

# TOBACCO *Endgame*

## **Who:**

The Tobacco Endgame Movement is an initiative of the American Heart Association's advocacy network, You're the Cure. The movement brings together advocates aged 13-24 to lead efforts rejecting the manipulative marketing by tobacco companies and boldly declare they will be the generation that ends tobacco use and nicotine addiction for good.

## **The Problem:**

The negative health effects and dangers of traditional cigarettes are well known. However, the advent of new tobacco products such as electronic cigarettes and the dramatic rise in their use, especially by youth, has raised significant public health concerns. Electronic cigarettes have become the most popular tobacco products for young people in the United States and are attracting them to new avenues for nicotine addiction.<sup>1</sup>

The American Heart Association is committed to ending tobacco use and nicotine addiction in young people. Through our You're the Cure network, we have launched the Tobacco Endgame Movement.

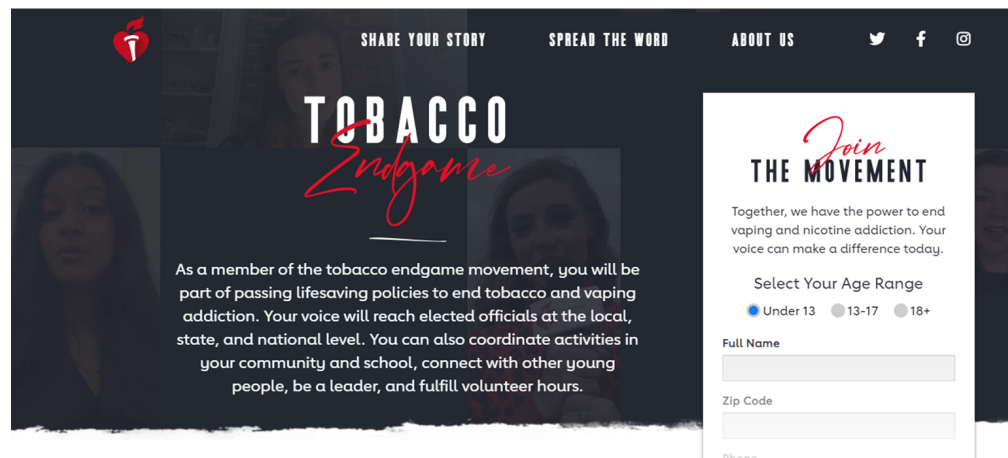
## **How:**

Young people will feel empowered to use their voices to promote health equity and lifesaving policies to end tobacco use and nicotine addiction with elected officials at the local, state and national levels. As members of the movement they may also coordinate activities in their communities and schools, connect with other young people, become tobacco control leaders helping others understand the dangers of tobacco use and vaping, and be part of building a healthier community.

The American Heart Association is committed to helping these young activists have the resources they need to be successful in their quests to end tobacco use and nicotine addiction. Their efforts will help them develop into community leaders and fulfill volunteer hours.

1. Bhatnagar, A., Whitsel, L. P., Blaha, M. J., Huffman, M. D., Krishan-Sarin, S., Maa, J., Rigotti, N., Robertson, R. M., & Warner, J. J. (2019). New and emerging tobacco products and the nicotine endgame: The role of robust regulation and Comprehensive Tobacco Control and Prevention: A Presidential Advisory from the American Heart Association. *Circulation*, 139(19). <https://doi.org/10.1161/cir.0000000000000669>





## The Tobacco Endgame Website Features:

### *Join the Movement*

Young people aged 13-17 and 18+ can sign up for the site. Those under 18 must include a parent's or guardian's email to notify them of their participation.

After signing up, new advocates will be contacted by grassroots staff to start the volunteering process.

### *Our Stories*

Visitors to the site can watch story videos about how tobacco use and nicotine addiction have impacted individuals' lives and other tobacco endgame related videos to learn more about the topic and the movement.

### *Share Your Story*

After signing up, young leaders can submit their stories to the "Our Stories" section on the site and share how tobacco use and vaping affect their lives and the lives of their friends and families.

### *Spread the Word*

Social media assets are available for download and ready to share. The assets cover information about how to post, quitting resources, the harms of tobacco/vape flavors and advocacy calls to action.

### *Resources*

There are several resources available at the bottom of the page including quitting resources and more information on tobacco use and nicotine addiction.

