

# What is Reality Check?

Reality check is a youth-led movement against tobacco companies and their manipulative marketing tactics that appeal to younger generations.



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Building a #TobaccoFreeGeneration

REALITY CHECK



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**Empowering teens since 2001**





## Our Goals:

- To expose the manipulative and deceptive marketing tactics of the tobacco industry.
- To produce change in our communities through grassroots mobilization and education.
- To empower youth to see they are more than just replacement smokers for the tobacco industry.
- To empower youth across New York State to become leaders in their communities.

## Our Approach:

- Engage youth as leaders and activists in the movement against tobacco use and the tobacco industry.
- Educate community members and leaders about the manipulative and deceptive marketing tactics of tobacco companies, and mobilize them to take action.
- Engage community leaders and decision-makers in support of community actions against tobacco and the tobacco industry.
- Develop media relationships and work to garner media coverage.
- Utilize the youth voice to demand societal support to hold the tobacco industry accountable for its actions and to change the social norms that support those actions.
- Contribute to the advancement and growth of a youth action movement against the tobacco industry locally, statewide, nationally and internationally.

## Our Areas of Focus:

### Tobacco Marketing

The tobacco industry spends \$9.6 billion a year to market its products throughout the United States, and 95% of that is point of sale marketing. Tobacco product marketing and price promotion are a known cause of youth smoking.

### Smoke-Free Media

The tobacco industry uses tobacco imagery and brand identification on screen to both normalize and glamorize tobacco use. Giving an R-rating to movies with smoking would avert 1 million smoking deaths among today's children and teens. #RateSmokingR

### Tobacco-Free Outdoors

There is no safe level of exposure to secondhand smoke. When children are exposed to smoking outdoors, the behavior becomes more normalized for them. Cigarette butts are hazardous to children, animals and the environment, and also a very costly cleanup for our communities.

### Smoke-Free Multi-Unit Housing

If you live in multi-unit housing (apartment buildings, condominiums), the decision to live a smoke-free life may be out of your hands. Secondhand smoke produced from tobacco products can migrate from other units and common areas through doorways, plumbing, electrical lines and ventilation systems. We owe it to our neighbors to be smoke-free indoors.

## Youth Benefits:



Positive youth development



Community organizing



Leadership skills:

- Public speaking
- Community service
- Media development



Travel across NYS to participate in regional and statewide Reality Check events



Create a network of peers across NYS



Speak to local and state elected officials to gain support for all Reality Check initiatives



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