



CALIFORNIA TOBACCO
ENDGAME CENTER FOR
ORGANIZING AND ENGAGEMENT
A project of the American Heart Association®

INFORMATION & EDUCATION VIRTUAL DAY OF ACTION 2021

April 12 – 14, 2021

Social Media Messages Book



#VoicesAgainstTobacco
#VoicesForHealthJustice

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

Funded by the California Department of Public Health, Grant Number: 19-10090

2007 O Street, Sacramento, CA 95816

www.organizingtoendtobacco.org | organizingtoendtobacco@heart.org

Theme and Message

Raising Our Voices for Health Justice: California Communities Against the Commercial Tobacco Industry

Health justice means bringing communities to the table, so everyone's voices are heard and people from all walks of life achieve the health and wellness they deserve.

Goals

Social media will allow us to collectively increase awareness, educate others on the issues, and create community engagement. Create momentum for our movement using the #VoicesAgainstTobacco and #VoicesforHealthJustice hashtags.

What to Know

Below are messages for pre-, during, and post-event that you can share but we strongly encourage all participants to engage during the event by posting their own updates, interesting facts learned during the event, photos, and by retweeting others.

A virtual social media wall will be live on organizingtoendtobacco.org displaying messages from any public social media accounts using the #VoicesAgainstTobacco and #VoicesForHealthJustice hashtags. Monitoring the event hashtag and engaging in conversation with other accounts will show solidarity, community, and amplify our voices.

These social media messages are also available on the event social media library [here](#).



#VoicesAgainstTobacco

#VoicesForHealthJustice



@CATobaccoEndgameCenterforOrganizingAndEngagement



@catobaccocenter



@CATobaccoCenter



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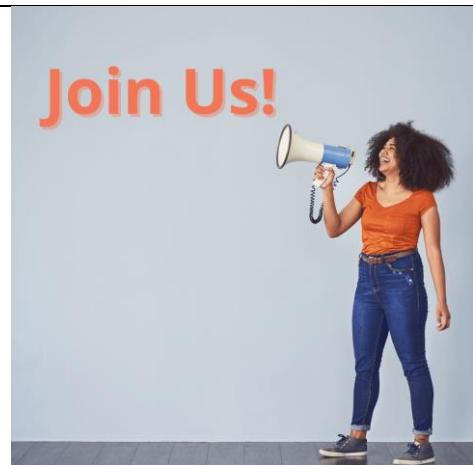
Pre-Event Messaging

For use March 28 – April 11, 2021.

These messages will promote the event and collectively build awareness and anticipation.

Facebook

- Frequency: Three (3) pre-event posts
- Make sure to use the #VoicesAgainstTobacco #VoicesForHealthJustice hashtags.
- To use the images: right click and save the image to your computer

Pre-Event Facebook Messages	
If you were not able to pre-register for the Community Townhall Zoom event you can join us LIVE April 12 at 6:00 p.m. PST to find out why tobacco is a social justice issue. #VoicesAgainstTobacco #VoicesForHealthJustice	https://www.facebook.com/events/2982761728621074
The tobacco industry targets California's African American, Latino, Asian American, Native Hawaiian, Pacific Islander, LGBTQ+, Tribal and rural communities, resulting in higher rates of commercial tobacco product use and tobacco-related disease. Does this sound like health justice? If not, join us in raising your voice for health justice! #VoicesAgainstTobacco #VoicesForHealthJustice	
April 12 – 14 we're joining the @CATobaccoEndgameCenterforOrganizingandEngagement to raise our voices for health justice. Tobacco use remains the leading cause of death and disease in California. Are you ready to save lives? Join CA communities against commercial tobacco. #VoicesAgainstTobacco #VoicesForHealthJustice https://organizingtoendtobacco.org/	



Twitter

- Frequency: One (1) to three (3) posts per day or as your existing content calendar allows.
- Tweet at your legislators at least twice before the event.
- Engage with partners using the #VoicesAgainstTobacco and #VoicesForHealthJustice hashtags by replying to their posts or retweeting.
- 280 character max

Pre-Event Twitter Messages

If you missed registration for the Community Townhall you can still watch LIVE April 12 at 6:00 p.m. PST to find out why tobacco is a social justice issue. #VoicesAgainstTobacco #VoicesForHealthJustice
<https://www.facebook.com/events/2982761728621074>

April 12 – 14 we're joining @CATobaccoCenter to raise our voices for health justice. Tobacco use remains the leading cause of death & disease in California. Save lives - join CA communities against commercial tobacco! #VoicesAgainstTobacco #VoicesForHealthJustice
<https://organizingtoendtobacco.org/>

The tobacco industry has continued to aggressively market its dangerous products to marginalized communities during the COVID-19 pandemic, on social media, in print, and at the retail counter. Join CA communities in the fight for health justice.
#VoicesAgainstTobacco #VoicesForHealthJustice



THREAD

Message 1

The tobacco industry targets California's African American, Latino, Asian American, Native Hawaiian, Pacific Islander, LGBTQ+, Tribal and rural communities, resulting in higher rates of commercial tobacco product use and tobacco-related disease. #VoicesAgainstTobacco #VoicesForHealthJustice

Message 2 ↑

Does this sound like health justice? Raise your voice for health justice! 🚭
#VoicesAgainstTobacco #VoicesForHealthJustice



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Pre-Event Twitter Messages

.@LegislatorHandle, will you be joining us and communities across California April 12-14 to stand up for health justice? #VoicesAgainstTobacco #VoicesForHealthJustice

<https://organizingtoendtobacco.org/>

Tobacco use remains the leading cause of death and disease in California. @LegislatorHandle join us in saving lives! #VoicesAgainstTobacco #VoicesForHealthJustice

<https://organizingtoendtobacco.org/>

.@LegislatorHandle we would love you to join us & other CA community members April 12 at 6 p.m. PST for a Community Townhall to find out why tobacco is a social justice issue. Watch LIVE on Facebook <https://www.facebook.com/events/2982761728621074>

More info <https://organizingtoendtobacco.org/>

#VoicesAgainstTobacco #VoicesForHealthJustice



Instagram

- Frequency: A minimum of three pre-event posts (we recommend at least one per week in your feed, any additional content can be shared in stories).
- Engage with partners by commenting on their posts, reposting their content, or sharing their posts to your stories.
- Make sure to use the #VoicesAgainstTobacco and #VoicesForHealthJustice hashtags.

Pre-Event Facebook Messages	
Message	Image or Link
<p>The tobacco industry targets California's African American, Latino, Asian American, Native Hawaiian, Pacific Islander, LGBTQ+, Tribal and rural communities, resulting in higher rates of commercial tobacco product use and tobacco-related disease. Does this sound like health justice? If not, join us in raising your voice for health justice!</p> <p>#VoicesAgainstTobacco #VoicesForHealthJustice</p>	
<p>April 12 – 14 we're joining the @CATobaccoEndgameCenterforOrganizingandEngagement to raise our voices for health justice. Tobacco use remains the leading cause of death and disease in California. Are you ready to save lives? Join CA communities against commercial tobacco. #VoicesAgainstTobacco #VoicesForHealthJustice</p> <p>https://organizingtoendtobacco.org/</p>	



During Event Messaging

During the event we will rally together to create momentum for our movement using the #VoicesAgainstTobacco and #VoicesforHealthJustice hashtags.

