



Tobacco-free and Vape-free PRIDE Social Campaign:



TOBACCO Endgame

"I take PRIDE in being tobacco-free and vape-free."

WHAT:

In honor of Pride month, young people (ages 13-24) will join the American Heart Association's tobacco-free and vape-free Pride Instagram campaign by sharing stories throughout the month of June to raise awareness of the impact tobacco use and vaping have on the LGBTQ+ community.

WHY:

Check out our [blog post here](#) for more information on tobacco use and nicotine addiction impacts the LGBTQ+ community.

HOW:

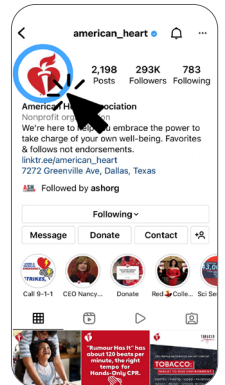
STEP 1:

Go to [@American_Heart](#)'s stories on Instagram starting June 1st. Find our tobacco-free and vape-free Pride campaign and "add yours." Share a photo or video that shows how you are celebrating Pride tobacco-free and vape-free.

I take PRIDE in being tobacco-free & vape-free

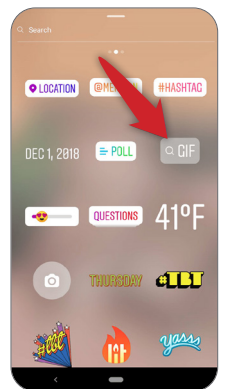
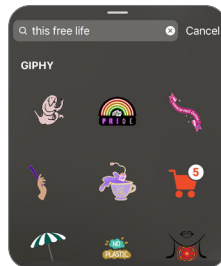


Add yours



STEP 2:

Add the Food and Drug Administration's (FDA) "This Free Life" Instagram sticker to your story to show your support for a tobacco-free and vape-free Pride this June. Just search "This Free Life" when adding a sticker to your story. It looks like this:



STEP 3:

Download our new tobacco-free and vape-free pride social media posts from our [Tobacco Endgame website](#) and share on social media to show your support.

STEP 4:

Use the hashtags [#TobaccoEndgame](#) and [#TobaccoFreePride](#)

Questions? Contact: TobaccoEndgame@heart.org