



**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
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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California Department of Public Health.

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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, can't stop now.

Learn more: organizingtoendtobacco.org/

#VoicesAgainstTobacco



Tobacco industry targeting of communities of color increases disparities in health, disease and death.

Learn more: organizingtoendtobacco.org

#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.

Learn more: organizingtoendtobacco.org

#VoicesAgainstTobacco



Post #4 Theme: COVID-19 and tobacco are a deadly combination.

COVID-19 & Tobacco – a deadly combination for our lungs. Join the fight!

Learn more: organizingtoendtobacco.org

#VoicesAgainstTobacco



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

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



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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. Learn more: organizingtoendtobacco.org VoicesAgainstTobacco



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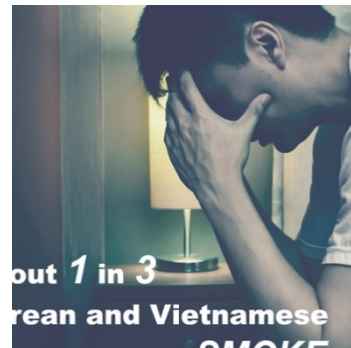
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Asian Americans, Native Hawaiians, and Pacific Islanders Population

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!

Learn more: organizingtoendtobacco.org

#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.

Learn more: organizingtoendtobacco.org

#VoicesAgainstTobacco



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Environmental

Raise your voice against Big Tobacco that is actively trashing our environment and homes. Tobacco litter pollutes by releasing chemicals including arsenic and lead.

Learn more: organizingtoendtobacco.org

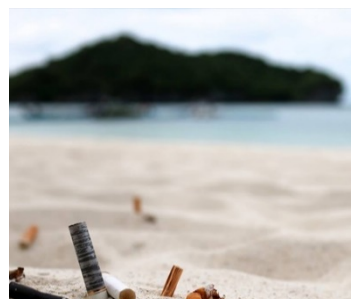
#VoicesAgainstTobacco



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.

Learn more: organizingtoendtobacco.org

#VoicesAgainstTobacco



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Hispanic/Latino Population

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.

Learn more: organizingtoendtobacco.org

#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’!

Learn more: organizingtoendtobacco.org

#VoicesAgainstTobacco



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LGBTQ Population

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.

Learn more: organizingtoendtobacco.org

#VoicesAgainstTobacco #WeBreathe

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



California Smokers Helpline
1-800-NO-BUTTS

WE BREATHE



Raise your voice against tobacco-industry marketing tactics which aggressively targets the LGBTQ community contributing to high rates of tobacco use.

Learn more: organizingtoendtobacco.org
#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
#VoicesAgainstTobacco #WeBreathe

LGBT TOBACCO USE

TRANS
ADULTS



LGB
ADULTS



STRAIGHT
ADULTS



 Out4MentalHealth

SOURCE: TRUTHINITIATIVE.ORG



Social Media M

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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.

Learn more: organizingtoendtobacco.org

#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.

Learn more: organizingtoendtobacco.org

#VoicesAgainstTobacco



Social Media M

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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!

Learn more: organizingtoendtobacco.org

#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]

Learn more: organizingtoendtobacco.org

#VoicesAgainstTobacco

