

# “LIGHT” AND “LOW-TAR” CIGARETTES

## Key messages for advocacy

An integral step in any global advocacy campaign is answering the question, “What messages do my target audiences need to hear to motivate them to act?”

The following messages on the “light” and “low-tar” fraud can motivate people to take action:

**“Light” and “low-tar” cigarettes are as deadly as regular cigarettes.**

Tobacco companies have known for decades that “light” and “low-tar” cigarettes are no safer than regular cigarettes.

**Research shows that “light” and “low-tar” cigarettes may be associated with a rise in smoking-related adenocarcinoma, a previously rare disease that is now the most commonly diagnosed form of lung cancer.** Studies have found a clear link between smoking “light” and “low-tar” cigarettes and lung cancer, demonstrating the significant public health impact of the “light” and “low-tar” fraud.

**The tobacco industry designed “light” and “low-tar” cigarettes to convince health-concerned smokers to switch brands rather than quit.** Internal tobacco industry documents spanning several decades demonstrate that the tobacco industry deliberately designed “light” and “low-tar” cigarettes to deceptively produce lower yields of tar and nicotine when tested by smoking machines and used the results of the machine tests to falsely claim reduced level of risk. Internal documents also reveal that the industry knew the machine measurements drastically underestimated how much tar and nicotine smokers actually receive.

**Globally, the tobacco industry spends billions of dollars marketing “light” and “low-tar” cigarettes each year, using deceptive marketing tactics to increase sales.** The tobacco industry recognizes the need to appeal to the health concerns of smokers and uses dishonest marketing tactics to sell their “light” and “low-tar” products. Smokers are victims of the tobacco industry’s deceptive efforts to fool them into thinking these brands are safer than regular brands.

**The WHO Framework Convention on Tobacco Control (FCTC) is the first global public health treaty and an important tool in preventing the continued spread of the “light” and “low-tar” epidemic.** Article 11 of the FCTC requires countries to ban false, misleading, or deceptive labels on tobacco packaging.

**As tobacco companies expand marketing efforts from industrialized nations into developing nations, the “light” and “low-tar” fraud must be eradicated.** Advocates must stop the tobacco industry’s deceptive marketing tactics and ban all false, misleading or deceptive tobacco marketing practices.

...an effective advocacy message must be at the same time logically persuasive, morally authoritative, and capable of evoking passion. A campaign message must speak at one and the same time to the brain and to the heart.”

*Ethel Klein, leading scholar and practitioner of political communications*