- A virtual social media wall will be live on organizingtoendtobacco.org during the event displaying messages from any public social media accounts using the #VoicesAgainstTobacco and #VoicesForHealthJustice hashtags.
- Monitoring the event hashtag and engaging in conversation with other accounts will show solidarity, community, and amplify our voices.
- Below are pre-created messages that you can share but we strongly encourage all participants to engage during the event by posting their own updates, interesting facts learned during the event, photos, and by retweeting others.
- Social media blitz times: We are going to create a storm on social media by all posting together at a few times each day!
 - April 12 (Day 1) – Post at 7:20 PM
 - April 13 (Day 2) – Post at 10:30 AM & 3:45 PM
 - April 14 (Day 3) – Post at 9 AM, 10:30 AM, 3:45 PM

Facebook

- Frequency: 1 post per day
- Make sure to use the #VoicesAgainstTobacco and #VoicesForHealthJustice hashtags.
- If you have a relevant call-to-action that is relevant (how someone can get involved in the cause) add it to the end of your message.

During Event Facebook Messages	
Tobacco use remains the leading cause of death and disease in California; an estimated 40,000 adults die each year due to smoking. It doesn't need to stay that way. By working together CA communities can fight the commercial tobacco industry to build a healthier CA for all! #VoicesAgainstTobacco #VoicesForHealthJustice	



During Event Facebook Messages

The tobacco industry targets California's African American, Latino, Asian American Native Hawaiian and Pacific Islander, LGBTQ+, Tribal and rural communities, resulting in higher rates of commercial tobacco product use and tobacco-related disease. Let's work together to stop this now. Join us to demand health justice!

#VoicesAgainstTobacco #VoicesForHealthJustice



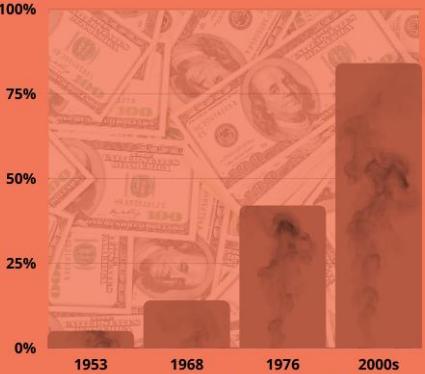
**Big Tobacco:
STOP
TARGETING US**



The tobacco industry blocked the law that would have ended the sale of flavored and menthol tobacco products in California. Instead, communities continue to be targeted by an industry intent on profiting off addiction and the death and disease they create. Join community members across CA, lend your voice to stand up to commercial tobacco.

#VoicesAgainstTobacco #VoicesForHealthJustice

Percentage of African-American Smokers Who Use Menthol



Source: BlackLivesBlackLungs.com

Make it a state priority in 2021 to ensure that every Californian has an equal opportunity to achieve and maintain health and wellness, especially as it relates to tobacco's impact on health justice in our communities.

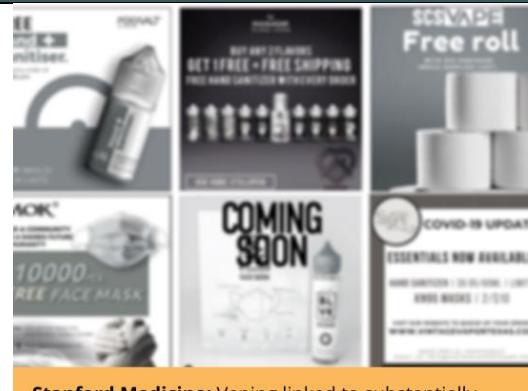
#VoicesAgainstTobacco #VoicesForHealthJustice





During Event Facebook Messages

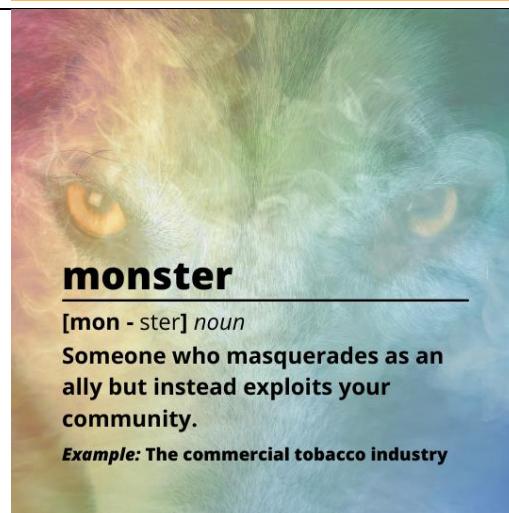
The tobacco industry has continued to aggressively market its dangerous products to diverse communities during the COVID-19 pandemic. Join us to stop Big Tobacco from targeting our communities! #VoicesAgainstTobacco
#VoicesForHealthJustice



Stanford Medicine: Vaping linked to substantially increased COVID-19 risk in teens and young adults

Tobacco companies: Exploit the pandemic and promote gimmicks to increase sales

Tobacco companies were among the first to “support” LGBTQ communities—but they were never allies. They sought to demonstrate their allegiance by advertising in LGBTQ publications and sponsoring community and pride events. They exploit any feelings of isolation and despair this community experiences by promoting smoking as a way to bond with one another and relieve stress.



The overall tobacco use rate for LGBTQ populations is still high at 24%. <https://tobaccofreeca.com/story-of-inequity/lgbtq/> #VoicesAgainstTobacco
#VoicesForHealthJustice



Twitter

- Frequency: Strive for at least 1 post per hour during the event. A minimum of 2 posts per day but we recommend you post interesting content as frequently as you can.
- Tweet at your legislators twice per day.
- Engage with partners using the #VoicesAgainstTobacco and #VoicesForHealthJustice hashtags by replying to their posts or retweeting.

During Event Twitter Messages

Health justice means bringing communities to the table, so everyone's voices are heard & people from all walks of life achieve the health they deserve.

We're standing up to the commercial Tobacco Industry to save lives. Will you join?
#VoicesAgainstTobacco #VoicesForHealthJustice

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



In California, 20.7% of African American adults smoke cigarettes compared to 12.4% of California adults overall. via @CAGPublicHealth #VoicesAgainstTobacco #VoicesForHealthJustice

Communities with a greater proportion of African Americans have a greater density of tobacco retailers & see more tobacco advertising than other neighborhoods. @CDCgov

Coincidence?

Join CA communities fighting for health justice. #VoicesAgainstTobacco #VoicesForHealthJustice



During Event Twitter Messages

THREAD

Message 1

Big Tobacco aggressively markets cigarettes and smokeless tobacco products, like chew, in rural areas, taking advantage of weaker tobacco retail licensing laws in rural communities.

#VoicesAgainstTobacco #VoicesForHealthJustice

Message 2 

Rural adults' use of any tobacco product is significantly higher (25.6%) than the California general population (14.6%) and rural residents start smoking at an earlier age.

#VoicesAgainstTobacco #VoicesForHealthJustice

<https://tobaccofreeca.com/story-of-inequity/low-income/>

Message 3 

In a survey of rural and small-town Californians, over 85% felt that secondhand smoke was harmful & 70% were in favor of policies prohibiting smoking at outdoor events such as rodeos & fairs. #VoicesAgainstTobacco #VoicesForHealthJustice

<https://nnphi.org/resource/ruraltobacco/> via @NNPHI_ORG

Message 4 

Local smoke free outdoor air laws can protect rural Californians from the secondhand smoke they want to avoid. #VoicesAgainstTobacco

#VoicesForHealthJustice



During Event Twitter Messages

THREAD

Message 1

American Indians & Alaska Natives (AI/AN) have the highest current cigarette smoking rates of all other racial/ethnic groups in the U.S. In 2014, 29.2% of AI/AN adults in the U.S. smoked cigarettes, compared w/ 16.8% of all U.S. adults #VoicesAgainstTobacco #VoicesForHealthJustice

Message 2 

For years the tobacco industry has strategically targeted AI/ANs and suggested a link between traditional and commercial tobacco...

