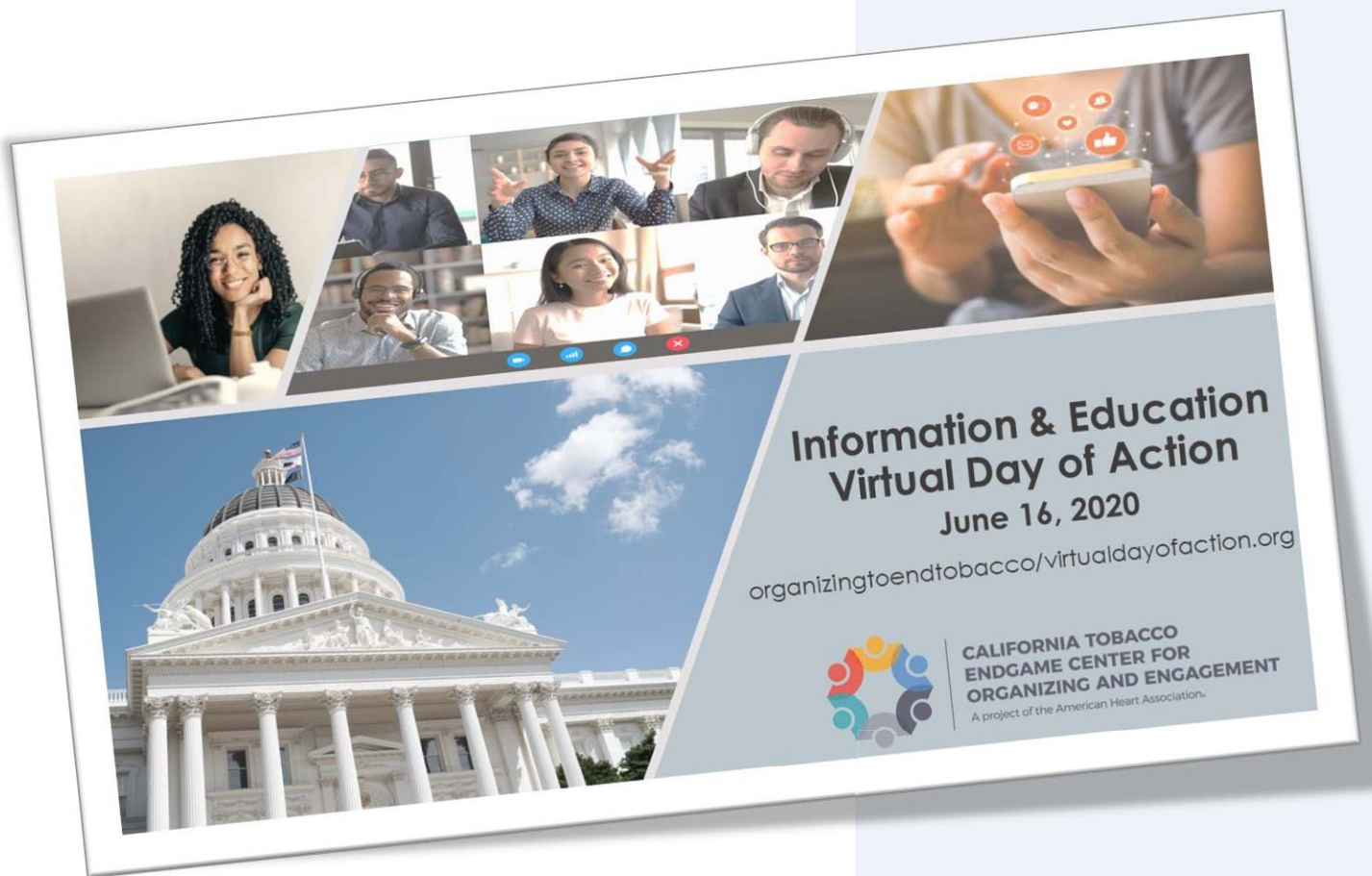




**CALIFORNIA TOBACCO
ENDGAME CENTER FOR
ORGANIZING AND ENGAGEMENT**

A project of the American Heart Association®

*Capitol Information & Education Virtual Day of Action
Raising Our Voices Against Tobacco
Event Messaging & Pre-Event Social Media Messaging*



The California Tobacco Endgame Center for
Organizing and Engagement
A Project of the American Heart Association

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I&E Virtual Day of Action Message Framework

Primary Message

California has come a long way in the fight against tobacco, yet the tobacco industry continues to thwart our efforts and to addict new users every day. Our most critical work yet lies ahead of us.

Tobacco use remains the leading cause of premature death and disease in California; an estimated 40,000 adults die each year due to smoking.

Teen vaping has reached epidemic proportions. Recent national and California data show that youth are experimenting with e-cigarettes at an alarming rate.

There continue to be significant disparities in tobacco use and health impacts within communities of color, rural populations, and the LGBTQ community.

Key Messages

Key Message #1: Disproportionate Impact

Tobacco disproportionately impacts communities of color. It also impacts rural and low-income Californians.

- Tobacco use remains the leading cause of premature death and disease in California; an estimated 40,000 adults die each year due to smoking.
- Teen vaping has reached epidemic proportions. Recent national and California data show that youth are experimenting with e-cigarettes at an alarming rate.
- There continue to be significant disparities in tobacco use and health impacts within communities of color, rural populations, and the LGBTQ community.

Key Message #2: COVID-19 and Tobacco, a Deadly Combination

COVID-19 and tobacco are a deadly combination

- Research shows that smoking is most likely associated with people getting sicker from COVID-19ⁱ.
- Smoking weakens your immune system and your body's ability to fight infections such as COVID-19ⁱⁱ.
- COVID-19 has disproportionately impacted African American, Latino/Hispanic, Tribal Communities, LGBTQ, Rural and Native Hawaiian and Pacific Islanders - some of the same communities hardest hit by tobacco industry targeting and the diseases and deaths caused by tobacco.
- People who smoke or vape and contact the COVID-19 virus are at increased risk of developing more severe symptoms.
- Smoking, vaping or using a hookah can spread COVID-19 as users are repeatedly putting their hands to their mouths and faces, often in a social setting.



Key Message #3: Teen Vaping Epidemic Persisting During COVID-19 Pandemic

While we are fighting a deadly pandemic, there is a teen vaping epidemic in this state.

- Governor Gavin Newsom signed an executive order to confront the growing youth epidemic and health risks linked to vaping.
- Vaping devices are the most used tobacco product in California.
- More than 80 percent of high-school students who consume tobacco use a vaping device.
- Of the California teens who consume tobacco products, including vape products, 86.4% report using a flavored tobacco product.
- The tobacco and vaping industry use flavors to attract teens to vaping.



Social Media: Pre-Virtual Day of Action Posts



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
#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
#VoicesAgainstTobacco



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

#VoicesAgainstTobacco



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

#VoicesAgainstTobacco

