

LESSON 11.4 Government Regulation of Tobacco Products Note-Taking Guide

E-Cigarette Advertising

1. Identify three forms of e-cigarette advertising.

1

2

3

The Influence of Marketing Techniques on Tobacco Use

2. Teens who are exposed to ads are more likely to try tobacco products. Marketing in the tobacco industry is intentional in how companies promote their products, where the products are placed in stores, and how the products are priced. Describe what promotion, placement, and price mean in marketing in the tobacco industry.

Promotion:

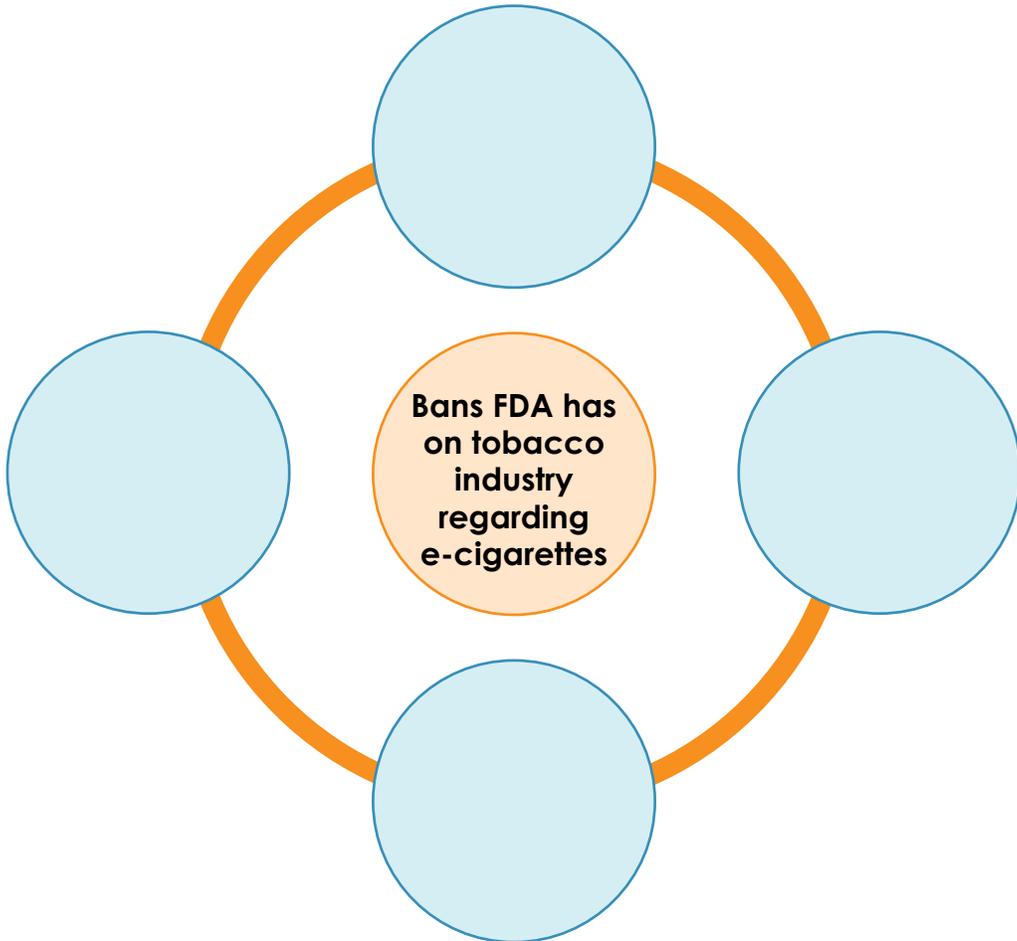
Placement:

Price:

The Role of the Food and Drug Administration

3. Explain the three things the FDA is responsible for concerning tobacco products and why they do it.

4. List four bans the FDA has on the tobacco industry regarding e-cigarettes.



Government and Communities Role in Decreasing Tobacco Use

5. List the four roles of health care providers, school personnel, and family members. Which of the four roles do you think can have the biggest impact on teens? Explain why.
