

Tobacco Control Messaging: What we need to know to move forward

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What Works to Boost Tobacco Cessation?

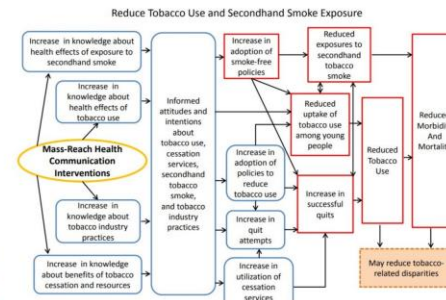


Are you looking for evidence-based programs and policies to support tobacco cessation? If so, consider three recently released Community Preventive Task Force (Task Force) recommendations.

The Task Force recommends quitting interventions, particularly proactive ones that offer follow-up counseling calls, based on strong evidence of effectiveness in increasing tobacco cessation among clients interested in quitting.

Three interventions effective at increasing use of quitlines are:

1. Mass-reach health communications that combine cessation messages with the phone number.
2. Free evidence-based cessation medications for those who want to quit.
3. Quitline referral interventions for health care systems and providers.



Health Communications

in Tobacco Prevention and Control

WELCOME TO OUR TOBACCO-FREE SCHOOL



Candy flavored tobacco.
You know, for kids.

Ban Tobacco Advertising, Promotion and Sponsorship

WNTD this year focuses on a ban on tobacco advertising, promotion and sponsorship. Such a ban is a basic step towards reducing tobacco use. This publication provides the implementation status of the WHO FCTC Article 13 in



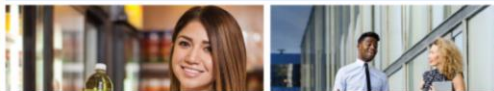
RAISE TOBACCO TAX



March Forth for Healthy Air:

Government buildings and grounds,
parks and public places.


SMOKE-FREE BY MARCH 4TH, 2019!





My questions

About messages and policy work



How can messages support evidence-based policy?

- Influence rural folks?
- Change the minds of anti-regulatory leaders?
- Bypass “No New Taxes” pledges?
- Bring uninvolved supporters to the table?
- Empower people to share their personal stories?
- Overcome decades of tobacco support?
- Embolden public health leadership?



My questions

Messaging about e-cigarettes to teens

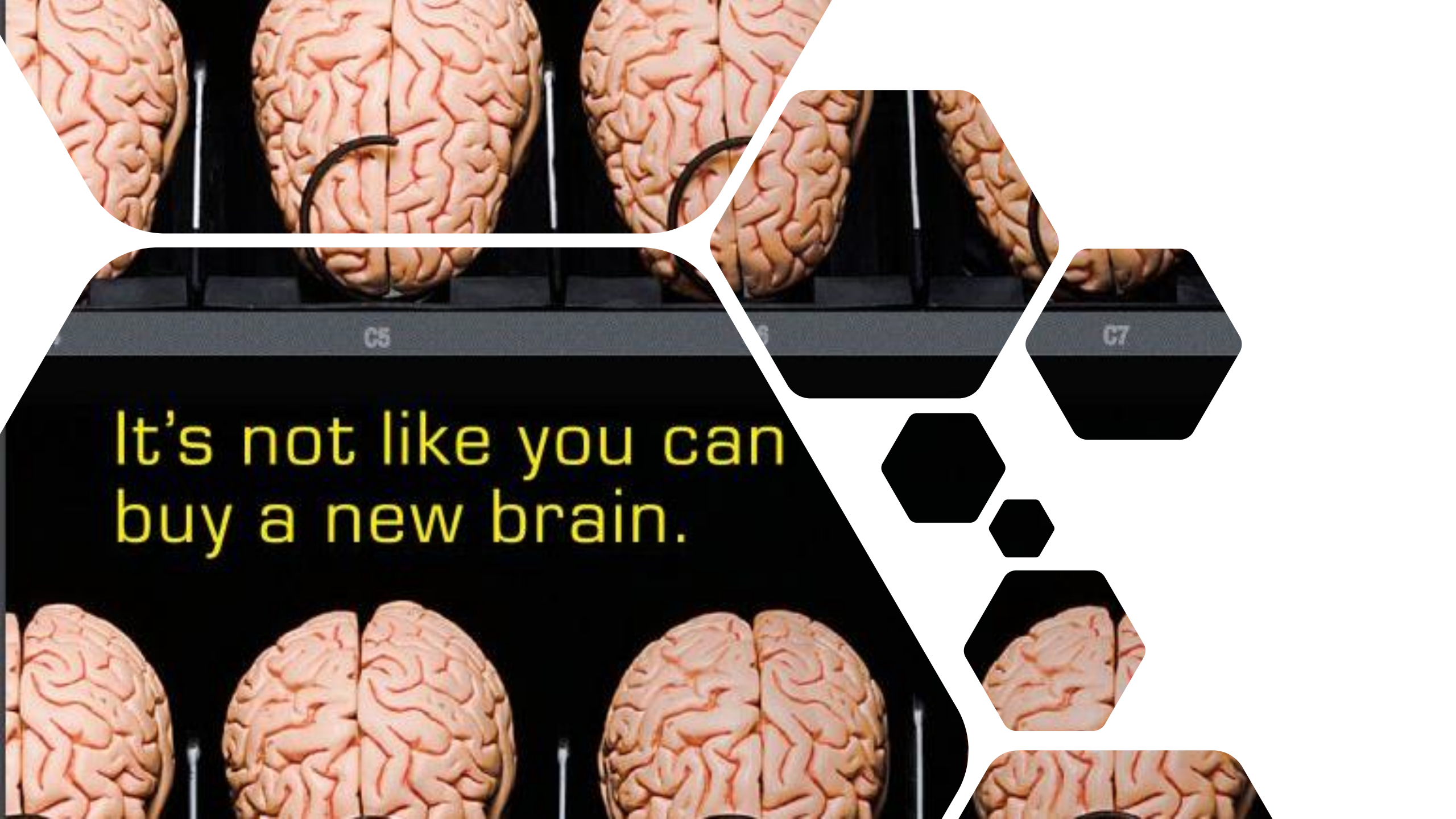
**“HARMLESS
WATER
VAPOR”
= WRONG ON
EVERY LEVEL**





