

Big tobacco targets **kids**.

The more they're exposed, the more likely they are to smoke.

Make / Roll Your Own

Products sold to use with loose tobacco, but can also be used for marijuana.



Health Effects:

- Same as cigarettes (increased risk of lung cancer, mouth cancer, stroke, heart disease, etc.).
- Most do not have filters.

Varieties:

Aluminum Cigarettes or 'Bats': Metal tubes about the size and shape of a cigarette. Also called "one-hitter" or "pinch hitter."

'Dugout': Wooden box for storing a 'bat' and tobacco or marijuana.

Rolling Papers or Cigarette Tubes: Now with machines to roll for you.

What's the Tactic?

- Cheaper, and therefore more accessible to kids, than pre-made cigarettes.



On September 30, 2010, the U.S. Alcohol and Tobacco Tax and Trade Bureau has ruled that the proprietor of a roll your own cigarettes machine is a manufacturer of tobacco products and, therefore, is subject to permit requirements. Any retail establishment with machines should expect to hear from the Department of Revenue.

It's a fact: Research shows that kids who shop at stores with tobacco two or more times a week are **64% more likely to start smoking than their peers who don't.**

*Source: Henriksen, Schleicher, Feiughery and Fortmann. Pediatrics: The Official Journal of the American Academy of Pediatrics. July 19, 2010, DOI: 10.1542/peds.2009.3021