

# Trinkets & Trash

Artifacts of the Tobacco Epidemic

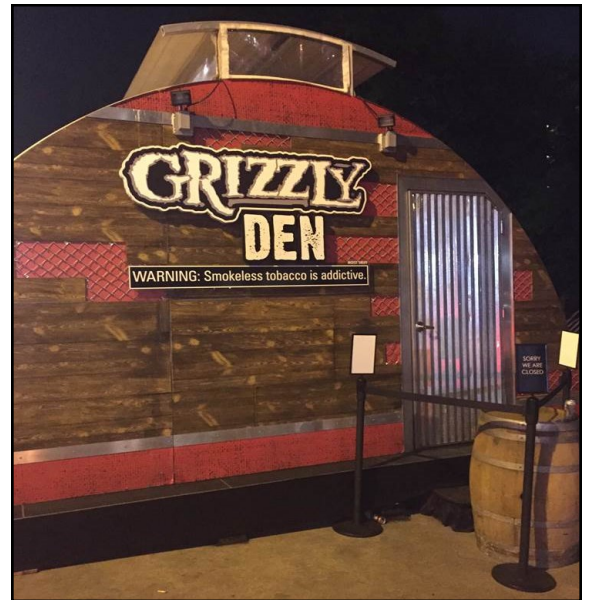
## Surveillance Update - May 2016

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

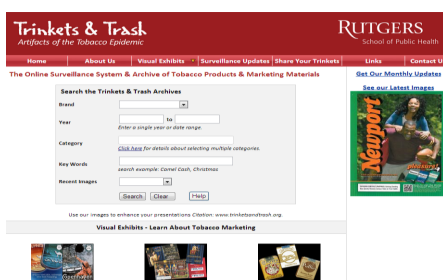
**SXSW lights up.** Our tobacco control friends in Austin, TX attended the South by Southwest Music Festival and found all kinds of tobacco promotions and events. *Grizzly* hosted a “den,” on right — and made festivalgoers fill out a survey to enter. *Marlboro* offered cheap packs, coupons, lighters, and a movie ticket to users at the festival bar. *Swisher Sweets* gave out [free samples](#) to smoke on their balcony, and held a party with a live band and brand cocktails. *Acid premium cigarillo*, a Swisher brand, passed out t-shirts and hats. Meanwhile, *Red Seal* sent us an [email](#) inviting us to check out the schedule of their Shed at cother events — enticing us with a [free hat](#).

**We're not Big Tobacco.** *Red Sun* the “extreme nicotine” cigarette, introduced in our April update, sent us [direct mail](#) with FAQ to assure us the brand is owned by a “small, fiercely independent” company. They also claim to only use high grade tobacco, leaving the “stems and dust for the ‘Big Tobacco’ brands.” Yeah, right. *Blu* went through a [website](#) redesign and [discontinued](#) their Premium 100 kit, but their products are more or less the same. And *Juul*, you're not fooling us by changing your flavor names to de-scriptions like “*Virginia Tobacco*” — you're just the same e-cig as ever.



**Cigarette clickbait.** Sometimes it seems like tobacco companies will do anything to get users on their website. *Skool*, for example, sent us an [email](#) to buy a can with a “Win Win” code (below) to redeem online for a chance at different prizes. *Blu* [encouraged](#) us to enter a sweepstakes via Twitter to visit Los Angeles and star in a professional photoshoot as part of their “You and Blu” cam-paign. *Marlboro* continued their “*Stand for a Million*” project, telling us to hop on the website to promise to plant a tree. They also featured [videos](#) on unique food and dining experiences and began a [contest](#) to win a trip to the American West. And *Virginia Slims* introduced us to their “Ambassador of Chic,” a jewelry designer, along with instructions for “DIY” (do it yourself) jewelry.

**Tobacco control changes and successes.** Despite the deluge of advertising we discuss every month, there is good news to be found from research on tobacco use among adults. The CDC published [statistics](#) from their National Health Interview Survey showing that American adult cigarette smoking dropped in 2015 to 15.1 percent, compared to 16.8 percent in 2014. The report indicates a nearly 10 percentage point decline from 1997. A Reuters/Ipsos [poll](#) of 9,765 American adults found that e-cigarette usage rates this year were similar to 2015, while increasing numbers of respondents expressed negative views of e-cigarettes. We'll see how the [FDA regulations](#) announced this month affect these numbers.



## 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 on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)