



LEARN • ACT • LEAD

# Share Your Story

Young people across the country are sharing their stories and making an impact in their communities. Your story is important, too. We want to hear from you!

**TOBACCO**  
*Endgame*

## PERSONAL

Tell us why Tobacco Endgame matters to you and what motivates you to join the fight against tobacco and vaping. If you have a personal connection, feel free to share how tobacco and vaping addiction has impacted you, a family member or friend.

story:

### WRITTEN

- 1 Take time to brainstorm, plan and draft your story.
- 2 Fill out the [Share Your Story](#) form.
- 3 Make sure you copy/paste your story in the last box. Then click 'submit.'

story:

### VIDEO

- 1 Plan it out, and record your video. Note: please film horizontally.
- 2 Upload your video to YouTube.
- 3 Fill out the [Share Your Story](#) form and paste your YouTube link in the last box.

## the BACKGROUND

- Tobacco companies target young people and under-resourced communities through product flavorings, eye-catching marketing at the register, discounts and promo, and targeted marketing.<sup>1</sup>
- Tobacco companies spent \$8.4 billion in 2020 targeting young people in ads. That's \$23M to get your generation hooked on their deadly products!<sup>2</sup>
- Tobacco retailers are everywhere! Across the 30 cities, there are 31 times more tobacco retailers than McDonald's restaurants and 16 times more than Starbucks.<sup>3</sup>
- Cigarette butts are the 2nd most common type of litter in the world after food wrappers. In 2019, 4.2 million cigarette butts were collected in beaches and waterways globally.<sup>4</sup>
- E-cigarette waste does not biodegrade and brings plastic, heavy metals, lead, mercury, and flammable batteries into our environment.<sup>5</sup>
- There are steps communities and states can take to help reduce the number of young people that start and continue to use tobacco products, like ending the sale of all flavored tobacco products.<sup>6</sup>

<sup>1</sup> American Heart Association. 2020. Structural Racism & Tobacco. <https://www.heart.org/-/media/files/about-us/policy-research/fact-sheets/tobacco-and-clean-air/structural-racism-and-tobacco-fact-sheet.pdf?la=en>

<sup>2</sup> FTC Report Finds Annual Cigarette Sales Increased for the First Time in 20 Years | Federal Trade Commission

<sup>3</sup> Aspire Center. 2020. Retail Tobacco Density & Access. [http://aspirecenter.org/wp-content/uploads/2020/08/ASPIRE\\_RetailTobaccoDensityandAccess\\_ExecSumm.pdf](http://aspirecenter.org/wp-content/uploads/2020/08/ASPIRE_RetailTobaccoDensityandAccess_ExecSumm.pdf)

<sup>4</sup> Truth Initiative. Tobacco and the Environment. 2021. Truth\_Environment FactSheet Update 2021\_final\_030821.pdf (truthinitiative.org)

<sup>5</sup> Truth Initiative. Tobacco and the Environment. 2021. Truth\_Environment FactSheet Update 2021\_final\_030821.pdf (truthinitiative.org)

# 1

## Take a look around your neighborhood — what do you see?

Take a trip around your neighborhood or community and capture photos or videos of any advertisements of cigarettes, e-cigarettes, flavored tobacco products like menthol, or any other tobacco products like hookah, cigars, cigarillos, smokeless tobacco, etc.

Other things to capture:

- Examples of tobacco product litter/trash
- Anything that promotes a tobacco-free lifestyle

Note: do not take any photos or videos of other people without their permission.

# 2

## Create a video showing us what you learned.

At the end of your trip, create a compilation video using your footage.

- Could be a slideshow of photos or documentary using your videos
- Use a movie editing software on your computer such as iMovie (*available on your Mac or iPhone*) or Microsoft Movie Editor (*available on a PC*).
- Summarize what you learned and include it in your video through text, voiceover or say it straight to the camera

Note: please film horizontally for this platform.

# 3

## Share your story.

Upload your video to YouTube.

- Fill out the Share Your Story form on the site here and paste your YouTube link in the last box.

Note: make sure your YouTube video is set to unlisted or public.

# 4

\*OPTIONAL

## Spread the word on social media.

Share your video on social media using #TobaccoEndgame.

- You don't have to be public on social media to post your video. We want you to share your findings with your peers and online community so they can learn from your experience!

# 5

\*OPTIONAL

## Share with policymakers and local media.

Sharing your community story with local/state decision makers and/or media can make an impact.

- Let us help you spread the word! We can connect you with your local American Heart Association staff to assist you. Email us at [TobaccoEndgame@heart.org](mailto:TobaccoEndgame@heart.org) to get started.