



American Heart Association.  
EmPOWERED to Serve™

AMGEN®  
Cardiology

# Create Smoke-Free Communities

#EmPOWERChange

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Kick off your program with a warm welcome and your opening remarks. This could include an inspiring quote or reading or share with the group why this topic is important to you and your reason for offering to host this lesson.



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## CREATE SMOKE-FREE COMMUNITIES | Lesson Overview

### Welcome

- What is EmPOWERED to Serve™?
- Program topic and urgent community need

### Health Lesson

- Key issues surrounding clearing the air
- Identify actions to take to increase access to smoke-free air
- Join *You're the Cure*

### Closing Thoughts

- Your voice matters
- Online resources



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Get everyone focused by reading through the lesson overview.

Let participants know that the lesson takes 30 minutes to complete.



## WHAT IS EMPOWERED TO SERVE?

EmPOWERED to Serve is a movement inspiring those who are passionate about driving change through health justice in their communities.

We are catalysts for change, empowering the equity equation.



**AHA's Mission Statement:**  
To be a relentless force for a world of longer, healthier lives.



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Read the introduction to ETS.

Share why you joined the ETS movement.

Encourage anyone who has not joined ETS to go online after the program and sign up for this national movement.

Note that ETS is a platform of the American Heart Association/American Stroke Association and works in partnership with community organizations across the country.

Highlight the American Heart Association's Mission Statement.



## PROGRAM OBJECTIVES

**At the end of this lesson, you'll be able to take three steps to clear the air**

- Gather facts about the effects of tobacco use.
- Be an advocate for smoke-free communities.
- Join *You're the Cure* and make yourself heard.



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Review the information on the slide.

Then, say:

Today's program is about rallying our community voice for smoke-free workplaces and public places.

Please note that when we say "smoke-free air" we're referring to the use of any tobacco product that puts out any sort of by-product, including vaping. And you may notice we use the terms "smoke-free air" and "clean indoor air" interchangeably.



## POINT 1 – GATHER THE FACTS

### Gather the facts for your elevator speech:

- Smoke-free workplaces and public places improve the health of communities.
- Reducing tobacco use and exposure to secondhand smoke improves heart health.
- People have fewer heart attacks after smoke-free air laws go into effect.
- Like traditional cigarettes, e-cigarettes should be subject to smoke-free air laws.



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Read the information on the slide.

Emphasize that this is an important point – research shows that smoke-free workplaces and public places make a real difference in improving health.



## GATHER THE FACTS

### Secondhand smoke causes real problems

- It causes heart disease, stroke, lung cancer and other illnesses in nonsmoking adults.
- It contributes to about 41,000 deaths among nonsmoking adults and 400 deaths in infants each year.
- It increases children's risk for many conditions.



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You could expand on the conditions that children are at increased risk for. These include:

- Sudden infant death syndrome
- Acute respiratory infections
- Middle ear disease
- More severe asthma
- Respiratory symptoms
- Slowed lung growth

SOURCE: [https://www.cdc.gov/tobacco/basic\\_information/health\\_effects/index.htm](https://www.cdc.gov/tobacco/basic_information/health_effects/index.htm)



## GATHER THE FACTS

**Annual Cost of Tobacco Use: \$320 Billion**



**\$170 billion per year**  
in health care expenditures  
associated with tobacco use



**\$150 billion per year**  
in lost productivity  
associated with tobacco use



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\$320 billion per year – think of all the good we could do with that money.

SOURCE: <https://www.tobaccofreekids.org/problem/toll-us>

Statistic according to the Campaign for Tobacco-Free Kids Toll of Tobacco in the United States.



## GATHER THE FACTS

**Evidence shows that smoke-free laws (which should include e-cigarettes) significantly improve public health**

**Evidence also shows that smoke-free laws do not harm business.**

- They don't significantly affect a business's sales.
- Sales often increase, in fact, once a business is smoke-free.



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Read the information on the slide.

Ask the group: What are some of the other benefits to businesses in passing a smoke-free policy?





## GATHER THE FACTS

### The Tobacco End Game

- **Only about 14% of people in America smoke.** The goal is to drive that rate down below 5%, saving millions of lives.
- **But e-cigarettes pose a significant threat to this goal.** More on this shortly.



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SOURCE: <https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco/tobacco-endgame>



## GATHER THE FACTS

Let's support what's already working.



