



## Selling Tobacco to Women

### Introduction

For most of the past 500 years, during which tobacco—the sacred plant of the indigenous peoples of the Americas—has been commercialized, smoking has been primarily associated with men. Public opinion discouraged women from smoking. Women who smoked were assumed to be promiscuous. Advertising aimed at exploiting the image of the soldier worked—sales to men went through the roof. If advertising could work on men, why not on women?



3. Invite students to research the history of women and tobacco and present their findings related to the social, cultural, and personal factors influencing tobacco use among women in the 1980s. Some helpful links include:
  - a. World Health Organization. (2010). Available from: [http://apps.who.int/iris/bitstream/10665/44342/1/9789241599511\\_eng.pdf](http://apps.who.int/iris/bitstream/10665/44342/1/9789241599511_eng.pdf)
  - b. Jenson, P. M. (1994). A History of Women and Smoking. 14:3, 292. Available from: <http://cws.journals.yorku.ca/index.php/cws/article/download/9758/8870>
  - c. The History of Women and Smoking. Popsugar (an independent media and marketing company for women). Available at: <http://www.popsugar.com/love/HistoryWomenSmoking11456540?page=0.0.0#photo1456540>
4. After engaging in one or more of the previous exercises, invite students to write a journal entry expressing what they have learned or found interesting. They might craft a BIG question that is asked for them—something they may want to think more about. Or you might suggest they reflect on their own values and ideas what ideas or values could marketing companies exploit to influence their personal behaviours.

## Drug Literacy

### Big ideas

- Drugs can be tremendously helpful and also very harmful
- As humans, both individually and as communities, we need to learn how to manage the drugs in our lives
- We can learn how to control our drug use by reflecting on the different ways people have thought about

