



MAKE YOUR VOICE HEARD WITH THE TRU Advocacy Video Challenge

Help educate Pennsylvania legislators and the public about TRU's advocacy issues! This guide has everything you need to create a video explaining why you advocate for important issues like Master Settlement Agreement (MSA) funding and clean indoor air.

GETTING STARTED

- Step 1:** Read through the sample questions in this guide and choose 1 or 2 to answer during your video.
- Step 2:** Plan how you will answer the question. In this guide, you will find talking points on each topic to help you out. You can also find inspiration from the [MSA Funding](#) and [Clean Indoor Air](#) pages on the TRU website.
- Step 3:** Review our tips for creating an effective video, found on page 4.
- Step 4:** Lights, camera, action! Record a 15-30 second video explaining why these advocacy issues are important to you.
- Step 5:** Email your video to your TRU Coordinator at Lauren.Chappel@Lung.org to receive some TRU swag! Please include your name, age and school in the email as well. Then, consider posting your video to social media and tagging [@TRUinPA](#).

SAMPLE QUESTIONS

Topic: [Master Settlement Agreement \(MSA\) Funding](#)

- Why is it important to advocate for MSA funding?
- Why is it important that Pennsylvania fully invest in tobacco prevention and cessation programs?
- How do tobacco prevention programs in Pennsylvania, like TRU, make a difference?
- What is your "ask" to Pennsylvania legislators on MSA funding and why?
- Why did the American Lung Association give Pennsylvania failing grades on its efforts to reduce and prevent tobacco use, including e-cigarettes? (Hint: check out the latest [State of Tobacco Control report card](#) for PA)

Topic: [Clean Indoor Air](#)

- Why is it important to advocate for comprehensive clean indoor air policies that prohibit smoking and vaping in all public places?
- What is your "ask" to Pennsylvania state officials on indoor air quality and why?

- Why is passing a comprehensive clean indoor air law to eliminate smoking, including e-cigarettes in all public places in Pennsylvania so important?

Topic: Youth Vaping Epidemic

- Why is vaping considered an epidemic and what can our legislators do about it?
- Why is ending tobacco use in Pennsylvania critical to saving lives, especially during a pandemic?
- How is Pennsylvania doing on its efforts to reduce and prevent tobacco use, including e-cigarettes?
- How can state officials reduce tobacco use here in Pennsylvania?
- What can all Pennsylvanians do to help end the youth vaping epidemic and save future generations?
- How has the e-cigarette epidemic impacted your life and why do you want to help your peers quit or prevent them from ever starting e-cigarettes?

TALKING POINTS**Topic:** Master Settlement Agreement (MSA) Funding

- Pennsylvania receives MSA funds from the tobacco industry to compensate the state for the harm caused by tobacco use.
- Currently, less than 5% of the MSA funding Pennsylvania receives supports tobacco prevention and cessation services. These programs are at an increased risk of losing funding every year due to securitization that happened in 2017.
- Tobacco prevention and cessation programs are a smart investment for states that want to save lives and save money by reducing smoking-related healthcare costs. Tobacco use kills more than 22,000 Pennsylvanians every year and costs taxpayers \$14 billion each year.
- For every dollar spent on tobacco prevention, states reduce tobacco-related healthcare expenditures and hospitalizations by up to \$55. Pennsylvania currently uses MSA funds to support smoking cessation programs for adults and youth, youth prevention services (like TRU!), tobacco retailer compliance checks, and so much more.
- Maintaining tobacco prevention and control funding is always critical to preventing death and disease and reducing healthcare costs. But it is even more essential during the COVID-19 pandemic.
- Cigarette smoking and vaping are linked to lung inflammation and reduced lung & immune function, all of which can increase the likelihood of complications if exposed to COVID-19.
- Lung health has never been more important. It is essential these lifesaving services continue to be funded to protect current and future generations of Pennsylvanians.
- Every year, 3,700 new Pennsylvania youth become regular daily smokers, and one-third of them will die a premature death as a result. But research has shown that when states

invest in tobacco prevention programs, they lower youth smoking rates and overall tobacco use.