Public  
education  
campaigns



Clean  
indoor air  
laws



Youth  
prevention  
programs



Raising the  
tobacco sales  
age to 21



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Review the information on the slide.



## GATHER THE FACTS

### Addicting a New Generation

- **1 in 4 high-school-age kids now report using e-cigarettes (vaping).** They're the most popular tobacco product among adolescents.
- **Many adolescents think vaping is safe.** It's not – and it can deliver higher concentrations of addictive nicotine than traditional cigarettes.



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SOURCE: <https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco/youth-and-tobacco-infographic>



## GATHER THE FACTS

### Addicting a New Generation

- **Adolescents clearly prefer flavored e-cigarettes.** The AHA advocates for laws that remove all flavored tobacco products from the market.
- **About 95% of adult smokers began smoking before they were 21.** If they don't start by 26, they're unlikely to ever start.



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Review the information on the slide.

Then reference the handout "Youth and Tobacco: A New Crisis" and tell attendees that it provides more information on this growing issue.

SOURCE: <https://www.heart.org/en/healthy-living/healthy-lifestyle/quit-smoking-tobacco/youth-and-tobacco-infographic>



## GATHER THE FACTS

### The Vaping Industry's Lies

Vaping isn't smoking.

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The vaping industry is  
not Big Tobacco.

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The vaping industry isn't  
marketing to teens.

### The Truth

But the nicotine in one pod equals  
what's in **an entire pack of cigarettes.**

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But the tobacco giant that makes  
Marlboro cigarettes **owns 35% of Juul.**

---

But **flavored products**  
demonstrate otherwise.

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Review the slide.

SOURCE: <https://quitlying.org/> [Sign the Letter > Read the Letter]



## GATHER THE FACTS

The AHA is empowering teens and young adults to make a difference in the fight against vaping and other tobacco use by joining the tobacco endgame movement.

Together, we have the power to end vaping and nicotine addiction. Your voice can make a difference today.

To get more information and share it with others,  
[tobaccoendgame.yourethecure.org/](https://tobaccoendgame.yourethecure.org/).



Review the slide.

Then say:

Those are the facts. It's obvious – to teachers, school administrators, parents, us and especially students – that vaping is a life-or-death health threat.

SOURCE: <https://quitlying.org/> [Sign the Letter > Read the Letter]



## HOW CAN WE MAKE A CHANGE?

The AHA is urging the FDA to crack down on aggressive targeting of children, including:

- Immediately removing flavored e-cigarettes from the market.
- Restricting all other flavored tobacco products, including flavored cigars and menthol cigarettes.
- Prohibiting all marketing, including on social media, shown to appeal to children.
- Suspending online sales of e-cigarettes until we have effective age verification mechanisms.



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Slide Source: <https://newsroom.heart.org/news/new-cdc-data-show-more-than-6-million-middle-high-school-students-using-tobacco-products>



## VIDEO: YOUTH ADVOCATES & THE E-CIGARETTE EPIDEMIC



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PREP NOTE: Before the program, review the resource list for this lesson. Check the URL for the Youth Advocates Discuss the E-cigarette Epidemic video. If you aren't going to have a live Internet connection, download the YouTube video ahead of time to your computer. Or, skip this slide.

This video is available in English only.

Play the video: <https://youtu.be/dknSq9STx68>





## POINT 2 – BE AN ADVOCATE

### Here's how you can help:

- **Stay tobacco-free.** If you smoke or use tobacco, make a plan to quit now.
- **Talk with young people in your life** about the dangers of vaping and *any* tobacco use.
- **Advocate for strong, comprehensive tobacco policies and regulation.**
- **Join local efforts** in your community and state at [yourethecure.org](http://yourethecure.org).



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Read the information on the slide.



## BE AN ADVOCATE

**Community, state and federal leaders want to know what each of us think.**

**Since they are busy people:**

- Keep your message short.
- Make it personal.
- Add one or two compelling facts.
- Finish by saying what you want the decision-maker to do.
- Ask for a commitment.



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Here's more info to consider mentioning re: each bullet:

Remember that decision makers are busy people. It's important to:

- Keep your message short – elevator speech length or, in today's terms, "Twitter friendly."
- Make it personal – tell why this issue matters to you and your family. For example, when your grandchild goes into the corner store, she must walk through a crowd of smokers.
- Add one or two facts that support your point of view.
- Finish by saying what you want the decision maker to do – please support legislation that creates smoke-free workplaces and public places (e.g., entry ways to public and commercial buildings).
- Then close by asking for a commitment of support.