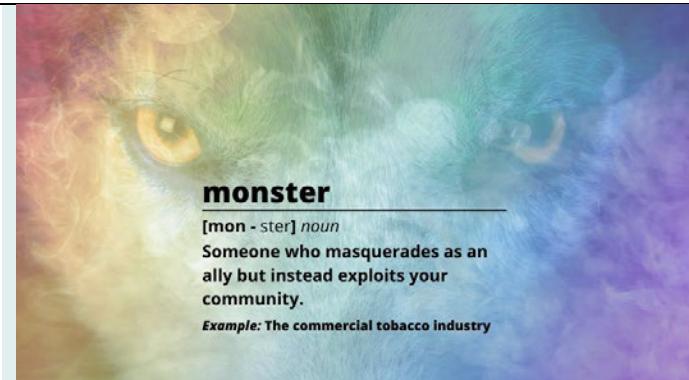
Message 3 

by funding cultural events like powwows and rodeos, and by using the imagery of traditional American Indians to promote brands like Natural American Spirit, Seneca, Cheyenne, and Smokin Joes. #VoicesAgainstTobacco #VoicesForHealthJustice

THREAD

Message 1

Tobacco companies were among the first to “support” LGBTQ communities—but they were never allies. #VoicesAgainstTobacco
#VoicesForHealthJustice



Message 2 

They sought to demonstrate their allegiance by advertising in LGBTQ publications and sponsoring community and pride events. <https://tobaccofreeca.com/story-of-inequity/lgbtq/>
#VoicesAgainstTobacco #VoicesForHealthJustice

Message 3 (next page) 



During Event Twitter Messages

They exploit any feelings of isolation and despair this community experiences by promoting smoking as a way to bond with one another and relieve stress.
#VoicesAgainstTobacco #VoicesForHealthJustice

Message 4 

The overall tobacco use rate for LGBTQ populations is still high at 24%.
#VoicesAgainstTobacco #VoicesForHealthJustice

Billboards & stores in predominantly urban AAPI communities have been found to have more tobacco advertising compared w/ other urban neighborhoods, and less likely to have health warnings compared w/ predominantly white neighborhoods. #VoicesAgainstTobacco

<https://truthinitiative.org/research-resources/targeted-communities/tobacco-use-asian-american-community>



Instagram

- Frequency: 1 post per day to your feed and up to 3 posts per day to your stories. The goal is to focus on sharing quality content over quantity.
- Engage with partners by commenting on their posts, reposting their content, or sharing their posts to your stories.

During Event Instagram Messages	
<p>Tobacco use remains the leading cause of death and disease in California; an estimated 40,000 adults die each year due to smoking. It doesn't need to stay that way. By working together CA communities can fight commercial tobacco to build a healthier CA for all!</p> <p>#VoicesAgainstTobacco #VoicesForHealthJustice</p>	
<p>The tobacco industry targets California's African American, Latino, Asian American Native Hawaiian and Pacific Islander, LGBTQ+, Tribal and rural communities, resulting in higher rates of commercial tobacco product use and tobacco-related disease. Let's stop this now. Join us to demand health justice! #VoicesAgainstTobacco #VoicesForHealthJustice</p>	



During Event Instagram Messages

The tobacco industry blocked the law that would have ended the sale of flavored and menthol tobacco products in California. Instead, communities continue to be targeted by an industry intent on profiting off addiction and the death and disease they create. Join community members across CA, lend your voice to stand up to commercial tobacco. #VoicesAgainstTobacco #VoicesForHealthJustice

Percentage of African-American Smokers Who Use Menthol



Source: BlackLivesBlackLungs.com

Make it a state priority in 2021 to ensure that every Californian has an equal opportunity to achieve and maintain health and wellness, especially as it relates to tobacco's impact on health justice in our communities. #VoicesAgainstTobacco #VoicesForHealthJustice



The tobacco industry has continued to aggressively market its dangerous products to diverse communities during the COVID-19 pandemic, on social media, in print, and at the retail counter. Join us to stop Big Tobacco from targeting our communities! #VoicesAgainstTobacco
#VoicesForHealthJustice



Stanford Medicine: Vaping linked to substantially increased COVID-19 risk in teens and young adults

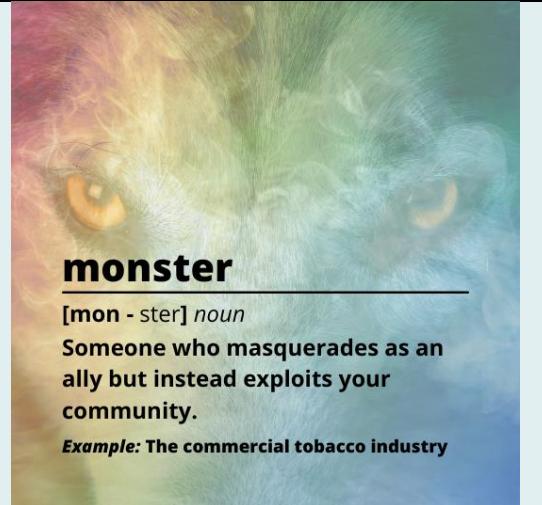
Tobacco companies: Exploit the pandemic and promote gimmicks to increase sales



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During Event Instagram Messages

Tobacco companies were among the first to “support” LGBTQ communities—but they were never allies. They sought to demonstrate their allegiance by advertising in LGBTQ publications and sponsoring community and pride events. They exploit any feelings of isolation and despair this community experiences by promoting smoking as a way to bond with one another and relieve stress.

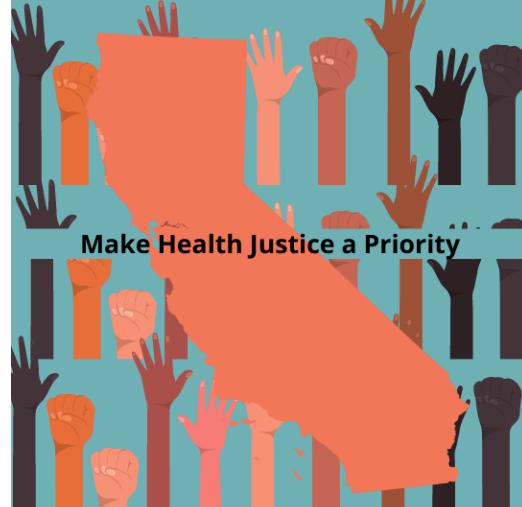


Post-Event Content

For use April 15-20, 2021

By continuing to share messages after the event has concluded we will keep the momentum going. We can build upon the excitement of VDOA and ensure that actions are taken and our communities of supporters grow stronger.

Facebook

Post-Event Facebook Messages	
<p>We joined other California communities against commercial tobacco to raise our voices for health justice. The event may be over, but we are just getting started. Join us to stop Big Tobacco from targeting our communities! [INSERT YOUR CALL-TO-ACTION LINK]</p> <p>#VoicesAgainstTobacco #VoicesForHealthJustice</p>	
<p>Make it a state priority in 2021 to ensure that every Californian has an equal opportunity to achieve and maintain health and wellness, especially as it relates to tobacco's impact on health justice in our communities. Join us by [INSERT A CALL-TO-ACTION. Ex. Join a mailing list, volunteer, etc.] #VoicesAgainstTobacco</p> <p>#VoicesForHealthJustice</p>	



Twitter

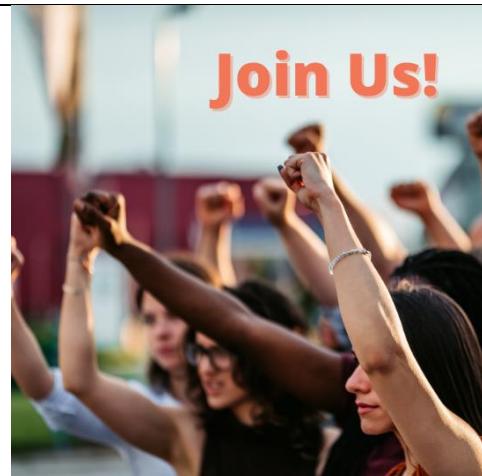
- Frequency: A minimum of five tweets.
- Tweet at your legislators at least twice. Personalize these for the interaction you had with them.
- Share your takeaways, wins or new actions from the event.
- Engage with partners using the #VoicesAgainstTobacco and #VoicesForHealthJustice hashtags by replying to their posts or retweeting at least three times.

