

# Follow the Signs:

A Training to Raise **Awareness** on How Big Tobacco Targets Black Communities



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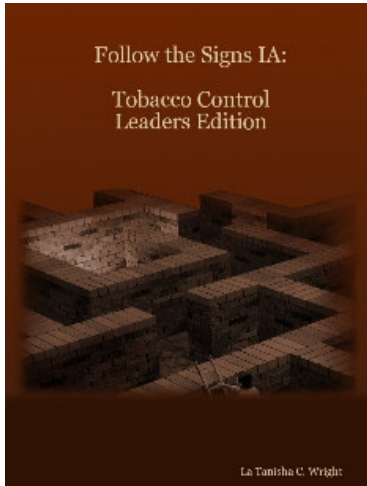
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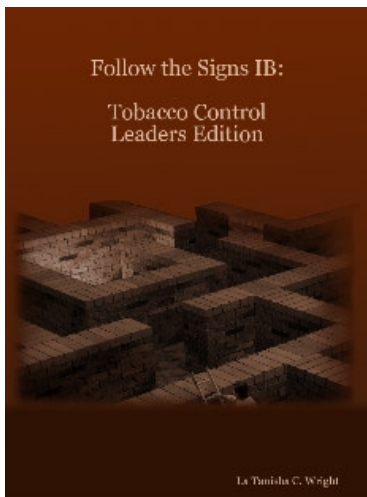
# What is the Difference between Follow the Signs I & Follow the Signs II?



## **FTS I: Tobacco Control Leaders Edition (1.5 day training includes 2 manuals)**

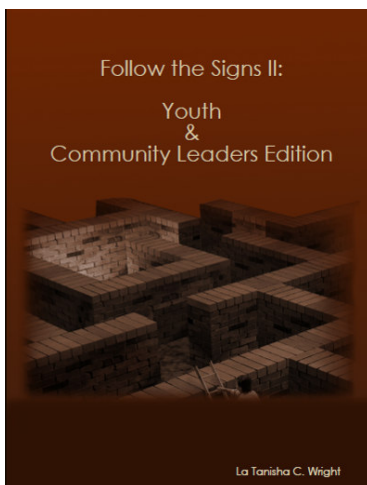
**FTS IA. The Impact of Industry Contracts on the Placement, Presence, Price and Promotion of Tobacco in Black Communities.**

This segment of the training focuses STRICTLY on tobacco contracts and features actual tobacco documents from 2000-2005 that have not been, and will not be released to the public by the tobacco industry. ***(To view the contents of this manual, see pages 3-4.)***



**FTS IB. Tobacco Industry Practices in Black Communities vs. 1998 MSA.**

This segment focuses how tobacco companies come consistently close to violating the MSA agreement. It offers a brief history of Blacks and Tobacco, Tobacco Sponsorships, Direct Mail, Brand Websites, Color Association, Cigarette Ingredients, Second Hand Smoke, "Free Gifts" with Purchase, Magazine Ads, several archived Tobacco Documents, etc. ***(To view the contents of this manual, see pages 5-6.)***



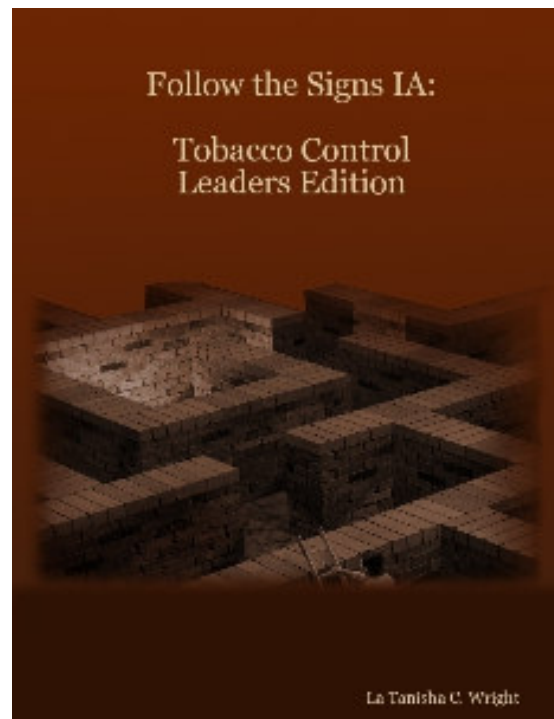
## **FTS II: Youth & Community Leaders Edition (5.5 hour training includes 1 manual)**