E-CIGS AIN'T HARMLESS

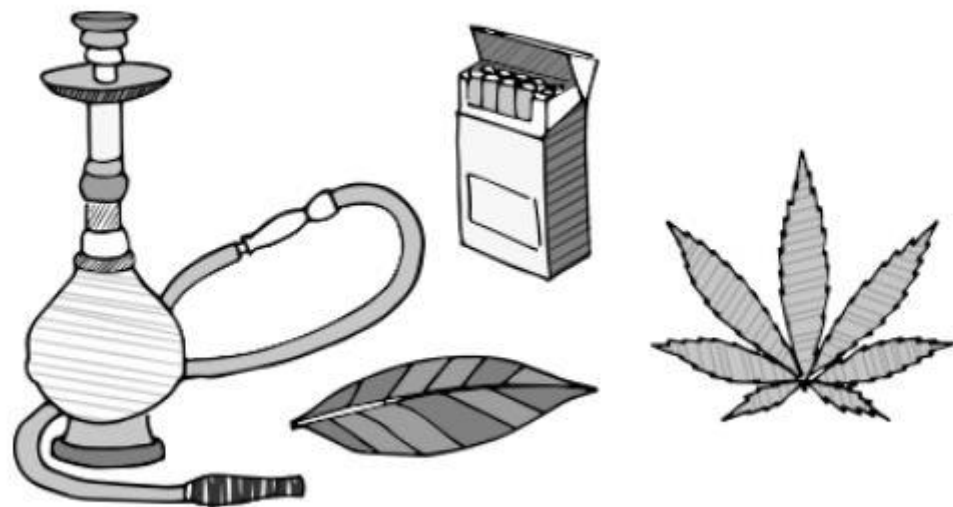




It's not like you can
buy a new brain.



Nicotine is as addictive as heroin.





**YOU'RE
BEING USED.**



**MANY VAPE COMPANIES
ARE OWNED BY
TOBACCO COMPANIES**

KISSABLE



WITH OLD GOLDS

(CELLOPHANE WRAPPED)

No other cigarette offers you these purity and quality features:

- OLD GOLD contains no greasy artificial flavorings to stain the teeth, taint the breath, or scratch the throat.
- OLD GOLD is a Nature-flavored cigarette, made exclusively of sun-ripened tobaccos.
- OLD GOLD tobaccos are freed of impurities by heat-treating and other processes.
- OLD GOLDS are packed in CELLOPHANE wrapping... air-tight, germ-proof... guaranteeing their freshness and purity... no matter where you buy them.

NOT A COUGH IN A CARLOAD



Kissable

Submit your email address
today to


Enter to Win

our Be KRAVE® Kissable
Gift Basket









Will teens
respond to
messages that
say:

- It's not water vapor?
- It may contain harmful ingredients?
- It's unregulated?
- It's addictive?
- It may lead to smoking or other drug use?
- They may be manipulated by Big Tobacco? Or advertising?
- They may explode?
- Do images of vaping trigger behavior?

THANKS