

**YES** ON **31** 

**PROTECT KIDS**  
*FROM CANDY-FLAVORED TOBACCO*

# Grassroots Toolkit

*Updated September 30, 2022*

**For more information:**

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## Table of Contents:

**Please note:** Translated materials will be added and a revised version of this PDF will be redistributed accordingly.

- Logo files
  - [Yes on 31](#) (English)
  - [Yes on 31](#) (Spanish)
  - [Black Leaders Against Tobacco Injustice](#)
- [Disclaimer](#)
- [30-second sound bite](#)
- [Sample “Yes On 31” speech](#)
- [Sample Letter to the Editor](#)
- [Sample email](#)
- [Sample SMS texts](#)
- [Sample campaign presentation](#)
- [QR Code – English](#)
- Social media content:
  - Campaign Hashtags: #YesOn31 and #DefeatBigTobacco
  - [Sample graphics](#)
  - [Sample posts](#)
  - [Sample comments](#)
  - #YesOn31 Profile Picture Frames
    - [#YesOn31](#) (English)
    - [#YesOn31](#) (Spanish)
- Print materials:
  - [Fliers](#)
  - [Window signs](#)



## 30-SECOND SOUND BITE

Yes on 31 is about protecting kids from getting hooked on highly-addictive nicotine for life.

Nicotine is especially dangerous for kids, harming brain development and impacting their attention, mood, and impulse control.

Big Tobacco uses candy-flavors like gummy bear, mint chocolate chip, and even minty-menthol to trick millions of kids into trying tobacco. 80% of kids who use tobacco today *started with a flavored product!*

The *American Heart Association*, the *American Lung Association*, the *American Cancer Society Cancer Action Network*, and the *Campaign for Tobacco-Free Kids* all agree: YES on 31 will save lives and protect kids from ever using tobacco by taking candy-flavored products off store shelves, and out of our neighborhoods.

### TOP MESSAGES

- ***Candy-flavored products target kids*** – Californians should vote YES on Prop 31 to stop the sale of candy flavored products Big Tobacco uses to hook kids on nicotine.

Big Tobacco deliberately targets kids with candy flavors like gummy bear, chocolate, and minty-menthol. Their goal – turn young people into lifelong customers.

And sadly – it's working. Today, 4 out of 5 kids who have used tobacco started with a flavored product; and over 2 million middle and high school students nationwide use e-cigarettes.

- ***Coalition in strong support*** – Voters should know exactly who is asking them to vote YES on 31 – some of the nation's most prominent health organizations.

The American Cancer Society Cancer Action Network, American Lung Association in California, and the American Heart Association support YES on 31 because it will save lives and stop kids from ever trying tobacco.

- ***Saves taxpayers millions*** – Every time Big Tobacco hooks another generation of kids on nicotine, taxpayers will pay the price.

What most people don't realize, is that even if they don't smoke – they're still on the hook for billions of dollars in healthcare-related costs.

Voting YES on Prop 31 will save lives, and save hundreds of millions in taxpayer dollars every single year.

- ***Flavors hook kids on nicotine*** – Voting YES on 31 will protect kids from getting hooked on nicotine for life.

Nicotine is a highly addictive substance that is especially harmful to young people. It harms brain development and impacts their attention, mood, and impulse control.



Big Tobacco is deceiving kids, hiding massive doses of nicotine behind clouds of candy-flavored vapor and smoke. Taking candy-flavored nicotine off store shelves with YES on 31 will prevent kids from trying it in the first place.



## Sample Yes on 31 Speech

### (3 Minutes)

Hello everyone, my name is *(state your name and role/title)*

Thank you for hosting today's event, and for inviting me to speak in support of a very important public health measure on the November 2022 ballot: Proposition 31.

Let's be clear what California is up against on the ballot this year: it's *us* versus *Big Tobacco* in a fight to protect our kids from getting hooked on nicotine.

Voting YES on Proposition 31 would protect California kids by ending the sale of candy-flavored tobacco products, including minty-menthol cigarettes, across the entire state.

*(Personal story + why you're supporting YES on Prop 31)*

Study after study shows the reason why most young people start using e-cigarettes – and why they get hooked – is because they are sold in candy flavors.

Tobacco companies deliberately target our kids with candy flavors like bubblegum, blue raspberry, chocolate, and even minty-menthol to hide strong hits of nicotine, a highly addictive drug that we know harms brain development and impacts young peoples' attention, mood, and impulse control.

Voting YES on Prop 31 will save lives, and billions in taxpayer dollars. Tobacco is the number one cause of preventable death in California, where tobacco-related diseases kill 40,000 people every year. Of all the kids who become new smokers each year, nearly a third will eventually die from it.

