



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

INFORMATION & EDUCATION

VIRTUAL DAYS OF ACTION 2022

THE TOBACCO INDUSTRY'S PRACTICES LEAD TO THE DEATH OF NEARLY 40,000 CALIFORNIANS EVERY YEAR¹

THE TOBACCO INDUSTRY PROFITS FROM INTENTIONALLY TARGETING OUR COMMUNITIES.

- The Tobacco Industry targets California's African American, Hispanic/Latino, Asian American, Native Hawaiian, and Pacific Islander, American Indian, LGBTQ+, and rural communities that results in addiction, disease, and death.²

THE TOBACCO INDUSTRY SPENDS MILLIONS AND MILLIONS TO PROTECT THEIR PROFITS

- The Tobacco Industry spends \$8.4 billion a year nationwide to promote their deadly products, with an estimated nearly \$447 million spent in California annually.³
- Tragically, the Tobacco Industry spending on advertising has more than tripled in three years, from \$197.8 million in 2015 to \$643.6 million in 2018, one of several factors that have contributed to the recent surge in e-cigarette use among youth.⁴

THE TOBACCO INDUSTRY ENGAGES IN TACTICS DESIGNED TO STALL PUBLIC HEALTH PROTECTIONS

- The Tobacco Industry has a long track record of pouring money into political contributions and fake "grassroots" campaigns to keep Californians from achieving healthy, tobacco-free communities.
- To date, the Tobacco Industry has spent more than \$21 million in their effort to overturn California's law prohibiting the sale of flavored tobacco and vaping products.⁵

OUR ASK

SPEAK OUT: Post, share, retweet anti-tobacco social media posts.

GET INVOLVED: Write a letter in support of a local tobacco control policy in your district.

STAND UP AGAINST: Issue a public statement calling out the tobacco industry for targeting and destroying our communities.

¹ "Tobacco Is the #1 Preventable Cause of Death." *Tobacco Free CA*, California Tobacco Control Program, 21 July 2021, tobaccofreeca.com/health/tobacco-is-the-number-one-preventable-cause-of-death/#:::text=Tobacco%20products%20continue%20to%20be. Accessed 17 Mar. 2022.

² A Story of Inequity." *Tobacco Free CA*, tobaccofreeca.com/story-of-inequity/. Accessed 24 Mar. 2022.

³ "The Toll of Tobacco in California." *Campaign for Tobacco-Free Kids*, 21 Jan. 2022, www.tobaccofreekids.org/problem/toll-us/california. Accessed 17 Mar. 2022

⁴ "E-Cigarette Report for 2015-2018." Federal Trade Commission, Mar. 2022, www.ftc.gov/reports/e-cigarette-report-2015-2018. Accessed 17 Mar. 2022

⁵ Ca.gov, 2022, cal-access.sos.ca.gov/Campaign/Committees/Detail.aspx?id=1431407&session=2019&view=general. Accessed 28 Mar. 2022.

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