

Framing to Use

This section offers direction on recommended themes and ideas. You can use this language verbatim, or adapt the core idea.

Leading with Justice

Open communications with an explicit statement about justice, fairness, or health equity. Here are examples you can borrow or build from:

- “Everyone deserves a fair and just opportunity to be as healthy as possible—free from the harm that commercial tobacco can cause.”
- “Our state is working to advance fairness and justice in health. Justice involves addressing major causes of inequalities—like the harm that commercial tobacco causes in communities of color, rural communities, and lower-income communities.”
- “Achieving health equity means addressing system-wide problems, unfair practices, and unjust conditions that have a negative impact on the health of specific groups. To improve health equity, we must consider the role of commercial tobacco.”
- “Justice demands that everyone’s right to breathe clean air is protected—no matter where they live, learn, or work. Secondhand smoke gets in the way of health equity.”
- “No matter where people live, work, or learn, they should not be exposed to high levels of advertising for deadly commercial tobacco products.”

Emphasizing Collective Solutions

Unless you are reviewing a message specifically designed for cessation/health behavior change, be sure to emphasize solutions that work at the institutional, community, state, or national levels. Here are examples you can borrow or build from:

- To live up to the ideal of fairness, our state works to ensure that everyone—regardless of race, class or other background—is safe from the harm that commercial tobacco causes. That means making sure that all workers are protected from secondhand smoke, that no community is singled out by the tobacco industry with targeted marketing, and that everyone can access effective treatments for nicotine dependence.”
- “Advancing health equity involves addressing unjust conditions, like discrimination, that can push people to use tobacco and can make related health problems worse.”
- “A just society ensures that no one is exposed again and again to things that we know are harmful. That’s why we are working to:
 - Limit tobacco companies’ ability to market commercial tobacco products to young people.
 - Remove obstacles that prevent some groups from getting treatment for nicotine dependence.
 - Ensure that smoke-free air policies cover every workplace, with no exceptions.
 - Reduce external pressures, like poverty and discrimination, that can push people to use tobacco.”

Centering Explanations

Explanations can double the support for public health solutions when compared to assertion. Include at least one of the following causal pathways. Select one that leads naturally to the collective solution you are emphasizing, and back it up with data. [See “Pointing Out Inequality” for supporting points from peer-reviewed studies—already framed for you.]

- “The tobacco industry targets some groups with tailored marketing tactics.”
- “The tobacco industry saturates [Black/Latinx/LGBT+/etc] communities with advertising and discounts.”
- “[Population group] deserves strong protection from secondhand smoke.”
- “Tobacco companies push flavored products—especially menthol—to some groups.”
- “Some groups experience barriers to treatment for tobacco dependence and related health issues.”
- “Stress increases commercial tobacco use, and can make health problems worse.”

Using the Pressure Metaphor

Look for places to add words like **push**, **pressure**, **flood**, or **saturate**. Here are examples you can borrow or build from:

- “The **pressure** of discrimination makes it more likely that a person will begin to use tobacco—and makes it harder to quit.”
- “Chronic stress can **push people to smoke**—and can combine with other forces to make health problems worse.”
- “Tobacco companies **push** flavored products—especially menthol cigarettes—in African American communities.”
- “The tobacco industry **saturates** low-income communities with marketing and advertising.”
- “Limiting advertising and discounts and can **reduce the pressure** to buy commercial tobacco.”