

Important information, deadlines for the college-bound Tribal senior

November

- Take SAT tests.
- Set up scholarship search profiles on websites.
- Check your school counseling office or ASPIRE center for scholarship information.
- Proofread and have someone else proofread all documents completed up to this point (scholarship essays, résumé, etc.)

December

- If you haven't already done so, take this last SAT test for seniors.
- Get FAFSA forms, available for federal and state financial aid.
- Apply for FAFSA pin number – student/parents must apply separately.
- Mail or submit all revised, complete college applications before the holiday break.
- Start scholarship essays.
- Start OSAC (Oregon Student Assistance Commission).

January

- FAFSA forms can be submitted Jan. 1. Do not delay – do this ASAP!
- Complete scholarships that are due.
- Check for Student Aid Report (SAR) on the FAFSA website several days after filing out the FAFSA).
- Request mid-year transcripts be sent to colleges to which you have applied.
- Request transcripts needed for OSAC scholarship application.
- Send thank you notes to people who have helped you.
- Students who plan to apply for Tribal assistance for college must apply for FAFSA no later than Jan. 31 at fafsa.ed.gov.

February

- First semester grades and mid-year reports are sent to some colleges.
- Check your school counseling office or ASPIRE center for scholarship information.
- Complete scholarships.
- Check with colleges applied to for verification they have received all necessary documents. Continue to monitor status of submitted applications.
- Check to see if your mid-year transcripts have been sent to the schools to which you have applied.
- Wrap up any scholarship applications, essays and activities chart (for OSAC). Early bird deadline is in February for OSAC.

March

- Check for three Tribal scholarships at ctsi.nsn.us.
- Complete scholarships.
- Start working on Tribal higher education or adult vocational training grant application. This can be found on the Tribe's website and is due June 30.
- Review the Student Aid Report (SAR).
- You should start receiving admission responses.

April

- Send thank you notes to people who have helped you.

- Make final decision about which college or university you will attend.
- If you decide to decline enrollment to a college or university to which you have been accepted, send notice indicating this to the college's admissions office.

May

- This is the deadline for final decisions for universities.
- Send letter of intent to registrar.
- Line up a summer job.
- Attend your Senior Awards Night.
- Review any award letters and be sure you understand the terms and conditions that accompany each type of aid.

June

- Tribal higher education and adult vocational training applications are due June 30!
- Attend graduation – congratulations!
- Make arrangements for your final grades to be sent to colleges and universities.
- Good luck!

From the Tribal Tobacco Prevention & Education Program



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Telephone 971-673-1111
Fax 971-673-1100

cd.summary@state.or.us
<http://healthoregon.org/cdsummary>

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TOBACCO MARKETING: WHAT'S IN STORE IN 2014

For most people, addiction to tobacco starts during their teenage years: nearly 90% of adult cigarette smokers report that they started smoking before turning 18.¹ That's definitely not news to the tobacco industry. As Philip Morris researchers noted in 1981: "Today's teenager is tomorrow's potential regular customer. And the overwhelming majority of smokers first begin to smoke while still in their teens."²

So how are kids influenced to use tobacco in the modern retail world? As noted in the 2012 Surgeon General's Report, "...promotion and advertising by the tobacco industry causes tobacco use including its initiation among youth."¹ But in case you're not one for proclamations, we hope our brief review of tobacco marketing, past and present, will give you better purchase on the issue.

GETTING RIGHT TO THE POINT (OF SALE)

Billboards and T.V. ads for cigarettes may be a thing of the past, but tobacco marketing occurs every day in stores.

Then: (As articulated by Philip Morris in 1995) "...as of 1996, the primary point of communication between ourselves and our consumer will be inside a retail outlet... In-store POS [point-of-sale] material, discounted stock units, on-pack premium offers, strategically located stock displays in-store (as well as in windows and showcases), need to be dominated by PML [Philip Morris Limited]".³

Image 1. Grab a pack of smokes at the check-out counter.



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Now: The tobacco industry spends more than \$8 billion nationally on cigarette advertising and promotion in tobacco retail stores, which equates to \$1 million per hour and represents 96% of total expenditures on advertising and promotion.⁴

Okay, so tobacco marketing occurs in stores. What does that have to do with kids?

IN-STORE ADS, PACKAGING AND PLACEMENT

Then: (1970 tobacco industry) "We have been asked by our client to come up with a package design... a design that is attractive to kids... While this cigarette is geared to the youth market, no attempt (obvious) can be made to encourage persons under twenty-one to smoke. The package design should be geared to attract the youthful eye... not the ever-watchful eye of the Federal Government."⁵

Now: Tobacco products sold in stores vary widely in sizes, shapes, colors, flavors, and prices. They're often displayed at young kids' eye level (three feet or lower) and placed near candy⁶ (Image 1). Stores that teens shop at the most have been found to contain more tobacco advertising than stores less frequented by teens.⁷ And a study of retail outlets in California found that, on average, stores had 25 pieces of in-store cigarette advertisements.⁸

Several studies show that exposure to in-store tobacco marketing of various types increases the likelihood that youth will initiate smoking and progress from experimentation to regular smoking^{1,9,10}; kids with the most exposure are the most likely to start and continue smoking.^{1,11,12}

In 2013, seven out of ten Oregon 11th grade students and six out of ten 8th grade students reported seeing an advertisement for tobacco products on a storefront or inside a store.

KID-FRIENDLY FLAVORS

Then: (1972 tobacco industry) "It's a well known fact that teenagers like sweet products. Honey might be considered."¹³

Now: Cigarettes are available with menthol flavoring, and other tobacco products, like e-cigarettes and little cigars, are available in hundreds of flavors. These include kid-friendly options, such as strawberry, chocolate, Cap'n Crunch®, and Gummi Bear® (Image 2).

Image 2. What is your favorite flavor?



While use of cigarettes among youth is declining, use of little cigars and e-cigarettes has remained steady or increased. In Oregon, use of non-cigarette tobacco products among 11th graders is twice that of cigarettes (18 percent use non-cigarette tobacco products; 9 percent smoke cigarettes). Use of e-cigarettes among high school students more than doubled from 2011 to 2013, increasing from 2 percent to 5 percent. About 8% of 11th grade students in Oregon smoke cigars, which are often flavored, and half of youth cigarette smokers are smoking menthol-flavored cigarettes.

STORE LOCATION AND DENSITY

Then: (1978 tobacco industry) "Our profile taken locally shows this brand

Continued on next page

Attention Tribal Students!

FAFSA deadline – Jan. 31, 2015

Tribal members who plan to apply for Tribal higher education funds for the 2015-2016 academic year must complete their FAFSA (Free Application for Federal Student Aid) application by Jan. 31, 2015, at fafsa.ed.gov.