Post-Event Twitter Messages
Make it a 2021 CA priority to ensure every Californian has an equal opportunity to achieve and maintain health & wellness, especially as it relates to tobacco's impact on health justice in our communities. @LegislatureHandle , join us [INSERT A CALL-TO-ACTION LINK. Ex. Join a mailing list, volunteer, etc.] #VoicesAgainstTobacco #VoicesForHealthJustice
We joined other CA communities against commercial tobacco to raise our voices for health justice. The event may be over, but we are just getting started. Join us to stop Big Tobacco from targeting our communities! [INSERT YOUR CALL-TO-ACTION LINK] #VoicesAgainstTobacco #VoicesForHealthJustice
Join us in cheering  on @LegislatorHandle for their contributions to the fight for health justice and the health of CA communities over the commercial tobacco industry. #VoicesAgainstTobacco #VoicesForHealthJustice
Thank you @LegislatorHandle for fighting for health justice in our CA communities by standing up to the commercial tobacco industry! #VoicesAgainstTobacco #VoicesForHealthJustice
*Do not use a photo from Zoom meeting unless you have been given permission to share.
Thank you @LegislatorHandle for taking the time to join our Virtual Day of Action and learning how you can help fight for health justice alongside our community. #VoicesAgainstTobacco #VoicesForHealthJustice



Instagram

- Frequency: Suggest two posts to your feed and two posts to your stories throughout the week following VDOA. The goal is to focus on sharing quality content over quantity.
- Engage with partners by commenting on their posts, reposting their content, or sharing their posts to your stories.
- Give followers a Call-To-Action on how they can get involved.

Post-Event Instagram Messages	
<p>Make it a state priority in 2021 to ensure that every Californian has an equal opportunity to achieve and maintain health and wellness, especially as it relates to tobacco's impact on health justice in our communities. Join us by [INSERT A CALL-TO-ACTION. Ex. Join a mailing list, volunteer, etc. by clicking the link in our bio]</p> <p>#VoicesAgainstTobacco #VoicesForHealthJustice</p>	
<p>We joined other California communities against commercial tobacco to raise our voices for health justice. The event may be over, but we are just getting started. Join us to stop Big Tobacco from targeting our communities! [INSERT YOUR CALL-TO-ACTION – Ex. Sign up to volunteer with us, click the link in our bio]</p> <p>#VoicesAgainstTobacco #VoicesForHealthJustice</p>	



Legislative Caucus Social Media

African American Coordinating Center, Amplify!

See following page for images to use!



AMPLIFY! Social Media Messages

Tobacco & Social Justice

Big tobacco's targeting of the Black community is a social justice issue. Enough is enough— let's make a change today. #VoicesAgainstTobacco #amplifyourlove

Lower income neighborhoods typically have more tobacco retailers near schools in comparison to other neighborhoods. #VoicesAgainstTobacco #amplifyourlove

Each year 45,000 Black lives are lost due to tobacco related illnesses. #VoicesAgainstTobacco #amplifyourlove

Flavors

Flavors may make tobacco taste better, but the chemicals they contain are still toxic. #VoicesAgainstTobacco #amplifyourlove

Smoking and vaping with flavors does not make you look cool. #VoicesAgainstTobacco #amplifyourlove

Studies show that 81% of youth began their habit with a flavored product. #VoicesAgainstTobacco #amplifyourlove

Tobacco & COVID

Those that smoke have a higher risk of developing COVID-19. #VoicesAgainstTobacco #amplifyourlove

Smoking and COVID-19 are a dangerous combination. #VoicesAgainstTobacco #amplifyourlove

Breathe easier, quit smoking. #VoicesAgainstTobacco #amplifyourlove



Information and Education Virtual Day of Action 2021
Social Media Messages Book

AMPLIFY! Social Media Message Images



#VoicesAgainstTobacco



#VoicesAgainstTobacco



#VoicesAgainstTobacco



#VoicesAgainstTobacco



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Hispanic Latino Coordinating Center (HLCC)

HISPANIC LATINO
COORDINATING CENTER

HLCC Social Media Messages

¿Sabía usted que el humo de segunda mano puede aumentar el riesgo de enfermedades como el asma, la diabetes, y ciertos tipos de cáncer? Por eso, la mayoría de los inquilinos Latinos prefieren viviendas libres de humo. Desafortunadamente, muchas comunidades no tienen pólizas donde se prohíbe el uso del tabaco y cigarrillos electrónicos. Hable con su departamento de salud para aprender cómo mantener su vivienda libre del humo de tabaco. ¡Juntos podemos crear pólizas que protege nuestra comunidad del humo de segunda y tercera mano!

#VoicesAgainstTobacco #VoicesForHealthJustice

95% de inquilinos Latinos en California prefieren viviendas libres de humo.



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¿Sabía que aproximadamente 1 millón de Latinos fuman? Esto es el resultado de años de promoción agresiva de parte de la industria del tabaco hacia las comunidades Latina. La industria sigue promoviendo sus productos peligros aun durante la pandemia. ¡Únase a nosotros para proteger nuestras comunidades de la industria del tabaco!

#VoicesAgainstTobacco
#VoicesForHealthJustice

El 10.2% de los adultos Latinos consumen tabaco, lo que equivale a 1.1 millones de personas.

#VoicesAgainstTobacco
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HLCC Social Media Messages

¿Sabía usted que las partículas de humo del tabaco pueden permanecer en la superficie como las paredes, cortinas y carpetas? Estas partículas son conocidas como el humo de tercera mano y puede permanecer en las superficies durante mucho tiempo, de meses hasta años. Uno puede absorber las partículas a través de la piel al tocar superficies contaminadas absorción a través de la piel que aumenta el riesgo de problemas de salud. Hable con su departamento de salud para aprender cómo mantener su vivienda libre del humo de tabaco. ¡Juntos podemos crear pólizas que protege nuestra comunidad del humo de segunda y tercera mano!

#VoicesAgainstTobacco

#VoicesForHealthJustice



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July 2004 Survey of California Latino Tenants About Smoke-Free Multi-Family Housing Laws. American Lung Association of California, Center for Tobacco Policy and Organizing.

@ca_hlcc

Hable con su departamento de salud pública para aprender cómo mantener su vivienda libre del humo de tabaco. ¡Juntos podemos crear pólizas que protege nuestra comunidad del humo de segunda y tercera mano!

#VoicesAgainstTobacco

#VoicesForHealthJustice



© 2021, CALIFORNIA DEPARTMENT OF PUBLIC HEALTH, FUNDED UNDER CONTRACT #17-10593.

@ca_hlcc

¿Sabía usted que casi la mayoría de los inquilinos en California son Latinos? Desafortunadamente, muchos de ellos viven en apartamentos donde se permite fumar y vapear productos de tabaco. Esto pone en peligro a los inquilinos ya que el humo de segunda y tercera mano puede dañar la salud y causar enfermedades como el asma, la diabetes y ciertos tipos de cáncer. Hable con su departamento de salud para aprender cómo mantener su vivienda libre del humo de tabaco. ¡Juntos podemos crear



HLCC Social Media Messages

pólizas que protege nuestra comunidad del humo de segunda y tercera mano!

