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**

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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**

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

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

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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

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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

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One JUUL pod delivers as much nicotine as:

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

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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

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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**

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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.

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