## BE AN ADVOCATE

### Make Yourself Heard



**Post:** Share info on your social networks of choice.



**Attend:** Go to local meetings and town halls.



**Call it in:** Telephone your elected officials.



**Visit:** Build relationships.



**Write:** Send letters to the editor and emails to elected officials.



Say:

There are a variety of ways you can make yourself heard.

Then review the information on the slide.



## BE AN ADVOCATE

### Join Our Efforts

The American Heart Association is working on behalf of multicultural communities on:

- Comprehensive smoke-free air laws that apply to all indoor workplaces and public environments and include e-cigarettes.
- No delays in enforcing local laws.
- No exemptions for hardships, opting out or ventilation.
- No exemptions for casinos and gaming organizations, bars or private clubs.



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Review the information on the slide.

If you have more than 30 minutes for the lesson, you could engage the audience in a discussion about where to focus energies as a group.

Get the discussion going with one or two of these conversation starters:

- How does lack of smoke-free laws affect members of our community?
- What do you think are some challenges for our local and state governments in getting community support of smoke-free policies?
- What types of things can we do as a community to overcome those barriers?
- What would make it easier?
- What makes it harder?
- What types of things might we do as a community to increase access to smoke-free workplaces and public places?
- What action steps can we commit to make TODAY to move ahead?



## POINT 3 – JOIN *YOU'RE THE CURE*

### Let's Be the Cure

Let's figure out what issues as a group we want to identify as our key actions.

- Get engaged with *You're the Cure*.
- Share our stories online.
- Recruit five friends to join *You're the Cure*.
- Respond to action alerts.
- Ask friends to respond to action alerts by sharing on Facebook and Twitter.



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*You're the Cure*

Say:

*You're the Cure* is a national network of advocates who are making a difference on the local, state and federal levels by advocating for changes in their communities.

Then read the information on the slide.

Then reference the handout "*You're the Cure*" and tell attendees that it provides more information on this program.

Get involved at [YoureTheCure.org](https://www.yourethecure.org/) <https://www.yourethecure.org/>



## LET'S GET HEARD

### As a united community voice, we can make a difference

- We can push for healthy changes in our community.
- We can influence those who make policies.

The American Heart Association's *You're the Cure* program helps advocates by:



Offering structure & guidance



Providing updates



Giving direction



Connecting to AHA state contacts



Review the information on the slide.



## YOUR VOICE MATTERS

**We all have the power to make a difference by speaking out for policies that help build healthier communities and healthier lives.**

Join **You're the Cure** today and be among the first to know when major policy initiatives pass or when your help is needed to advocate for a healthy future.



**Text EMPOWER to 46839 join today!**

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**You're the Cure**

Say:

Thank you for joining today. Before we close this lesson, we would like to mention other ways you can continue your health journey and help others in your community.

Each of us have the power to make a difference in our community. By joining the American Heart Association's You're the Cure program, you can be among the first to know when major policy initiatives pass or when your help is needed to advocate for an issue. Text EMPOWER to 46839 to join today!



## USE YOUR VOICE TO CREATE HEALTHIER COMMUNITIES

You can help us work to draw communities together on the path to building a sustainable culture of health.

Go to [EmPOWEREDtoServe.org](https://EmPOWEREDtoServe.org)

Sign up to become an ambassador and learn how you can be a part of the movement!

**Join us as we impact the health of ALL in our communities!**



Encourage everyone to be active in the EmPOWERED to Serve movement.

Share how being part of the ETS movement helps you embrace a lifestyle of health.

Encourage everyone to come to a future ETS health lesson.





## WRAP-UP

**We appreciate your thoughts!**

Tell us what you liked best.

Email us at:  
[empoweredtoserve@heart.org](mailto:empoweredtoserve@heart.org)



Thank everyone for coming.

Thank all the volunteers who helped coordinate the program.

Take a moment to share an inspirational reading or ask the group to join you in an uplifting song.

# WE ARE EMPOWERED TO SERVE

...serve our health, serve our community



**The American Heart Association requests that this document be cited as follows:**  
American Heart Association EmPOWERED to Serve Health Lessons. [EmPOWEREDtoServe.org](https://www.heart.org/empoweredtoserve)



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Put this slide up as your closing slide and leave it up until all the participants leave the room.