#VoicesAgainstTobacco

#VoicesForHealthJustice



La industria del tabaco bloqueó la ley que hubiera acabado con la venta de productos de tabaco de sabores y mentolados en California. Por lo tanto, la industria va a continuar sus esfuerzos para atraer a los jóvenes Latinos con productos de tabaco de sabores como horchata, tres leches y churros. Únase con su comunidad y presta su voz para luchar en contra la industria del tabaco.

#VoicesAgainstTobacco

#VoicesForHealthJustice

LA INDUSTRIA DEL TABACO USA SABORES COMO HORCHATA, TRES LECHES Y CHURROS PARA ATRAER A LOS JOVENES LATINOS A VAPEAR.

#VoicesAgainstTobacco

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@ca_hlcc



Fuentes de Consulta: July 2006 Survey of California Latino Renters About Smoke-free Multi-Unit Housing Laws. American Lung Association of California Center for Tobacco Policy and Organizing. U.S. Census Bureau. American Community Survey, 2009-2013



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A project of the American Heart Association®

Legislative Environmental Caucus

Legislative Environmental Caucus Social Media Messages

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

#VoicesAgainstTobacco #VoicesForHealthJustice



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.

#VoicesAgainstTobacco #VoicesForHealthJustice



Legislative Women's Caucus

Legislative Women's Caucus Social Media Messages	
<p>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!</p> <p>Join us: organizingtoendtobacco.org</p> <p>#VoicesAgainstTobacco #VoicesForHealthJustice</p>	
<p>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]</p> <p>Join us: organizingtoendtobacco.org</p> <p>#VoicesAgainstTobacco #VoicesForHealthJustice</p>	



Rural Initiatives Strengthening Equity (RISE)



RISE Social Media Messages

Due to decades of targeting by the tobacco industry, rural communities deal with tobacco disparity in several ways:

1. High tobacco use
2. Exposure to second-hand smoke
3. Lack of smoke-free policies
4. Lower tobacco taxes

This harmful combination leads to higher rates of preventable disease, disability, and mortality among rural communities.

All people deserve to live healthy lives free from predatory practices of the tobacco industry. Health justice for rural individuals means we listen to them, bring them to the table and work together for wellness for all.

Find out more from this recently published study: <https://hubs.la/H0Hb97Z0>

#VoicesAgainstTobacco #VoicesForHealthJustice



Messages continue on next page.



RISE Social Media Messages

Why are smoking rates higher in rural areas? A big reason is because the tobacco industry targets these communities, from lobbying for tobacco-friendly legislation to reducing the cost of tobacco products in these areas.

This comes at a cost to the communities. People living in rural areas have 18 to 20 percent higher rates of lung cancer.

People in rural areas deserve health justice. They need to be listened to and partnered with to deliver health and wellness to these communities.

Find out more about these regional tobacco disparities: <https://hubs.la/H0DNTGf0>

VoicesAgainstTobacco #VoicesForHealthJustice

Picture should populate with link included in post

Because dozens of no-smoking laws have been implemented throughout the state of California, Big Tobacco has found other ways to market its products. In recent years, there's been a massive increase in smokeless tobacco products. This is concerning because the use of smokeless tobacco is much higher in rural areas than in non-rural areas. People in rural areas deserve to live healthy lives. It's time to listen to our rural community members, bring them to the table, and work together to fight back against the Tobacco Industry's predatory practices.

Find out how the tobacco industry is marketing these products to your communities:

<https://hubs.la/H0CH9Q00>



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Translated Messages

Chinese



2021 年資訊和教育虛擬行動日

社交媒体書 – 中文

信息主題

提高我們對健康正義的呼聲：加州各社區反對商業煙草

目標

社交媒体將使我們能夠集體提高意識，教育他人問題所在，建立社區參與，以及
主題標籤和分享

活動主題標籤：[#VoicesAgainstTobacco](#), [#VoicesForHealthJustice](#)

標記我們或分享我們的信息：

Facebook : [@CATobaccoEndgameCenterforOrganizingAndEngagement](#)

Instagram : [@CATobaccoCenter](#)

Twitter : [@CATobaccoCenter](#)

活動期間：用於 2021 年 4 月 12 日至 14 日

活動期間，我們將團結在一起，使用[#VoicesAgainstTobacco](#) 標籤，為我們的運動創造動力。

- 虛擬的社交媒体牆將在 [organizingtoendtobacco.org](#) 上實時顯示任何使用了 [#VoicesAgainstTobacco](#) 標籤的公共社交媒体帳戶消息。
- 監控活動標籤並與其他帳戶進行對話，將展現團結、社區且能擴大我們的聲音。
- 以下是一些預先創建的信息供您分享，但我們強烈建議所有參與者通過發佈自己的最新資訊，在活動中學習到的有趣知識、照片以及通過推特轉發他人來參與其中。
- 社交媒體突擊時代：我們將通過每天數次一起發佈信息來在社交媒体上掀起一場風暴！
 - 4 月 12 日（第一天）-- 晚上 7 時 20 分發佈
 - 4 月 13 日（第二天）-- 上午 10 時 30 分和下午 3 時 45 分發佈
 - 4 月 14 日（第三天）-- 上午 9 時、上午 10 時 30 分和下午 3 時 45 分發佈

Facebook

- 頻率：每天 1 個帖子
- 如果您有相關的號召性用語（某人如何參與該行動），請將其添加到您的信息結尾

活動期間 – Facebook		
<p>在加利福尼亞，吸煙仍然是導致死亡和疾病的主要原因。估計每年有 40,000 名成年人死於吸煙。這種情形可以改變。通過共同努力，加州各社區可以與商業煙草作鬥爭，為所有人建立一個更健康的加州！</p> <p>#VoicesAgainstTobacco #VoicesForHealthJustice</p>		
<p>煙草業瞄準加州的非裔美國人、拉丁裔美國人、亞裔美國人、夏威夷原住民和太平洋島民、LGBTQ+、部落和農村社區，從而導致商業煙草產品使用率和與煙草有關的疾病發生率上升。現在讓我們共同努力，阻止這種情況的發生。加入我們，要求健康正義！</p> <p>#VoicesAgainstTobacco #VoicesForHealthJustice</p>		



Twitter

- 頻率：活動期間每小時至少要發帖 1 次。每天至少 2 條帖子，但我們建議您儘可能頻繁地發佈有趣的內容。
- 每天向您的立法者發兩次推文（Tweet）。
- 使用#VoicesAgainstTobacco 主題標籤與合作夥伴互動，通過回答他們的帖子或轉推。

活動期間 – Twitter

健康正義意味著將社區積聚在一起，這樣就可以聽到每個人的聲音，各行各業的人們都能獲得應有的健康

在加利福尼亞州，吸煙仍然是主要的死亡原因。估計每年有 40,000 名成年人死於吸煙。
#VoicesAgainstTobacco #VoicesForHealthJustice



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Instagram

- 頻率：每天在您的供稿中發佈 1 條帖子，每天在您的故事中發佈多達 3 條帖子。目標是集中分享高質量內容，而非一味追求數量。
- 通過評論合作夥伴的帖子、重新發佈其內容或將其帖子分享到您的故事來與合作夥伴互動。

