to be seen. *Skool* even mentioned that they would continue to send us coupons to use outside NJ.

**Keeping beautiful:** Back in February, *American Spirit* asked us to “raise our hand” to [support](#) their Respect for the Earth project partner, Keep Phoenix Beautiful. We were one of the first 5,000 supporters, and this month we received our gift – [a wind chime!](#) The wind chime came in a box decorated with gardening implements, dirt, and flowers. An included card read “Thanks for chiming in! Your support makes a difference.”



## Keep in Touch with Trinkets and Trash!

Tell us about any tobacco marketing we've missed

Contact us at [trinketsandtrash@sph.rutgers.edu](mailto:trinketsandtrash@sph.rutgers.edu) and stay in touch!

We're also active on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)