

2019 District Days

KEY MESSAGE INTERNAL TALKING POINTS

Not for Distribution

Use these talking points to guide your district days meetings. These talking points should be used in conjunction with the Key Message document and below are suggestions for tailoring your message to the work you are doing in your community.

We're here today to share how local leaders can rise to the challenge of protecting their communities from the harmful effects of tobacco.

The Nasty Truth: The Tobacco Industry Has Not Changed

California has come a long way in decreasing smoking rates, but some challenges remain, especially for the state's diverse populations. We have successfully fought back against the tobacco industry, and that is evident by a decrease in the CA smoking rate from 23.7% in 1988 to 11.4% in 2016.

Share stats that demonstrate that point, below are some examples, use stats that are relevant to the work you are doing and the story you want to tell. Feel free to swap in local stats from the work you do.

- The tobacco industry still has a strong hold in some communities in California:
 - The LGBTQ community is less likely to have health insurance, resulting in less access to cessation treatments. LGBTQ individuals are twice as likely to have smoked a cigarette before the age of 13 compared to their heterosexual counterparts.
 - More shelf space is given to menthol cigarettes in African American communities, subjecting them to more point of sale advertising.
 - The tobacco industry aggressively targets the Hispanic/Latino population resulting in 1.2 million Hispanic smokers statewide.
 - Out of all the Asian American, Pacific Islander and Native Hawaiians subgroups, Vietnamese, Korean, and Pacific Islanders are more likely to be exposed to dangerous secondhand smoke at home than the general California populations.
 - Rural residents have been targeted by the tobacco industry through activities popular in rural areas; for example: rodeos and racing events.

Ties these examples into what you are seeing in your own community

These challenges remain because the tobacco industry has **TARGETED** California's diverse populations by supporting cultural events, contributing to minority higher education institutions, civic and community organizations, and supporting their business associations.

Share examples of how the industry is targeting the community, whether it be bigger examples like the ones listed below, or specific examples from your community. Pick a few, don't share all of these or the legislator or staff may get overwhelmed.

- High rates of tobacco use within the LGBTQ community are due in part to the aggressive marketing by tobacco company-sponsored events, like PRIDE events, bar promotions, giveaways, and advertisements.
- Philip Morris has donated more than \$3 million to both national and local LGBTQ and HIV/AIDS organizations.
- In African American communities, the industry offers significantly more discounts and price reductions for menthol and tobacco products.
- Communities with a greater proportion of African Americans have a greater density of tobacco retailers and see more advertising than other neighborhood communities.
- The tobacco industry has given donations to many Hispanic/Latino elected officials, primary and secondary schools, universities and colleges, in addition to funding business associations - \$75,000 to the Hispanic Chamber of Commerce.
- Philip Morris helps to fund the League of United Latin American Citizens (LULAC), which is the largest Latino civil rights group in the United States.
- Tobacco companies have culturally targeted the API community by partnering with local API trade organizations, retailers, and community festivals (Lunar Year).
- The tobacco industry targets Asian American, Pacific Islander and Native Hawaiian youth through Asian “inspired” e-cigarette flavors (lychee, taro, and passion fruit).
- The tobacco industry has targeted young rural men by presenting advertisements with rugged images as cowboys, hunters, and racecar drivers.

Tie these examples into what you are seeing in your own community or share a story about a first-hand experience related to the key message.

Before your meeting, check out [CCHAT](#) to gather examples of tobacco retailer density in your neighborhoods. Encourage your legislator or staff member to look at the website.

THE ASK: *Come prepared with a local ask. We have listed some examples below.*

In order for us to truly eliminate the death and disease caused by tobacco, we need your help!

- Encourage them to host a legislative briefing related to tobacco issues
- Attend a local coalition meeting or event, or participate in a photo or art contest on tobacco products hosted by youth in your community
- Encourage your legislator to take a field trip to a local corner store, smoke shop or vape shop to see the products and advertisements presented in their community