



American Heart Association.

EmPOWERED to Serve™

AMGEN[®]
Cardiology

Create Smoke-Free Communities

#EmPOWERChange

Amgen proudly supports the American Heart Association's EmPOWERED to Serve Initiative

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



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.

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.



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.



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.



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

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.



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.



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**

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.



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.



GATHER THE FACTS

The Vaping Industry's Lies

Vaping isn't smoking.

The vaping industry is not Big Tobacco.

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.**

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

But **flavored products** demonstrate otherwise.

GATHER THE FACTS

The AHA is educating the industry about the dangers of lying:

- Lying leads to nicotine addiction.
- Lying leads more people to smoking.
- Lying is producing lung disease, heart disease and cancer.
- Lying has landed hundreds of e-cigarette users in hospitals.

To get more information and share it with others, visit [QuitLying.org](https://www.QuitLying.org).

HEYHEYHEY
HEYHEYHEY
BIG VAPE
#QUITLYING
HEYHEYHEY
HEYHEYHEY
SINCERELY, EVERYONE & THEIR MOM

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.



VIDEO: YOUTH ADVOCATES & THE E-CIGARETTE EPIDEMIC



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.**



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.



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.



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.



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.



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

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!



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://www.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!



WRAP-UP

We appreciate your thoughts!

Tell us what you liked best.

Email us at:
empoweredtoserve@heart.org



WE ARE **EMPOWERED TO SERVE**

...serve our health, serve our community



The American Heart Association requests that this document be cited as follows:

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