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# How are we influenced?

Vapes, Nicotine and Tobacco



The definition of influence:

***'The capacity to have an effect on the character, development, or behaviour of someone or something, or the effect itself'***

Just about anything can influence your decision making, behaviour and values but the more we are exposed to something, the more normal it can seem. For example, you may be influenced to wear certain types of clothes, listen to certain music or even to drink certain drinks.

Consider how you are influenced by your friends, family, social media, music, reels and adverts.

**What influences you?**

# Discuss the following images



How are vape shops and displays designed?

Why do you think bright lights, large text, colours and logos are being used?

Why do you think special offers or discounts are advertised?

Are warning statements about harm displayed on vaping product packaging like they are on tobacco products? How does this effect the packaging and the way the product looks?



Why do you think vaping devices and products are sold in different flavours that may appeal to children and young people?

Why do you think vaping devices and products sold in bright colours are likely to appeal to children and young people?

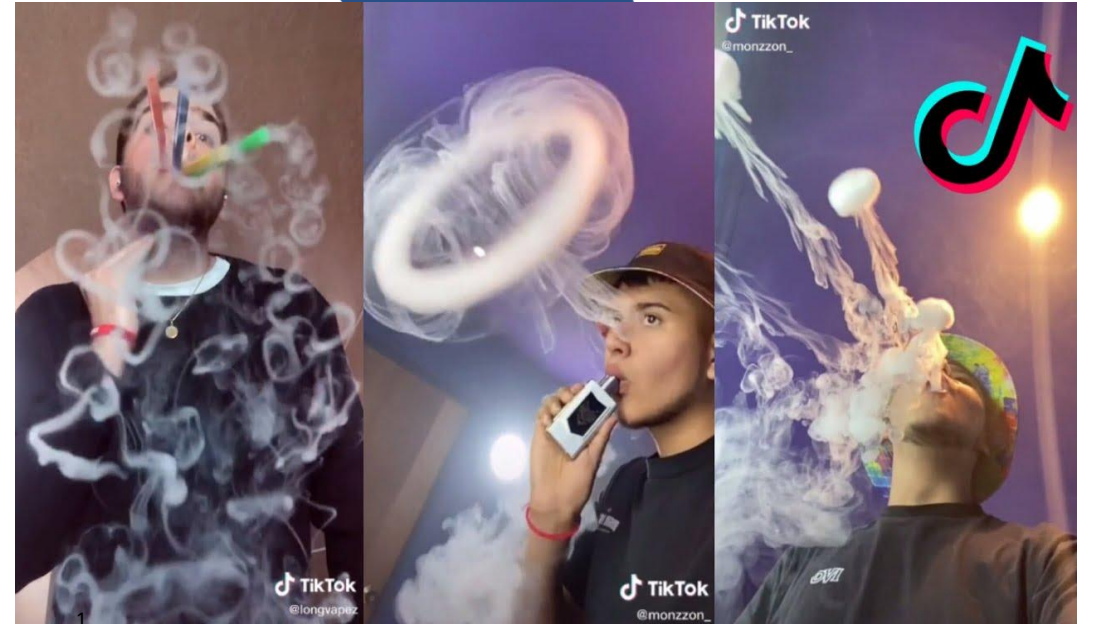
What other products do you see in shops with similar colours and flavours?



What product placement techniques do the vaping industry use to promote their products, for example, social media and influencers?

What does their approach tell you about their target audiences?

Are there similarities with the tobacco industry now or in the past?



Why would advertisers use images of people looking happy and smiling when they vape?

What thoughts, feelings and emotions are advertisers and marketers trying to evoke in response to their products? Are these realistic?

What are advertisers not telling you?



# Discuss the following images



*According to repeated nationwide surveys,*  
**More Doctors Smoke CAMELS than any other cigarette!**

You'll enjoy Camels for the same reasons so many doctors enjoy them. Camels have cool, cool *mildness*, pack after pack, and a *flavor* unmatched by any other cigarette. Make this sensible test: Smoke only Camels for 30 days and see how well Camels please your taste, how well they suit your throat as your steady smoke. You'll see how enjoyable a cigarette can be!

**Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camel!**

**THE DOCTORS' CHOICE IS AMERICA'S CHOICE!**

**MAUREN O'BRIEN** says: "I pick Camels. They agree with my throat and taste wonderful!"  
**DEK RAYNES** says: "I get more pleasure from Camels than from any other brand!"  
**RALPH BELLAMY** reports: "Camels suit my taste and throat. I've smoked 'em for years!"

*For 30 days, test Camels in your "T-Zone" (T for Throat, T for Taste).*

A vintage advertisement for Camel cigarettes. It features a doctor in a white coat sitting at a desk, holding a cigarette. In the foreground, there is a pack of Camel cigarettes with the camel logo. The text is in a mix of bold and regular fonts, with 'CAMELS' in large red letters.

**Be Happy-GO LUCKY!**

**In a cigarette, taste makes the difference—and Luckies taste better!**

The difference between "just smoking" and really enjoying your smoke is the taste of a cigarette. You can taste the difference in the smoother, mellower, more enjoyable taste of a Lucky... and for two important reasons.

**First, L.S. M.F.T. - Lucky Strike means fine tobacco... fine, soft tobacco that tastes better. There's no substitute for fine tobacco, and don't let anybody tell you different.**

**Second, Luckies are made to taste better. A month after smooth cigarette comparison, measuring those important factors of work-manship that affect the taste of cigarettes, proven Lucky Strike is the best made of all five principal brands!**

**That's a fact—established in The Research Laboratory of The American Tobacco Company... and verified by leading independent laboratory committees.**

**So reach for a Lucky. Enjoy the better taste of truly fine tobacco in a great cigarette - Lucky Strike! Be Happy - Go Lucky!**

A vintage advertisement for Lucky Strike cigarettes. It features a woman with blonde hair wearing a white hat with a blue band and red flowers, holding a lit cigarette. In the foreground, there is a pack of Lucky Strike cigarettes. The text is in a mix of bold and regular fonts, with 'Be Happy-GO LUCKY!' in large red letters.

What do these adverts tell you about attitudes toward smoking, tobacco and nicotine at the time?

Is it likely you would see an advertisement like this today, in 2026?

What do we know now that we didn't know then?

*According to repeated nationwide surveys,*

# More Doctors Smoke **CAMELS** than any other cigarette!

**Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camel!**

You'll enjoy Camels for the same reasons so many doctors enjoy them. Camels have cool, cool *mildness*, pack after pack, and a *flavor* unmatched by any other cigarette. Make this sensible test: Smoke only Camels for 30 days and see how well Camels please your taste, how well they suit *your* throat as your steady smoke. You'll see how enjoyable a cigarette can be!

**THE DOCTORS' CHOICE IS AMERICA'S CHOICE!**

**HAIDEN O'BRA** says: "I pick Camels. They save with my throat and taste wonderful!"

**DICK RHYMES** says: "I get more pleasure from Camels than from any other brand!"

**RALPH BELLAMY** reports: "Camels hit my taste and throat. I've smoked 'em for years!"

*For 30 days, test Camels in your "T-Zone" (T for Throat, T for Taste).*

What are the differences in the regulation of tobacco advertisements and vaping devices?

Can you see the different types of tobacco and cigarette products on sale in shops?

What impact does this have on young people's exposure to vaping and messages about vaping?



## Things to consider:

- Be aware of who and what influences you
- Think critically about the source of information and their motivations
- Ask questions
- Build your own understanding by exploring the facts
- Make decisions based on your own beliefs and not those of others

# Image reference library

## Source

[1: Amazing Vape Trick.. Tiktok Compilation.. Learn Some Tricks.. - YouTube](#)

[2: https://idevie.com/resources/25-controversial-vintage-ads-that-wouldnt-be-allowed-today](https://idevie.com/resources/25-controversial-vintage-ads-that-wouldnt-be-allowed-today)

[3: Example of tobacco advertising in the 1950s \[5\] | Download Scientific Diagram\(researchgate.net\)](#)

[4: "Be Happy, Go Lucky!" – The Appeal of Vintage Lucky Strike Tobacco Ads From the Early 1950s ~ Vintage Everyday](#)

[5: Bristol study finds shops 'undermining' tobacco display ban - BBC News](#)



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