活動期間 – Instagram											
<p>煙草業封鎖了本應終止在加利福尼亞州銷售香精和薄荷醇煙草產品的法律。取而代之的是，社區繼續成為煙草業的目標，利用他們所創造的煙癮以及造成的死亡和疾病獲利。加入遍布整個加州的社區成員，表達反對商業煙草的立場。#VoicesAgainstTobacco #VoicesForHealthJustice</p>	<p>Percentage of African-American Smokers Who Use Menthol</p> <table border="1"> <caption>Data from Percentage of African-American Smokers Who Use Menthol Chart</caption> <thead> <tr> <th>Year</th> <th>Percentage (%)</th> </tr> </thead> <tbody> <tr> <td>1953</td> <td>~10%</td> </tr> <tr> <td>1968</td> <td>~20%</td> </tr> <tr> <td>1976</td> <td>~30%</td> </tr> <tr> <td>2000s</td> <td>~80%</td> </tr> </tbody> </table> <p>Source: BlackLivesBlackLungs.com</p>	Year	Percentage (%)	1953	~10%	1968	~20%	1976	~30%	2000s	~80%
Year	Percentage (%)										
1953	~10%										
1968	~20%										
1976	~30%										
2000s	~80%										
<p>在新冠大流行期間，煙草行業在社交媒體、印刷品和零售櫃檯上繼續向邊緣化社區積極銷售其危險產品。加入我們，阻止大煙草公司瞄準我們的社區！#VoicesAgainstTobacco #VoicesForHealthJustice</p>	<p>Stanford Medicine: Vaping linked to substantially increased COVID-19 risk in teens and young adults</p> <p>Tobacco companies: Exploit the pandemic and promote gimmicks to increase sales</p>										

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加州組織和參與終結煙草中心
美國心臟協會的一個專案
由加州公共衛生部資助，撥款號：19-10090

2007 O Street, Sacramento, CA 95816

<http://www.organizingtoendtobacco.org/> | organizingtoendtobacco@heart.org



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Korean



2021 가상 행동의 날 정보와 교육

소셜 미디어 북- 한국어

메시지 주제

건강 정의를 위한 우리의 목소리 높이기: 상업 담배에 대항하는 캘리포니아 커뮤니티들

목표

소셜 미디어는 우리가 집단적으로 문제를 인식하고, 사람들을 교육하고 커뮤니티와 접촉할 수 있게 해줍니다. 그리고

해시태그와 나눔

이벤트 해시태그: #VoicesAgainstTobacco, #VoicesForHealthJustice

태그하거나 저희의 메시지를 공유하세요

Facebook: [@CATobaccoEndgameCenterforOrganizingAndEngagement](#)

Instagram: [@CATobaccoCenter](#)

Twitter: [@CATobaccoCenter](#)

이벤트 기간: 2021년 4월 12일 – 14일

이벤트 기간 동안 #VoicesAgainstTobacco 해시태그를 사용하여 우리가 하고 있는 운동에 대한 모멘텀을 만들기 위해 함께 힘을 모을 것입니다.

- #VoicesAgainstTobacco 해시태그를 사용하여 메시지를 공유하고 있는 모든 공공 소셜 미디어 계정들은 벼추얼 소셜 미디어에 실시간으로 노출될 것입니다.
- 이벤트 해시태그를 모니터링하고 다른 계정들과 대화를 하면 우리들의 목소리에 힘을 실을 수 있고 커뮤니티와 연대할 수 있습니다.
- 아래는 사전에 만들어진 메시지들이지만 모든 이벤트 참가자들께서는 이벤트 기간 동안 자신이 만든 사진들과 배울 수 있었던 점들에 대해 포스팅 해 주시고 다른 분들에게 다시 트위트 해 주실 것을 적극 당부드립니다.
- 소셜 미디어 총동원 시간: 하루에 여러번 모든 포스팅들을 함께 게재하여 소셜 미디어 총동원 활동을 할것입니다!
 - 4월 12일(첫째날) – 오후 7시 20분에 게재
 - 4월 13일(둘째날) – 오전 10시 30분 & 오후 3시 45분에 게재
 - 4월 14일(셋째날) – 오전 9시, 10시 30분, 오후 3시 45분에 게재



페이스 북

- 빈도: 매일 1 개 포스팅
- 만약 (누군가 동참할 만한 동기를 찾을 수 있는) 적절한 동기부여 내용 물이 있다면 본인의 메시지 끝에 포함시키세요.

이벤트 기간 동안 - 페이스 북

담배의 사용이 캘리포니아에서 질병과 사망에
이르게 하는 가장 큰 요인입니다; 매년 담배로
인해 약 4 만 명의 성인이 사망합니다. 이런 일을
막아야 합니다. 캘리포니아의 커뮤니티들이
함께 힘을 합쳐 모든 이들이 건강한
캘리포니아를 위해 상업 담배 회사들과 싸워야
합니다! ! #VoicesAgainstTobacco
#VoicesForHealthJustice



담배 회사들이 캘리포니아의 아프리카,
라티노, 아시안, 하와이 태평양 섬 주민들,
성소수자들, 부족과 지방 커뮤니티들을
표적으로 삼아서 이들에게 더 높은 담배 관련
상품의 사용과 담배로 인한 질병의 비율이 더
높게 나타났습니다. 이제 함께 이것을 막기
위해 일합시다. 건강 정의를 위해 동참합시다!
#VoicesAgainstTobacco #VoicesForHealthJustice



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트위터

- 빈도: 이벤트 기간 동안 최소 시간당 1 개의 게시물을 올릴 수 있도록 하십시오. 최소 하루에 2 개의 게시물을 올릴 수 있도록 하지만 흥미로운 게시물은 되도록 자주 올릴 수 있도록 하십시오.
- 하루에 두 번 본인의 등록물을 트위트 하십시오.
- 파트너들의 게시물들 또는 리트위트 된 내용으로부터 #VoicesAgainstTobacco 를 사용하여 그들과 접촉하십시오.

이벤트 기간 동안 - 트위터

건강 정의란 커뮤니티들의 주위를 환기시켜 모든 이들의 의견이 관철되게 함으로써 모든 사람들로 하여금 그들이 마땅히 누려야 할 건강과 웰빙을 성취할 수 있도록 하는 것입니다.

캘리포니아에서 가장 큰 사망 원인은 담배의 사용입니다; 흡연으로 인해 해마다 약 4 만 명의 성인이 사망합니다.

#VoicesAgainstTobacco #VoicesForHealthJustice



인스타그램

- 빈도: 하루에 1 개의 포스팅과 본인의 스토리에 하루 최대 3 개의 포스팅. 목표는 양보다 질적인 내용을 공유하는 것.
- 파트너들의 게시물에 댓글을 달고 그들의 게시물을 다시 게재하거나 또는 자신의 스토리에 파트너의 포스팅들을 공유.

