



TOBACCO STOPS WITH ME.

“NOT OK” CAMPAIGN TOOLKIT
100% CLEAN INDOOR AIR 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. **PASSED AT THE FEDERAL LEVEL**
- 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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100% CLEAN INDOOR AIR

Exposure to secondhand smoke continues to cost Oklahoma lives and health care expenses as our state is not protected by comprehensive smokefree policies. In fact, Oklahoma is one of only three states without ANY statewide smokefree policies. Right now, it's still legal to smoke in:

- Hotels & Motels
- Clubs & Bars
- Restaurants
- In-home daycares when children aren't present

THE SIMPLEST, CHEAPEST AND MOST EFFECTIVE WAY TO PROTECT PEOPLE FROM SECONDHAND SMOKE IS THROUGH 100% CLEAN INDOOR AIR POLICIES.

HEALTH EFFECTS

Secondhand smoke contains hundreds of toxic chemicals, including 70 known to cause cancer. It also puts employees at elevated risks of deadly heart disease, respiratory diseases and countless other illnesses.

In 2017, one in three Oklahoma workers reported they were not fully protected by workplace policies that ban smoking.

At bars and clubs, where numerous people are smoking in the same vicinity, these contaminants become highly concentrated, making for an even more toxic environment. Studies have shown that the air in a smoky bar is more than 2.5 times more polluted than the air on a major highway or busy city street.

HEALTH EFFECTS

Some bar and club owners may fear lost income from becoming smokefree. However, using sales tax data and other objective criteria, numerous studies have found no adverse effects from going smokefree. There has even been a tendency for smokefree mandates to increase business.

Plus, a healthier environment means a healthier workforce — with reduced absenteeism and healthcare costs.

Smoking costs the state \$2.1 billion per year in productivity losses.

PROOF IT WORKS

Other states that have enacted 100% clean indoor air policies have seen these health and economic benefits firsthand.

In Washington state, 2 years after a comprehensive state smokefree law took effect, an analysis of statewide retail sales data found that sales revenues for bars and taverns were **\$105.5 million higher than expected.**

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In 2010, North Carolina passed a smokefree restaurants and bars law. During the first year after the law was implemented, the average number of weekly **emergency room visits for heart attacks dropped 21%**.

The benefits of comprehensive smokefree places are clear, and an overwhelming majority of Oklahomans realize this...
So why are we not protected from secondhand smoke?

80% of Oklahomans favor a law making all public places smokefree.

NOT OK – CLEAN INDOOR AIR SAMPLE SOCIAL POSTS:

Please tag @StopsWithMe in all posts.

FACEBOOK:

1. In Oklahoma, secondhand smoke exposure continues to be a serious health problem. We are one of the only states without 100% smokefree policies in clubs, bars and even some restaurants. Read more about how secondhand smoke affects Oklahoma below. <http://bit.ly/2Lhgh11>
2. Secondhand smoke spreads through ventilation and forced air systems, doors, windows, electrical outlets and countless other pathways, which is why it's important to create smokefree environments in places such as hotels and in-home daycares. Learn more about the benefits of 100% clean indoor air here. <http://bit.ly/2Lhgh11>
3. The simplest, cheapest and most effective way to protect people from secondhand smoke is through clean indoor air policies. Studies have shown that states who have enacted 100% clean indoor air policies have seen both health and economic benefits. Read about them here. <http://bit.ly/2Lhgh11>

TWITTER:

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3. The simplest, cheapest & most effective way to protect people from secondhand smoke is through clean indoor air. Studies have shown that states who have enacted 100% clean indoor air policies have seen both health & economic benefits. Read about them here. <http://bit.ly/2LbIBSJ>

NOT OK CAMPAIGN AND CLEAN INDOOR AIR RESOURCES:

- Discover the benefits of [100% Clean Indoor Air](#).
- Learn more about more common-sense, proven policies at StopsWithMe.com/Not-OK.
- [Download policy one-sheeter](#).
- Order FREE [Not OK posters](#).