About the Toolkit

We need your help spreading the word and educating the community about the harm that flavored tobacco products is causing in our communities. As members of the Coalition to End Tobacco Targeting, we hope you can post information about the issue on your social media platforms on a weekly basis. Thank you for your support as sharing this information with your clients and networks is key to this effort.

This toolkit includes facts about the issue and some sample social media content that you can use to amplify the Coalition’s messages and help us create a healthier Columbus. We will share new content on an ongoing basis to continue to inform the community and promote events over the next several months. We will also repost content so that we can get this information in front of as many people as possible.
INFORM our community & members how the tobacco industry targets the African American community and children with menthol cigarettes and other flavored tobacco products like e-cigarettes.

EDUCATE our networks about the dangers of flavored tobacco products and to share tools to help smokers quit.

ENGAGE with our community & leaders about the importance of taking action to end the sale of flavored tobacco.
Tobacco Facts
Tobacco is still the leading cause of preventable death and disease in the United States claiming almost a half a million lives each year. Tweet this fact.

95% of adult smokers start using tobacco products by age 21.

The tobacco industry has a long history of targeting kids with flavored products.

There have been more than 15,500 unique e-cigarette flavors – flavors such as bubblegum, cherry dynamite, popcorn, and blueberry ice. Tweet this fact.
74% of youth cigar smokers report that they smoke cigars “because they come in flavors I like.”

Tweet this fact.

Half of all kids who have ever tried smoking started with menthol cigarettes, and 41% of all current high school smokers use menthol cigarettes.

Tweet this fact.

According to the 2019 Ohio Youth Tobacco Survey, nearly 30% of high school students and 12% of middle schoolers use e-cigarettes.

Tweet this fact.
Menthol targets the Black community

Menthol marketing targets urban neighborhoods.

Menthol products are given more shelf space in retail outlets within Black and other minority neighborhoods.

As a result of targeting, the percentage of Black smokers using menthol has increased from 10% to more than 85%.
In Franklin County, the percentage of current smokers has decreased 15% for White adults and increased 8% for Black adults. *Tweet this fact.*

51% of lesbian/gay and 46% of bisexual smokers use menthol cigarettes, compared to 39% of heterosexual smokers. *Tweet this fact.*
Sample Social Media Posts
Below are graphics and draft caption copy to support the goals of the Coalition to End Tobacco Targeting. Please edit the captions to fit the voice of your organization as you see fit.

**Option A:**
Menthol cigarettes cause great harm to public health. Menthol masks the harshness of smoking, making it easier for kids to start and harder for smokers to quit. That’s why we support @US_FDA’s efforts to get rid of menthol cigarettes.

#EndTobaccoTargetingColumbus

**Option B:**
Big Tobacco has long targeted kids, Black Americans, the LGBTQ+ community and other groups with menthol cigarettes, putting profits before lives. We strongly support @US_FDA’s efforts to eliminate menthol cigarettes to protect kids and save lives.

#EndTobaccoTargetingColumbus
Option A:
For decades, the tobacco industry has targeted the Black community with menthol cigarettes, and @US_FDA is finally taking action to stop this devastating cycle by eliminating menthol cigarettes. We fully support this historic step to save Black lives. #EndTobaccoTargetingColumbus

Option B:
Big Tobacco’s targeted marketing of menthol cigarettes has had a devastating impact on Black health and lives. We strongly support @US_FDA’s efforts to get rid of menthol cigarettes and put an end to this cycle of addiction, disease and death. #EndTobaccoTargetingColumbus
**Option A:**
Tobacco companies can't survive if kids don't smoke. Menthol helps them hook kids by masking the harshness of smoking and making it easier for kids to start. We strongly support @US_FDA's efforts to eliminate menthol cigarettes. #EndTobaccoTargetingColumbus

**Option B:**
We strongly support @US_FDA's efforts to eliminate menthol cigarettes and protect future generations from addiction. Menthol masks the harshness of smoking, making it easier for kids to start and ultimately get addicted. It's time to get rid of them. #EndTobaccoTargetingColumbus
Additional Social Creative Options

LET’S PROTECT OUR KIDS!

GET CANDY FLAVORS OUT OF TOBACCO!
FLAVORED TOBACCO PRODUCTS ARE HOOKING OUR KIDS. IT’S TIME TO TAKE THEM OFF THE MARKET.

BIG TOBACCO IS TARGETING OUR KIDS
IT’S TIME TO END THE SALE OF ALL KID-FRIENDLY FLAVORED TOBACCO PRODUCTS

"E-CIGS COME IN FRUIT AND CANDY FLAVORS AND KIDS THINK THEY ARE HARMLESS."

Download this image  Download this image  Download this image
Additional Social Post Options

Terrific op-ed by Stephanie Hightower, CEO of @CULempowering: Tobacco industry's racist tactics enticing Black people with Menthol cigarettes. Enough is enough. [https://bit.ly/tobaccotargeting](https://bit.ly/tobaccotargeting) #EndTobaccoTargetingColumbus @No_Targeting | Tweet this

The FDA's proposed rule to eliminate flavored cigars will protect kids from tobacco addiction, especially Black youth. The tobacco industry targets kids with cheap, small cigars sold in a variety of sweet flavors. #EndTobaccoTargetingColumbus @No_Targeting | Tweet this

My Life, My Quit is a free, confidential, custom way for Ohio teens to quit vaping that just plain works. Learn more about our quit tools at [mylifemyquit.com/](http://mylifemyquit.com/) or text "Start My Quit" to 36072. #EndTobaccoTargeting @No_Targeting | Tweet this
Campaign Resources
Coalition to End Tobacco Targeting

EndTobaccoTargeting.org
Twitter: @No_Targeting
Instagram: @EndTobaccoTargeting
Facebook: Coalition to End Tobacco Targeting

Tobaccofreekids.org
https://www.facebook.com/tobaccofreekids
https://twitter.com/tobaccofreekids

#EndTobaccoTargeting
#EndTobaccoTargetingColumbus
#BlackLivesBlackLungs
Smoking Cessation Resources

The Ohio Tobacco Quit Line provides personal quit coaching and telephone counseling free of charge to ALL Ohioans, regardless of insurance status or income. Some individuals may be eligible for free nicotine replacement therapy to help them quit.

1-800-QUIT-NOW (1-800-784-8669)
https://ohio.quitlogix.org/en-US/

My Life My Quit (MLMQ) is a free cessation service to support teens who want help quitting all forms of tobacco, including e-cigarettes.

https://mylifemyquit.com/

Text "Start My Quit" to 36072

#ATobaccoFreeOhio