

# COUNTER BALANCE

VERMONT YOUTH ARE EXPOSED  
TO TOBACCO ADVERTISING EVERY  
DAY WHERE THEY LEARN & PLAY.



THERE ARE APPROXIMATELY  
1,000 TOBACCO RETAIL  
STORES IN VERMONT.

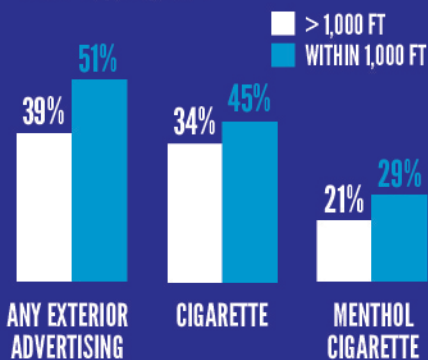


# 12%

OF TOBACCO RETAIL STORES ARE LOCATED WITHIN 1,000  
FEET OF A SCHOOL OR PARK ACCORDING TO A RECENT  
STATEWIDE STORE ASSESSMENT. IN SOME PLACES,  
THIS NUMBER IS NEARLY 50%. THESE STORES ARE MORE LIKELY TO:



## HAVE TOBACCO ADS VISIBLE FROM OUTSIDE THE STORE



## OFFER DISCOUNTS ON TOBACCO PRODUCTS



## SELL CIGARILLOS (SMALL, OFTEN FLAVORED CIGARS POPULAR AMONG YOUTH)



ALL THIS ADDS UP TO MORE VERMONT  
YOUTH BEING EXPOSED TO TOBACCO  
ADVERTISING EVERY DAY. THE MORE  
OFTEN KIDS ARE EXPOSED TO TOBACCO  
ADVERTISING, THE MORE LIKELY THEY  
ARE TO START SMOKING.



RETAIL STORES ARE THE PRIMARY PLACE  
WHERE TOBACCO COMPANIES RECRUIT  
NEW TOBACCO USERS, & NEARLY 90% OF  
THOSE NEW USERS ARE UNDERAGE YOUTH.



HELP END TOBACCO'S  
INFLUENCE ON VERMONT'S KIDS.  
VISIT [COUNTERBALANCEVT.COM](http://COUNTERBALANCEVT.COM)

VERMONT  
DEPARTMENT OF HEALTH