- **Our Ask:** Do you support maintaining level state funding, at \$13.754 million, for fiscal year 2022? Will you seek to increase funding for comprehensive tobacco prevention and control programs?
- Remember to visit TRUinPA.org/MSA-Funding-2021 to learn more about why MSA funding is so important to keeping PA youth tobacco-free!

Topic: Clean Indoor Air

- Pennsylvania's Clean Indoor Air Act (CIAA) has several exemptions that allow employees and customers to be exposed to secondhand smoke. These exemptions include bars with 20% or less revenue from food, casinos, private clubs, and cigar bars.
- E-cigarettes are not included under Pennsylvania's CIAA, leaving employees and customers exposed to secondhand emissions.
- Both the U.S. Surgeon General and the National Academies of Science, Engineering and Medicine have warned about the risks of inhaling secondhand e-cigarette emissions.
- In 2016, the Surgeon General concluded that secondhand emissions contain, "nicotine; ultrafine particles; flavorings such as diacetyl, a chemical linked to serious lung disease; volatile organic compounds such as benzene, which is found in car exhaust; and heavy metals, such as nickel, tin, and lead."
- Secondhand smoke is a known cause of lung cancer, heart disease, and chronic lung ailments such as bronchitis and asthma (particularly in children).
- More than 41,200 nonsmokers die every year in the United States from heart disease and lung cancer caused by exposure to secondhand smoke.
- All workers deserve to be protected from the harmful pollutants and carcinogens of secondhand emission.
- Comprehensive clean indoor air legislation would prohibit smoking and vaping in all indoor workplaces and public places, with no exceptions. A comprehensive clean indoor air law would protect all workers and the public from the harms of secondhand smoke exposure.
- The only way to effectively eliminate the health risk associated with indoor exposure to secondhand emissions is to ban smoking. No air cleaning or dilution ventilation has been shown to control health risks from secondhand emissions in spaces where smoking occurs.
- **Our Ask:** Do you support comprehensive clean indoor air to protect all Pennsylvanians?
- Remember to visit [Clean Indoor Air](#) page to learn more about why MSA funding is so important to keeping PA youth tobacco-free!

Topic: Youth Vaping Epidemic

- E-cigarette use has risen at alarming rates. From 2017 to 2019, e-cigarette use increased 135% among high school students and close to 212% among middle school students.

- According to the 2020 National Youth Tobacco Survey, 1.8 million fewer U.S. youth are currently using e-cigarettes compared to last year. However, youth e-cigarette use still remains at epidemic levels with 3.6 million youth still using e-cigarettes.
- Additionally, the CDC's 2020 National Youth Tobacco Survey shows an alarming increase in the number of youth who use disposable e-cigarettes and more than 8 out of 10 youth e-cigarette users report use of flavored products.
- One in five U.S. high school students currently uses e-cigarettes. Youth prevention services are working tirelessly to end the epidemic in Pennsylvania, using education and activism through the Tobacco Resistance Unit (TRU).
- Remember to visit TRUinPA.org/E-cigarettes to learn more about why it is so important to end the youth vaping epidemic!

TIPS FOR RECORDING A GREAT VIDEO

- ✓ Record using the camera app on your phone (not a platform like TikTok or Instagram)
- ✓ Record in portrait/vertical orientation
- ✓ Keep it short & sweet (around 15 seconds for each question)
- ✓ Minimize background noise (record in a quiet space indoors)
- ✓ Be sure to speak loudly and clearly
- ✓ Use good lighting (try facing a window)
- ✓ Wear TRU gear, if possible. Avoid wearing other big logos.
- ✓ If your video includes multiple people together, ensure everyone is wearing a mask or social distancing
- ✓ Submit raw footage only. Do not add text, filters or stickers.