

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.



#VoicesAgainstTobacco
#VoicesForHealthJustice

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/HODNTGf0>
#VoicesAgainstTobacco #VoicesForHealthJustice



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/HOCH9Q00> #VoicesAgainstTobacco
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