

TOBACCO STOPS WITH ME.com

A Program of TSET

TOBACCO STOPS WITH ME'S SHAPESHIFTER CAMPAIGN

GRANTEE MEDIA TOOLKIT

Looking for direct, tobacco-free resources to share with partners in your community? Tobacco Stops With Me's Shapeshifter campaign runs statewide in FY25 on 10/28-12/1, 1/13-2/9 and 3/31-5/4. This campaign offers a unique perspective on the many lies and tricks the tobacco industry uses to addict Oklahomans. Use this kit to capitalize on its messaging and spread important information to your community.

[STOPSWITHME.COM/BIG-TOBACCO-DECEPTION](https://stopswithme.com/big-tobacco-deception)



Shapeshifter will run across several platforms, including:

- TV
- Radio
- Print
- OTT video (i.e. Hulu)
- YouTube
- Social media videos
- Social media click ads



TARGET

KIT INCLUDES

- Talking points to spread awareness about Shapeshifter's messaging at organized community events.
- Downloadable social posts for use across community social media accounts.
- Links to video assets.

TALKING POINTS

- Big Tobacco spends an estimated \$149 million each year marketing its addictive and deadly products in Oklahoma.

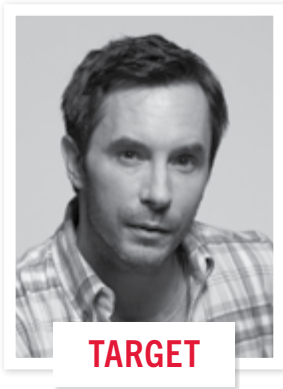
Source: Campaign for Tobacco-Free Kids

Teens

Tobacco ads promise teens mental health benefits when the opposite is true. Nicotine actually makes depression, anxiety and ADHD symptoms worse.

- Over 60% of popular teen TV shows positively depict cigarette and vape use by teen characters.
- Tobacco companies target teens on social media despite advertising restrictions, actively luring young customers with product promotions, "health benefits" and fun flavors.
- Oklahoma's high school smoking and vaping rates are both twice as high as the national average.
 - + Oklahoma high school students who smoke: 4%; the national average: 1.9%
 - + Oklahoma high school students who vape: 21.8%; the national average: 10%

Source: Campaign for Tobacco-Free Kids



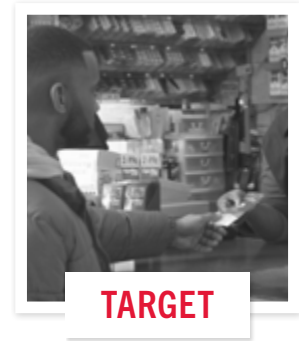
TARGET

Alternative-Nicotine Users

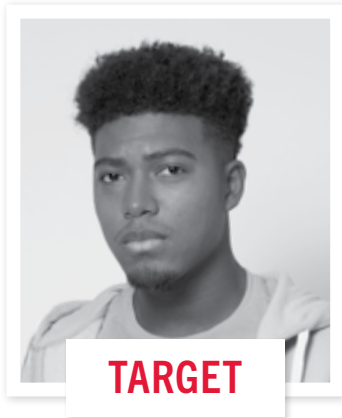
- Alternative-nicotine products, like pouches, are advertised as safer options, even though the levels of nicotine are very addictive and often higher than the amount found in cigarettes.
- Big Tobacco pushes the idea of “convenience” to their audiences in order to hook them on alternative-nicotine products.

Low-Income Oklahomans

- Tobacco companies have promotional allowances to place cheaper products in low-income neighborhoods.
- Americans living below the poverty line attempt to quit smoking at the same rate as those who earn more but are less successful due to a lack of resources.



TARGET



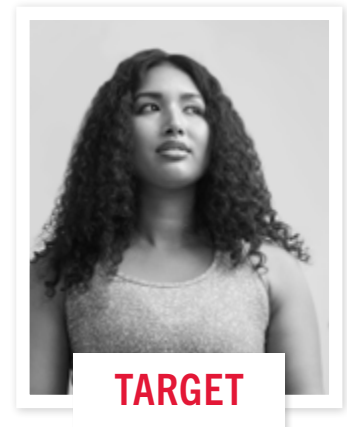
TARGET

Black Americans

- Tobacco companies place 10x more tobacco ads in Black neighborhoods than elsewhere.
- The Oklahoma smoking rate for Black smokers is higher than the Oklahoma average.
- On average, 39,000 Black Americans die from tobacco-related cancers each year.
- Big Tobacco pushes menthol products by using darker-skinned models and African-inspired logos in their advertisements, telling Black Oklahomans that menthols will help them “fit in.”

Women

- The percentage of women who smoke in Oklahoma is 31% higher than the national average.
 - + **Source:** Campaign for Tobacco-Free Kids
- Tobacco ads target women, touting weight loss, glowing skin, career success and more to hook them on deadly products.
- Products are tailored specifically to attract women with “slim” packaging and bright feminine colors.



TARGET



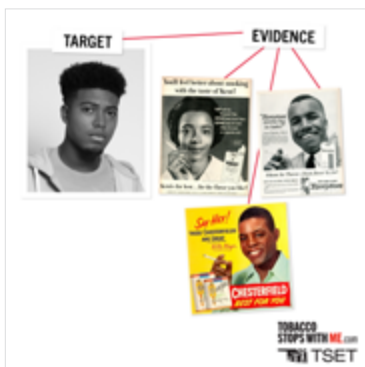
TARGET

Social Smokers

- 57% of young adults who smoke identify as “social smokers.”
 - + **Source:** The Truth Initiative
- Tobacco companies create commercials and print ads that promote smoking and vaping as group activities.

HOW TO USE THESE SOCIAL POSTS

1. Review the materials below promoting the Tobacco Stops With Me **Shapeshifter** campaign. Use these posts to help share the message through your social media outlets.
2. Each image is linked to downloadable social media posts. **Click the images to download.**
3. When sharing posts to your social channels, feel free to use the messages and imagery from this toolkit as is — or adapt any wording or style to better fit your audiences and brand voice.



Big Tobacco wants your business more than anything. Have you seen their schemes? Go to StopsWithMe.com to learn more.



Do you know how to protect your loved ones from Big Tobacco's ruthless schemes? See their lies in action and learn how to fight back at StopsWithMe.com.



Don't fall for it! The tobacco industry's marketing is designed to lure you in. How are they targeting you?



Big Tobacco's cheap marketing schemes will cost thousands of lives. Are you ready to stand up to their promotions?



Big Tobacco targets women by attacking their insecurities. See their manipulation in action at StopsWithMe.com.



Big Tobacco targets kids with flavors and empty promises about anxiety relief. What kid needs your protection?



YouTube
Watch and share
the campaign videos:

SHAPESHIFTER CAMPAIGN

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