

BIG TOBACCO'S TRICKS: TRIVIA QUESTIONS

Use these questions for a trivia or Jeopardy event. Correct answers are in **bold**.

Unless smoking rates change, how many youth under 18 alive today will ultimately die from a tobacco-related disease?

- a) 2.6 million
- b) 3.6 million
- c) 4.6 million
- d) 5.6 million**

What is the only flavored allowed in regular (combustible) cigarettes?:

- a) menthol**
- b) orange
- c) peppermint
- d) grape

70% of youth e-cigarette users say they use e-cigarettes because...

- a) it makes them feel cool
- b) it helps them focus
- c) they come in flavors they like**
- d) they feel peer pressured to

One JUUL pod delivers as much nicotine as:

- a) 1 cigarette
- b) 10 cigarettes
- c) 20 cigarettes**
- d) 50 cigarettes

True or False: E-cigarettes have been proven to help smokers quit

True

False - E-cigarettes are not approved by the FDA as a smoking cessation tool, and there is no conclusive scientific evidence that e-cigarettes are safe or effective for quitting smoking.

Propylene glycol, a common ingredient in e-cigarettes, is also found in:

- a) antifreeze
- b) paint solvent
- c) artificial smoke from fog machines
- d) all of the above**

Which of the following statements about menthol cigarettes is NOT true?

- a) they are associated with increased smoking initiation
- b) they are harsher on the throat than non-flavored cigarettes**
- c) they were initially marketed as healthier alternatives to regular cigarettes
- d) they are harder to quit than regular cigarettes

What type of promotions does Big Tobacco spend 95% of its marketing expenditures on?

- a) magazine and newspaper ads
- b) billboards
- c) advertisements in and around retail stores**
- d) social media ads

Which tactics did some vape companies and stores use to exploit the COVID-19 pandemic??

- a) false claims that e-cigarettes are a healthy alternative to smoking
- b) selling or giving away masks
- c) special price promotions
- d) all of the above**

PRO TIP: Kahoot.com and JeopardyLabs.com are free platforms for creating interactive quiz games