**FTS II.** This is a reduced version of FTS I with less focus on tobacco contracts. ***(To view the contents of this manual, see pages 7-8.)***

# Follow the Signs IA: Tobacco Control Leaders

## **A. The Impact of Industry Contracts on the Placement, Presence, Price and Promotion of Tobacco in Black Communities.**

This segment of the training focuses **STRICTLY** on tobacco contracts and features actual tobacco documents from 2000-2005 that have not been, and will not be released to the public by the tobacco industry.



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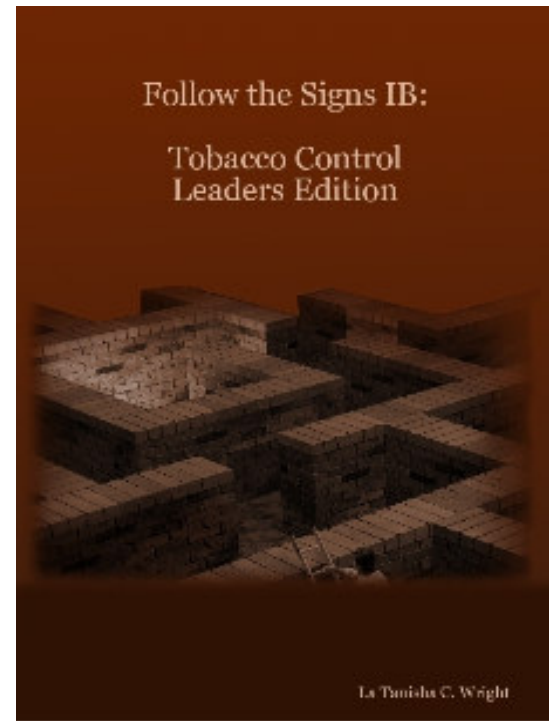
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# Follow the Signs IB: Tobacco Control Leaders

## **B. Tobacco Industry Practices in Black Communities vs. 1998 MSA**

This segment focuses on how tobacco companies come consistently close to violating the MSA agreement. It offers a brief history of Blacks and Tobacco, Tobacco Sponsorships, Direct Mail, Brand Websites, Color Association, Cigarette Ingredients, Second Hand Smoke, "Free Gifts" with Purchase, Magazine Ads, several archived Tobacco Documents, etc.



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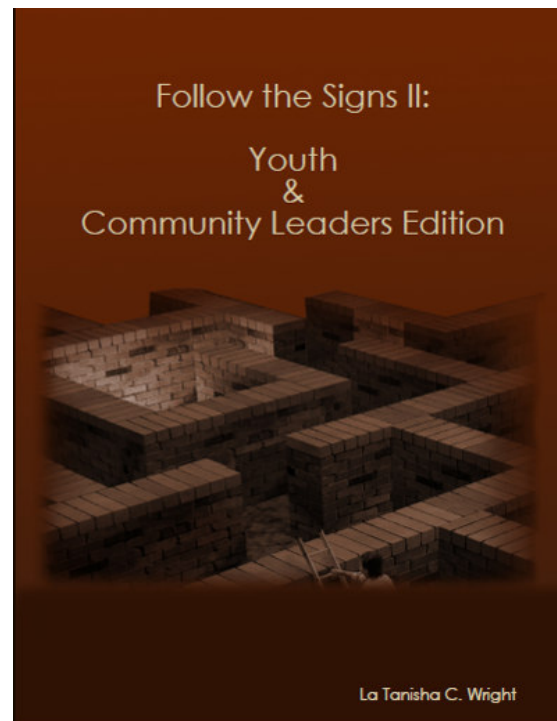
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# Follow the Signs II: Youth & Community Leaders

## FTS II: Youth & Community Leaders

This is a reduced version of FTS I with less focus on tobacco contracts.



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