



TOBACCO STOPS WITH ME.

“NOT OK” CAMPAIGN TOOLKIT

“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 the people of Oklahoma. **THAT'S NOT OK.**

TALKING POINTS:

- Each year in Oklahoma, **7,500 adults die from tobacco use.**
- Tobacco costs Oklahoma nearly **\$2 billion in health care costs** annually.
- **1 in 5** Oklahoma adults smoke.
- **1 in 4** Oklahoma teens are using e-cigarettes.
- Four of the top five e-cigarette makers in the U.S. are **owned by Big Tobacco**. Altria, parent company of Philip Morris and the leading U.S. cigarette manufacturer, owns a **35% stake in JUUL**, which is the most popular e-cigarette brand.
- Tobacco costs Oklahoma **\$849 per household, whether you smoke or not.**
 - Residents' state and federal tax burden from smoking-caused government expenditures is \$849 per household.
- In 2006, **tobacco companies were found guilty** of civil racketeering laws and lying to the American public about the addictiveness of nicotine, the adverse health effects of smoking and secondhand smoke and marketing tobacco to children.
- Big Tobacco spends more than **\$172 million on marketing in Oklahoma** each year.
- In order to keep Big Tobacco's grip on Oklahoma, according to state records there are **at least a dozen Big Tobacco lobbyists at our Capitol** in any given year.

As a state agency, TSET's role is to educate Oklahomans on the benefits of **modernizing our state's tobacco and smokefree laws** and making sure young people don't continue to fuel Big Tobacco's business model to attract and addict its next generation of customers.

BY IMPLEMENTING PROVEN, EFFECTIVE CONTROL AND PREVENTION POLICIES FOR TODAY'S TOBACCO CHALLENGES, WE CAN SAVE OKLAHOMA FROM THE TERRIBLE TOLL OF TOBACCO.

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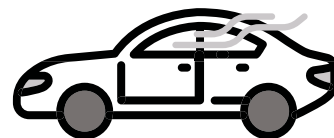


CREATING A HEALTHIER OKLAHOMA

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

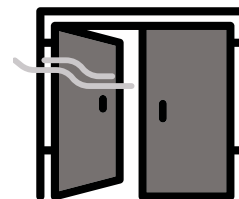
PROHIBITING SMOKING IN CARS WITH CHILDREN PRESENT

- Secondhand smoke contains 70 cancer-causing chemicals. **When there's smoke with children in the car, they breathe every one of those chemicals.** As it stands, Oklahoma kids are NOT protected from secondhand smoke inside vehicles.
- 83% of Oklahomans favor a law prohibiting smoking in vehicles when children 16 or younger are present.



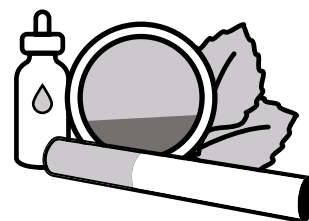
100% CLEAN INDOOR AIR

- Smoking is still allowed inside Oklahoma businesses, such as bars and restaurants, hotels and even in-home daycares when children aren't present. Without proper clean indoor protections, we're endangering the health of employees, patrons and children. **The risks are deadly.** Secondhand smoke kills nearly 50,000 nonsmokers each year.
- 77% of Oklahomans favor a law making all public places smokefree.



BANNING ALL MENTHOLS AND FLAVORED TOBACCO

- Beginning in February 2020, the FDA will regulate the following:
 - Any flavored, cartridge-based ENDS product (other than a tobacco- or menthol-flavored ENDS product);
 - All other ENDS products for which the manufacturer has failed to take (or is failing to take) adequate measures to prevent minors' access; and
 - Any ENDS product that is targeted to minors or likely to promote use of ENDS by minors.Penalties will be incurred by those who do not comply.
- In January 2020, the FDA ruled that the manufacture and sale of flavored vaping cartridges or pods would be restricted to classic tobacco and menthol flavors only. While this is a step in the right direction, it does little to curb the youth vaping epidemic as flavorings are still allowed in tank systems and disposable e-cigarettes.
- 4 out of 5 tobacco users started with a flavored product.
- While federal law prohibits selling cigarettes and e-cigarette cartridges with candy and fruit flavors, other tobacco products like little cigars, hookah, smokeless tobacco, vapes and e-cigarettes are fair game. Menthol and other mint tobacco products have been exempted from this ban. Adding these flavors helps mask the harsh tobacco flavor, making it easier to use these deadly products.



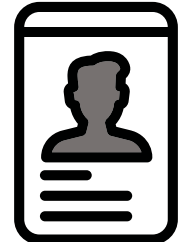
CIGARETTE PRICE INCREASES OVER THE NEXT DECADE

- When cigarette prices rise, tens of thousands of people quit smoking — and countless children never start. **The higher the price, the more lives are saved.** Plus, higher prices mean saving millions in healthcare costs and lost productivity.



STRENGTHENING ENFORCEMENT AGAINST UNDERAGE TOBACCO SALES

- In stores and online, it's way too easy for kids to buy tobacco products. During compliance checks in 2019, 102 stores in Oklahoma were cited for violating laws to prevent kids from illegally buying tobacco and even more were issued warning letters – but no licenses were suspended.
- A 1% increase in merchant compliance equals a 2% decrease in kids' risk of becoming daily smokers.



REMOVING SMOKERS AS A PROTECTED CLASS OF EMPLOYEES

- Oklahoma has employment protections for workers who smoke. The issue? They're never incentivized to quit, and it's hurting Oklahoma businesses. As it stands, smoking costs the state \$2.1 billion per year in productivity losses.
- Smoking costs Oklahoma businesses an estimated \$5,816 per smoker per year.



✓ RAISING THE MINIMUM LEGAL AGE TO BUY TOBACCO PRODUCTS TO 21 PASSED AS FEDERAL AND STATE LAW

- Signed into federal law in December 2019. Passed state regulations in May 2020. **This new law, when passed in other states, has shown to:**
 - Prevent 223,000 premature deaths
 - Prevent 50,000 deaths from lung cancer
 - Reduce smoking rates by an additional 12%
 - Cut off a major pipeline for underage access from peers
- Nearly 9 out of 10 smokers start by age 18. **Raising the smoking age to 21 could keep 95% of smokers from ever starting.** Every year, 1,300 kids under 18 in Oklahoma become new daily smokers.



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.

NOT OK CAMPAIGN SAMPLE SOCIAL POSTS:

Please tag @StopsWithMe in all posts.

FACEBOOK:

1. In Oklahoma, smoking kills more than 7,500 adults each year and 88,000 kids will ultimately die prematurely due to tobacco. Smoking also leaves thousands suffering with chronic diseases, such as heart disease, stroke, cancer and more. Read more below. <http://bit.ly/2My82kz>
2. Tobacco costs Oklahoma nearly \$2 billion in health care costs and \$2.1 billion in productivity losses annually. Learn more about the burden tobacco places on Oklahoma below. <http://bit.ly/2My82kz>
3. As a state agency, TSET's role is to educate Oklahomans about the benefits of modernizing our state's tobacco and smokefree laws and ensuring Big Tobacco doesn't attract and addict future generations. Read about the benefits of new tobacco control policies below. <http://bit.ly/2My82kz>

TWITTER:

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NOT OK CAMPAIGN RESOURCES:

- Learn more about the benefits of common-sense, proven tobacco control and prevention policies at StopsWithMe.com/Not-OK.
- [Download policy one-sheeter.](#)
- Order FREE [Not OK posters.](#)