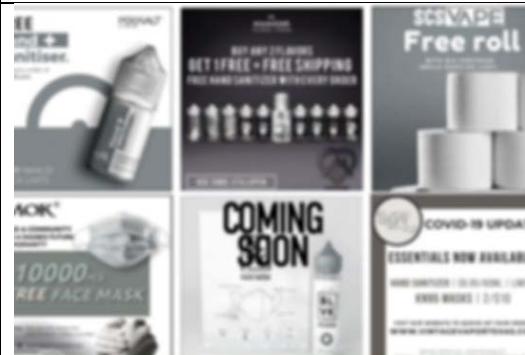
이벤트 기간 동안 - 인스타그램

담배 산업이 캘리포니아에서 박하 맛이 나는 담배들과 맛이 첨가된 담배 제품들의 판매를 금지할 수 있는 법을 봉쇄했습니다. 대신, 담배 회사들에 의해 커뮤니티들이 계속해서 담배로 인한 중독, 사망 그리고 질병에 노출됨으로써 담배회사만 이득을 보고 주민들이 산업의 표적이 되고 있습니다. 캘리포니아 전역에서 커뮤니티 멤버들과 함께 상업 담배 회사들에 맞서 목소리를 높이기 위해 함께 하십시오.
#VoicesAgainstTobacco #VoicesForHealthJustice

Percentage of African-American Smokers Who Use Menthol



담배 산업은 코로나 19 펜데믹 기간 중에도 소셜 미디어, 신문 그리고 일반 소매 업소의 카운터에서 낙후된 커뮤니티들을 상대로 위험한 상품들을 공격적으로 광고해 왔습니다. 우리의 커뮤니티들을 표적 삼고 있는 거대 담배 회사들의 횡포를 멈추기 위해 함께 해 주십시오! **#VoicesAgainstTobacco #VoicesForHealthJustice**



Stanford Medicine: Vaping linked to substantially increased COVID-19 risk in teens and young adults

Tobacco companies: Exploit the pandemic and promote gimmicks to increase sales

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협력과 대응을 위한 CA 타바코 엔드게임 센터

미국 심장 협회 프로젝트

캘리포니아 공공보건국에 의해 기금이 마련됨, 승인 번호: 19-10090

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Spanish





Día de Acción Virtual de Información y Educación 2021

Libro de Redes Sociales - Idioma

Información General

Tema de los Mensajes

Elevando Nuestras Voces a Favor de la Justicia Para la Salud: Comunidades de California Encontra del Tabaco Comercial

Objetivos

Las redes sociales nos permitirán crear mayor conciencia de forma colectiva, educar a otros sobre los temas, y crear participación comunitaria.

Hashtags y Compartir

Hashtags del Evento: #VoicesAgainstTobacco, #VoicesForHealthJustice

Háganos Tag o Comparta Nuestros Mensajes:

Facebook: [@CATobaccoEndgameCenterforOrganizingAndEngagement](#)

Instagram: [@CATobaccoCenter](#)

Twitter: [@CATobaccoCenter](#)

Durante el Evento: Para ser Usado del 12 al 14 de abril de 2021

Durante el evento, nos uniremos para crear un impulso para nuestro movimiento utilizando el hashtag #VoicesAgainstTobacco.

- Un muro virtual de redes sociales estará activo en organizingtoendtobacco.org el cual estará mostrando mensajes de cualquier cuenta pública de las redes sociales que esté utilizando el hashtag #VoicesAgainstTobacco.
- Al monitorear el hashtag del evento y iniciar conversaciones con otras cuentas demostrará solidaridad, comunidad y amplificará nuestras voces.
- A continuación encontrará mensajes creados previamente que puede compartir, pero recomendamos insistentemente a todos los participantes que se involucren durante el evento al publicar sus propias actualizaciones, datos interesantes aprendidos durante el evento, fotos y retuiteando otros.



- Horarios para estar activo en las redes sociales: ¡Vamos a crear una tormenta en las redes sociales al publicar todos juntos varias veces cada uno de los días!
 - 12 de abril (Día 1) - Publicar a las 7:20 p.m.
 - 13 de abril (Día 2) - Publicar a las 10:30 a.m. y 3:45 p.m.
 - 14 de abril (Día 3) - Publicar a las 9:00 a.m., 10:30 a.m. y 3:45 p.m.

Facebook

- Frecuencia: 1 publicación por día
Si tiene una llamada de acción que sea relevante (cómo alguien puede involucrarse en la causa) agréguela al final de su mensaje Text

Durante el Evento - Facebook

El consumo de tabaco sigue siendo la principal causa de muerte y enfermedad en California; se estima que 40,000 adultos mueren cada año debido al tabaco. No tiene que seguir siendo así. ¡Al trabajar juntos, las comunidades de CA pueden luchar contra el tabaco comercial para construir una CA más saludable para todos!

#VoicesAgainstTobacco #VoicesForHealthJustice



CALIFORNIA REPUBLIC

La industria del tabaco se enfoca en las comunidades afroamericanas, latinas, asiático-americanas, nativas de Hawái e isleñas del Pacífico, LGBTQ+, tribales y rurales de California, lo que resulta en tasas más altas de uso de productos de tabaco comercial y enfermedades relacionadas con el tabaco. Trabajemos juntos para poner fin a esto ahora. ¡Únase a nosotros para exigir justicia para la salud! #VoicesAgainstTobacco
#VoicesForHealthJustice



**Big Tobacco:
STOP
TARGETING US**





Twitter

- Frecuencia: Esfuércese por publicar al menos 1 publicación por hora durante el evento. Publique un mínimo de 2 publicaciones por día, pero le recomendamos que publique contenido interesante tan seguido como pueda.
- Envíe un tuit a sus legisladores dos veces al día.
- Interactúe con los socios utilizando el hashtag #VoicesAgainstTobacco y respondiendo a sus publicaciones o retuiteando.

Durante el Evento - Twitter

Justicia para la salud significa traer a las comunidades a la mesa, para que se escuchen las voces de todos y que las personas de todos los sectores de la sociedad logren tener la salud y bienestar que merecen.

Estamos enfrentando la industria comercial del tabaco para salvar vidas. ¿Quiere unirse a nosotros?
#VoicesAgainstTobacco #VoicesForHealthJustice

El consumo de tabaco sigue siendo la principal causa de muerte en California; se estima que 40,000 adultos mueren cada año debido al tabaco.
#VoicesAgainstTobacco #VoicesForHealthJustice



Instagram

- Frecuencia: 1 publicación por día en su *feed* y hasta 3 publicaciones por día en sus historias. El objetivo es enfocarse en compartir contenido de calidad sobre cantidad.
- Interactúe con los socios comentando en sus publicaciones, republicando su contenido o compartiendo sus publicaciones en sus historias.

Durante el Evento - Instagram											
Text	Text										
<p>La industria tabacalera bloqueó la ley que habría acabado con la venta de productos de tabaco de sabores y mentolados en California. En lugar de ello, las comunidades continúan siendo el objetivo de una industria que busca sacar provecho de la adicción y las muertes y enfermedades que crea dicha industria. Únase a los miembros de la comunidad de CA y preste su voz para hacer frente al tabaco comercial. #VoicesAgainstTobacco #VoicesForHealthJustice</p>	<p>Percentage of African-American Smokers Who Use Menthol</p> <table border="1"><caption>Data from Percentage of African-American Smokers Who Use Menthol Chart</caption><thead><tr><th>Year</th><th>Percentage (%)</th></tr></thead><tbody><tr><td>1953</td><td>~10%</td></tr><tr><td>1968</td><td>~25%</td></tr><tr><td>1976</td><td>~50%</td></tr><tr><td>2000s</td><td>~80%</td></tr></tbody></table> <p>Source: BlackLivesBlackLungs.com</p>	Year	Percentage (%)	1953	~10%	1968	~25%	1976	~50%	2000s	~80%
Year	Percentage (%)										
1953	~10%										
1968	~25%										
1976	~50%										
2000s	~80%										
<p>La industria del tabaco ha continuado promoviendo agresivamente sus productos peligrosos a las comunidades marginadas durante la pandemia de COVID-19, en las redes sociales y en las tiendas. ¡Únase a nosotros para evitar que nuestras comunidades sigan siendo el objetivo de la industria del tabaco!! #VoicesAgainstTobacco #VoicesForHealthJustice</p>	<p>Stanford Medicine: Vaping linked to substantially increased COVID-19 risk in teens and young adults</p> <p>Tobacco companies: Exploit the pandemic and promote gimmicks to increase sales</p>										

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CA Tobacco Endgame Center for Organizing and Engagement

