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Capitol Information & Education Virtual Day of Action

Raising Our Voices Against Tobacco

All Social Media Materials and Posts

The California Tobacco Endgame Center for Organizing and Engagement

A Project of the American Heart Association

2007 O Street | Sacramento | CA | 95811

OrganizingToEndTobacco.org

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# Social Media: Pre-Virtual Day of Action Posts

  

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| **Post #1 Theme:** California has come a long way in the fight against tobacco use – but there is still more work to be done. | |
| We’ve come a long way in our fight against #Tobacco, we can’t stop now.  Join us: [organizingtoendtobacco.org/virtualdayofaction2020](https://organizingtoendtobacco.org/virtualdayofaction2020/)  #VoicesAgainstTobacco |  |
|  |  |
| **Post #2 Theme:** Tobacco disproportionately impacts communities of color and the poor. | |
| Tobacco industry targeting of communities of color increases disparities in health, disease and death.  Join us: [organizingtoendtobacco.org/virtualdayofaction2020](https://organizingtoendtobacco.org/virtualdayofaction2020/)  #VoicesAgainstTobacco | A picture containing person, holding, man, young  Description automatically generated |

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| **Post #3 Theme:** We’re fighting a deadly public health pandemic, while the teen vaping epidemic goes on. | |
| Youth vaping is an epidemic sponsored by the #Tobacco industry.  Join us: [organizingtoendtobacco.org/virtualdayofaction2020](https://organizingtoendtobacco.org/virtualdayofaction2020/)  #VoicesAgainstTobacco | A picture containing toy, colorful  Description automatically generated |
|  |  |
| **Post #4 Theme:** COVID-19 and tobacco are a deadly combination. | |
| COVID-19 & Tobacco – a deadly combination for our lungs. Join the fight!  Join us: [organizingtoendtobacco.org/virtualdayofaction2020](https://organizingtoendtobacco.org/virtualdayofaction2020/)  #VoicesAgainstTobacco |  |

# Social Media: Virtual Day of Action – Day-of ‘Call to Action’ Themes

Social Media Messaging by Priority Population

  

# African American Population

|  |  |
| --- | --- |
| Tobacco industry targeting of communities of color increases disparities in health, disease and death. African American tobacco users are more likely to die from smoking- related illness than white tobacco users, despite smoking fewer cigarettes. Take a stand, join us: [organizingtoendtobacco.org/virtualdayofaction2020](https://organizingtoendtobacco.org/virtualdayofaction2020/)  #VoicesAgainstTobacco |  |
|  |  |
|  | Tobacco industry targeting of communities of color increases disparities in health, disease and death. African American tobacco users are more likely to die from smoking- related illness than white tobacco users, despite smoking fewer cigarettes. Take a stand, join us: [organizingtoendtobacco.org/virtualdayofaction2020](https://organizingtoendtobacco.org/virtualdayofaction2020/)  #VoicesAgainstTobacco |

Social Media Messaging by Priority Population

  

# Asian Americans, Native Hawaiians, and Pacific Islanders Population

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| Tobacco-related cancer and cardiovascular disease are the top two causes of death for Asian Americans, Native Hawaiians, and Pacific Islanders. Raise your voice against the tobacco products that are damaging our community!  **Join us:** [organizingtoendtobacco.org/virtualdayofaction2020](https://organizingtoendtobacco.org/virtualdayofaction2020/)  #VoicesAgainstTobacco | A picture containing person, man, woman, photo  Description automatically generated |
|  |  |
| While we’re fighting a deadly pandemic, there is a teen vaping epidemic in California. Big Tobacco targets Asian American, Native Hawaiian, and Pacific Islander youth through e-cigarette flavors like lychee, taro, and passion fruit.  **Join us:** [organizingtoendtobacco.org/virtualdayofaction2020](https://organizingtoendtobacco.org/virtualdayofaction2020/)  #VoicesAgainstTobacco | A picture containing building, train, man, black  Description automatically generated |

Social Media Messaging by Priority Population

  

