



TOBACCO STOPS WITH ME.
“NOT OK” CAMPAIGN TOOLKIT
TOBACCO 21 TALKING POINTS

“NOT OK” MEDIA CAMPAIGN OVERVIEW:

For decades, Oklahoma has been at the mercy of tobacco companies. They target our children and poison our loved ones with their deadly products. Thousands face serious health problems and preventable death from tobacco. It's costing our state billions in health care costs. Whether you use tobacco or not, we all pay a price. Big Tobacco puts profits over people.

THAT'S NOT OK.

By implementing proven, effective control and prevention policies for today's tobacco challenges, we can save Oklahoma from the terrible toll of tobacco.

Below are common-sense, proven policies that are positively impacting the health of other states.

- Prohibiting smoking in cars with children present.
- 100% clean indoor air.
- Raising the minimum legal age to buy tobacco products to 21.
- Banning all menthols and flavored tobacco.
- Cigarette price increases over the next decade.
- Strengthening enforcement against underage tobacco sales.
- Removing smokers as a protected class of employees.

TOBACCO CONTROL AND PREVENTION POLICIES HAVE BEEN PROVEN TO NOT ONLY REDUCE TOBACCO USE, BUT ALSO INCREASE THE OVERALL HEALTH OF PEOPLE IN STATES THAT HAVE IMPLEMENTED THEM.

These policies will pave the way for the healthier future Oklahoma deserves.

It's time to take a stand against tobacco in Oklahoma. **ARE YOU READY?**

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TOBACCO 21:

A SMALL STEP UP. A HUGE STEP FORWARD.

For years, the tobacco industry has conspired to addict young adults. That's because they know their victims better than they know themselves. Young adults are still developing the brain structures that control:

- Impulses
- Decision-making
- Pleasure-seeking
- Forethought
- Peer susceptibility and conformity

In the final, crucial stages of development, young minds are uniquely vulnerable to the effects of nicotine. Big Tobacco's business model is built on exploiting this risk.

| They spend more than \$172 million a year marketing to kids in Oklahoma.

On top of this, younger kids are accessing tobacco from older peers. Ninety percent of those who supply cigarettes to minors are 18-20 years old. All of these factors help explain why 95% of smokers start before age 21.

Young-adult smoking continues to grow in Oklahoma. New products like JUUL and other e-cigarettes are the latest trick for tobacco companies to addict our youth. These vaping devices contain nicotine. In fact, just one JUUL pod can have as much nicotine as a pack of 20 cigarettes. Young people who use e-cigarettes are up to seven times as likely to use other forms of tobacco. Hope is not lost, as legislative remedies hold the key for change.

| Raising the legal minimum age to purchase tobacco and e-cigarette devices from 18 to 21 is vital to protecting youth.

HEALTH BENEFITS

According to a 2015 report by the Institute of Medicine, if Tobacco 21 was passed now in the U.S., it could:

- *Prevent 223,000 premature deaths*
- *Prevent 50,000 deaths from lung cancer*

PROOF IT WORKS

Six states and more than 300 cities and counties, even major retailers like Walmart and Walgreens, have raised the tobacco purchasing age from 18 to 21... and the benefits can already be seen.

In 2005, Needham, Massachusetts, became the first town to raise the smoking age from 18 to 21. Five years later, high school smoking dropped by half. Experts attribute this decrease to the loss of social sources high schoolers used to acquire tobacco. Raising the age to 21 cuts off a major pipeline for underage access.

| 74% of Oklahomans favor raising the minimum age to purchase tobacco to 21.

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Protecting 18-year-olds from Big Tobacco is crucial to the future of our youth. An overwhelming majority of Oklahomans already support the Tobacco 21 tobacco control policy. Now, it's time to take action.

INCREASING THE TOBACCO AGE TO 21 HAS THE POTENTIAL TO REDUCE OKLAHOMA'S SMOKING RATE BY AS MUCH AS 12%.

NOT OK – TOBACCO 21 SAMPLE SOCIAL POSTS:

Please tag @StopsWithMe in all posts.

FACEBOOK:

1. 9 out of 10 smokers start smoking by the time they're 18, making it a critical time period for Big Tobacco to sell their products. The benefits of increasing the minimum age to buy tobacco to 21 are endless and will ultimately save lives. Read more below. <http://bit.ly/2YYgA5X>
2. Raising the purchase age for tobacco from 18 to 21 is vital to protecting youth, and 74% of Oklahomans believe we should. Several other states have already enacted a Tobacco 21 policy and are seeing the benefits. Learn more below. <http://bit.ly/2KAQ8Kg>
3. According to a 2015 report by the Institute of Medicine, if the minimum age to buy tobacco were raised to 21 in the U.S., it could prevent 223,000 premature deaths and reduce smoking prevalence by an additional 12%. Read more about the benefits of increasing the buying age to 21 here. <http://bit.ly/2KAQ8Kg>

TWITTER:

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2. Raising the purchase age for tobacco from 18 to 21 is vital to protecting youth and 74% of Oklahomans believe we should. Several other states have already enacted a Tobacco 21 policy and are seeing the benefits. Learn more below. <http://bit.ly/2KFRCmz>
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Not OK campaign and Tobacco 21 Resources:

- Discover the benefits of [Tobacco 21](#).
- Learn more about more common-sense, proven policies at StopsWithMe.com/Not-OK.
- [Download policy one-sheeter](#).
- [TSET Executive Director Julie Bisbee Explains Tobacco 21 Legislation](#).
- Order FREE [Not OK posters](#).

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