Un proyecto de la American Heart Association

Financiado por el Departamento de Salud Pública de California, Número de Subvención: 19-10090
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CALIFORNIA TOBACCO
ENDGAME CENTER FOR
ORGANIZING AND ENGAGEMENT
A project of the American Heart Association

Vietnamese





Thông Tin & Kiến Thức Ngày Hành Động Từ Xa 2021

Sổ Truyền Thông Xã Hội – Tiếng Việt

Thông Tin Tổng Quát

Chủ Đề của Thông Điệp

Lên Tiếng Bảo Vệ Công Lý cho Sức Khỏe: Các Cộng Đồng California Chống Buôn Bán Thuốc Lá

Mục Đích

Truyền thông xã hội sẽ cho phép chúng ta cùng nhau nâng cao nhận thức, phổ biến kiến thức cho người khác về những vấn đề, để cộng đồng cùng tham gia và

Hashtags và Chia Sẻ

Hashtags của cuộc họp: #VoicesAgainstTobacco, #VoicesForHealthJustice

Tag hay Chia Sẻ Thông Điệp của Chúng Tôi

Facebook: [@CATobaccoEndgameCenterforOrganizingAndEngagement](#)

Instagram: [@CATobaccoCenter](#)

Twitter: [@CATobaccoCenter](#)

Trong Thời Gian của Cuộc Họp: Để sử dụng từ ngày 12 – 14 tháng Tư, 2021

Trong thời gian của cuộc họp, chúng ta cùng nhau tạo động lực cho phong trào bằng cách dùng #VoicesAgainstTobacco hashtag.

- Trang truyền thông xã hội [organizingtoendtobacco.org](#) đăng và hiển thị các thông điệp từ bất kỳ trương mục truyền thông xã hội công cộng nào có sử dụng #VoicesAgainstTobacco hashtag.
- Theo dõi hashtag cuộc họp và chuyện trò với các trương mục khác sẽ chứng tỏ sự đoàn kết, cộng đồng, và có tiếng nói mạnh hơn
- Sau đây là các thông điệp được soạn trước mà quý vị có thể sử dụng để chia sẻ, nhưng chúng tôi đặc biệt khuyến khích tất cả những người tham gia cuộc họp đăng tin cập nhật của riêng mình, thông tin thú vị đã học hỏi được trong cuộc họp, hình ảnh và đăng chuyển tiếp (retweeting) tin của những người khác.
- Thời gian đại náo mạng truyền thông xã hội: Chúng ta sẽ tạo cơn bão mạng xã hội khi tất cả mọi người đều cùng đăng bài một vài lần mỗi ngày!
 - Ngày 12 tháng Tư (Ngày 1) – Đăng lúc 7 giờ 20 tối
 - Ngày 13 tháng Tư (Ngày 2) – Đăng lúc 10 giờ 30 sáng & 3 giờ 45 chiều
 - Ngày 14 tháng Tư (Ngày 3) – Đăng lúc 9 giờ sáng, 10 giờ 30 sáng, 3 giờ 45 chiều



Facebook

- Mức thường xuyên: 1 bài đăng mỗi ngày
- Nếu quý vị có nội dung kêu gọi hành động phù hợp (mời ai đó tham gia vào phong trào này), xin vui lòng thêm vào phần cuối thông điệp của quý vị

Trong Thời Gian của Cuộc Họp – Facebook	
<p>Thuốc lá vẫn là nguyên nhân tử vong và bệnh tật hàng đầu ở California; khoảng 40,000 người lớn chết mỗi năm vì hút thuốc. Không cần tiếp tục tình trạng này. Các cộng đồng của California có thể làm việc cùng nhau, chống buôn bán thuốc lá để xây dựng California khỏe mạnh hơn cho tất cả mọi người! #VoicesAgainstTobacco #VoicesForHealthJustice</p>	
<p>Ngành thuốc lá nhắm vào cộng đồng người Mỹ gốc Phi Châu, Latin, Á Châu, Bản Xứ Hạ Uy Di và Đảo Thái Bình Dương, LGBTQ+, Bộ Lạc và các miền nông thôn của California, dẫn đến tỷ lệ buôn bán thuốc lá và bệnh tật liên quan tới thuốc lá tăng cao. Hãy cùng nhau ngăn chặn việc này ngay bây giờ. Hãy tham gia cùng chúng tôi để đòi hỏi công lý cho sức khỏe! #VoicesAgainstTobacco #VoicesForHealthJustice</p>	



Twitter

- Mức thường xuyên: Cố gắng đăng ít nhất 1 bài mỗi giờ trong thời gian của cuộc họp. Ít nhất là 2 bài đăng mỗi ngày nhưng chúng tôi khuyến nghị đăng nội dung thú vị nhiều lần nhất có thể được.
- Tweet tới các cơ quan lập pháp hai lần mỗi ngày.
- Cùng tham gia với các đối tác, sử dụng #VoicesAgainstTobacco hashtag bằng cách trả lời lại các bài đăng của họ hoặc đăng chuyển tiếp (retweeting).

Trong Thời Gian của Cuộc Họp - Twitter

Công lý sức khỏe có nghĩa là các cộng đồng cùng tham gia bàn bạc, để mọi người đều có tiếng nói và mọi người, dù đang ở giai đoạn nào của cuộc sống cũng có được sức khỏe và sự an lành mà họ xứng đáng được hưởng.

Thuốc lá vẫn là nguyên nhân tử vong hàng đầu của California; ước tính có 40,000 người lớn chết mỗi năm vì hút thuốc. #VoicesAgainstTobacco
#VoicesForHealthJustice



Instagram

- Mức thường xuyên: 1 bài đăng mỗi ngày lên trang của quý vị và tối đa 3 bài mỗi ngày trong các câu chuyện của quý vị. Mục đích là chia sẻ nội dung có chất lượng chứ không phải số lượng.
- Tương tác cùng đối tác bằng cách bình luận vào các bài đăng, đăng lại nội dung, và chia sẻ bài đăng của họ vào câu chuyện của quý vị.

Trong Thời Gian của Cuộc Họp – Instagram

Ngành công nghiệp thuốc lá đã ngăn chặn luật cấm dứt bán các sản phẩm thuốc lá có bạc hà ở California. Các cộng đồng tiếp tục là mục tiêu của ngành công nghiệp với ý định kiếm lời từ những ca nghiện ngập, tử vong và bệnh tật mà họ gây ra. Tham gia cùng các thành viên cộng đồng trên khắp California, cất tiếng nói chống buôn bán thuốc lá. #VoicesAgainstTobacco
#VoicesForHealthJustice

Percentage of African-American Smokers Who Use Menthol

Year	Percentage (%)
1953	~10%
1968	~25%
1976	~50%
2000s	~80%

Source: BlackLivesBlackLungs.com

Ngành thuốc lá tiếp tục hung hăng tiếp thị các sản phẩm nguy hiểm đến các cộng đồng kế cận trong đại dịch COVID-19, trên truyền thông xã hội, báo in, và tại các quầy bán lẻ. Hãy tham gia cùng chúng tôi để ngăn chặn Big Tobacco, đang nhắm mục tiêu vào các cộng đồng của chúng ta! #VoicesAgainstTobacco #VoicesForHealthJustice

Stanford Medicine: Vaping linked to substantially increased COVID-19 risk in teens and young adults

Tobacco companies: Exploit the pandemic and promote gimmicks to increase sales

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Trung Tâm Tổ Chức và Khuyến Khích Phong Trào Kết Thúc Trò Chơi Thuốc Lá California

Dự Án của American Heart Association

Được California Department of Public Health (Bộ Y Tế Công Cộng) cấp quỹ, Hồ Sơ Tài Trợ Số: 19-10090
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