# Environmental

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| Raise your voice against Big Tobacco that is actively trashing our environment and homes. Tobacco litter pollutes by releasing chemicals including arsenic and lead.  **Join us:** [organizingtoendtobacco.org/virtualdayofaction2020](https://organizingtoendtobacco.org/virtualdayofaction2020/)  #VoicesAgainstTobacco |  |
|  |  |
| Your environment needs you to raise your voice against Big Tobacco: our precious aquatic ecosystems are littered with cigarette butts and polluted with deadly chemicals including.  **Join us:** [organizingtoendtobacco.org/virtualdayofaction2020](https://organizingtoendtobacco.org/virtualdayofaction2020/)  #VoicesAgainstTobacco |  |

Social Media Messaging by Priority Population

  

# Hispanic/Latino Population

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| In CA, 10.3% of Hispanic/Latino youth use tobacco with the majority choosing a vaping device as their product of choice. Raise your voice against Big Tobacco to protect Hispanic/Latino youth from a lifetime of addiction.  **Join us:** [organizingtoendtobacco.org/virtualdayofaction2020](https://organizingtoendtobacco.org/virtualdayofaction2020/)  #VoicesAgainstTobacco |  |
|  |  |
| Raise your Voice to Kick Big Tobacco out of our Hispanic/ Latino communities, which have a higher density rate of tobacco retailers – almost 26% higher than the general population. Stand up and tell them ‘Not in my community’!  **Join us:** [organizingtoendtobacco.org/virtualdayofaction2020](https://organizingtoendtobacco.org/virtualdayofaction2020/)  #VoicesAgainstTobacco | A picture containing person, building, man, young  Description automatically generated |

Social Media Messaging by Priority Population

  

# LGBTQ Population

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| Tobacco disproportionately impacts the LGBTQ community. LGBTQ youth start using tobacco earlier and use tobacco at higher rates compared to heterosexual youth. Raise your voice in support of our vulnerable youth.  **Join us:** [organizingtoendtobacco.org/virtualdayofaction2020](https://organizingtoendtobacco.org/virtualdayofaction2020/)  #VoicesAgainstTobacco #WeBreathe |  |

|  |  |
| --- | --- |
| Raise your voice against tobacco-industry marketing tactics which aggressively targets the LGBTQ community contributing to high rates of tobacco use.  **Join us:** [organizingtoendtobacco.org/virtualdayofaction2020](https://organizingtoendtobacco.org/virtualdayofaction2020/)  #VoicesAgainstTobacco #WeBreathe | A screenshot of a cell phone  Description automatically generated |
|  |  |
| This #Pride Month, we urge our legislative leaders in @calgbt to be partners in ending #LGBTQ tobacco-related disparities so that all our communities can thrive and live long, healthy lives. Learn more at:  [organizingtoendtobacco.org/virtualdayofaction2020](https://organizingtoendtobacco.org/virtualdayofaction2020/)  #VoicesAgainstTobacco #WeBreathe | A screenshot of a cell phone  Description automatically generated |

Social Media Messaging by Priority Population

  

# Rural Communities

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| Rural youth are 3x more likely to smoke than other youth. Raise your voice to support rural communities and families in the fight against Big Tobacco.  **Join us:** <https://organizingtoendtobacco.org/virtualdayofaction2020/>  #VoicesAgainstTobacco |  |
|  |  |
| Rural adults’ use of any tobacco product is higher than adults in other areas. Raise your voice to support rural communities and families in the fight against Big Tobacco.  **Join us:** <https://organizingtoendtobacco.org/virtualdayofaction2020/>  #VoicesAgainstTobacco |  |

Social Media Messaging by Priority Population

  

# Californian Women

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| --- | --- |
| Big Tobacco has been targeting women for nearly a century. As a result, more than 200,000 women die each year in the U.S. as a result of smoking- related diseases. This needs to stop now!  **Join us:** [organizingtoendtobacco.org/virtualdayofaction2020](https://organizingtoendtobacco.org/virtualdayofaction2020/)  #VoicesAgainstTobacco | A group of people posing for the camera  Description automatically generated |
|  |  |
| Women who smoke have a 25% greater risk of developing coronary heart disease compared with men who smoke. Raise your voice against the tobacco products and marketing that are breaking our communities’ and families’ hearts! [insert breaking heart emoji]  **Join us:** [organizingtoendtobacco.org/virtualdayofaction2020](https://organizingtoendtobacco.org/virtualdayofaction2020/)  #VoicesAgainstTobacco | A picture containing outdoor, kite, flying, standing  Description automatically generated |