



**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  
Social Media Messaging Materials*



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

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[OrganizingToEndTobacco.org](https://OrganizingToEndTobacco.org)

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

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We need to continue the fight against tobacco use – Let’s Raise Our Voices Against Tobacco

COVID-19 has upended budgets and priorities, but now is not the time to back off our fight against tobacco...we must continue to protect our lungs

In light of a deadly global pandemic, ALL aspects of public health must remain in focus



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:

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#VoicesAgainstTobacco



Social Media Messaging by Priority Population



## Asian Americans, Native Hawaiians, and Pacific Islanders Population

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



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



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



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

Quitting tobacco can lower the risk of complications during gender affirming surgeries.



California Smokers Helpline  
1-800-NO-BUTTS

**WE BREATHE**

SUPPORTING TOBACCO-FREE LGBTQ COMMUNITIES





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

People living with HIV who quit smoking tobacco live longer and healthier lives.



California Smokers Helpline  
1-800-NO-BUTTS

**WE BREATHE**

SUPPORTING TOBACCO-FREE LGBTQ COMMUNITIES

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

## LGBT TOBACCO USE

**TRANS** ADULTS 35.5%

**LGB** ADULTS 20.6%

**STRAIGHT** ADULTS 14.9%

#Out4MentalHealth

SOURCE: TRUTHINITIATIVE.ORG



Social Media Messaging by Priority Population



## Rural Communities

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

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



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