And every time Big Tobacco addicts another generation of kids, they put taxpayers, whether they smoke or not, on the hook for billions of dollars in tobacco-related healthcare costs.

That's why a strong coalition led by the American Heart Association, American Lung Association, American Cancer Society Cancer Action Network and Campaign for Tobacco-Free Kids is urging a YES vote on Prop 31 to protect the next generation from Big Tobacco.

We hope you will join us as we make a big push in the coming weeks to make sure every Californian who votes in this election also votes YES on Proposition 31.



Again, thank you for the opportunity to speak with you today about why Proposition 31 is so important.

I can answer any questions you might have now, and if you think of other questions later don't hesitate to reach out to me at [*Contact Information*].



## Sample Letter to the Editor

A *Letter to the Editor* is an effective way to provide a quick rebuttal to an opposing news or opinion article; or to further contextualize an article or ongoing discussion that supports or echoes your point of view.

### **When writing a letter to the editor, there are a few things to keep in mind:**

- Word count is *very* limited (100-200 words).
- This is an opinion piece – be passionate and express your perspective. Use *your* voice.
- Use a combination of facts and talking points to support your argument.

*What is your unique perspective or point of view? Share your story in a sentence. OR start with your strongest argument.*

*Tell voters what is at stake, and who stands to gain from the passage of Proposition 31.*

*Talk about the negative impact Big Tobacco has had on you, your family, your friends – and on California.*

*End with a strong opinion statement and urge your readers to VOTE YES on Prop 31!*

### **When you've finished drafting your letter:**

Be sure to visit the newspaper's website for more information on submission requirements. Different papers have different rules, and following those guidelines will improve your chances of publication!

### **An Example:**

[Name]

[Contact information - email, phone number]

[City, State]

To the Editor:

*[Start your letter with a sentence or two that encapsulates why you are writing, and highlights the urgency behind a YES vote on Prop 31.]*



Studies show that Big Tobacco uses candy flavors to lure customers, particularly children, to try tobacco: four out of five kids who have used tobacco started with a flavored product. It's a one-two punch: candy flavors to trick kids into trying tobacco, and a strong hit of nicotine to get them addicted.

Once kids are addicted, they're fighting for their lives. Tobacco-related diseases are the leading cause of preventable death in California, killing 40,000 people every year. And all of this nicotine association costs taxpayers, whether they smoke or not, billions of dollars in tobacco-related healthcare costs.

Yes on Proposition 31 is a common-sense approach: take candy-flavored tobacco, including minty-menthol cigarettes, off store shelves. Doing so saves taxpayers billions, and saves lives by protecting kids from a lifetime of nicotine addiction. If we can save just one life, it will be worth it.





## Sample Email

### Subject line options:

- Will you help protect California kids with me this fall?
- Wanted to chat with you about a ballot initiative I'm supporting in California
- I'm voting YES on Prop 31 this fall – are you?

### Sample copy:

Hi [FIRSTNAME],

I know your inbox is no doubt full of emails about the upcoming midterms, but I wanted to reach out about a ballot I'm really invested in.

**Prop 31 – on ballots this fall in California – aims to end the sale of candy-flavored tobacco products, like e-cigarettes, cheap sweet cigars, and minty-menthol cigarettes.**

Thousands of young kids are getting hooked for life on nicotine that tastes like sour cherry, blue raspberry, even fruity pebbles; the flavors out there are truly wild. In fact, e-cigarette usage is so pervasive among middle- and high schoolers in America that the U.S. Surgeon General called it an epidemic.

Here's the part that really gets me: *Big Tobacco is making millions off of addiction.* Whether they're enticing young people with deceptively sweet flavors or targeting communities of color with cheap menthol cigarettes, huge corporations like R.J. Reynolds and Philip Morris are turning huge profits while our loved ones suffer serious health consequences – even death – from nicotine addiction. I'm tired of it.

That's why I'm part of the growing coalition ready to vote YES on Prop 31 this fall – and I really hope you'll join me. [Check out Prop 31's website for fact sheets, more information, and ways to get involved!](#)

Thanks for reading,  
[YOUR NAME]



## Sample SMS Texts

1. There's a whole generation of young people becoming hooked on e-cigarettes, and Big Tobacco's making millions. It's time to put a stop to this. We can do it this fall. Join me in voting YES on Prop 31 to end the sale of candy-flavored nicotine! [LINK TO HOMEPAGE]
2. Hey [NAME], have you decided how you'll vote on Prop 31? Hope I can convince you to join me in voting yes – taking candy-flavored tobacco products off the shelves will protect kids from a lifetime of nicotine addiction. Check out their site to join! [LINK TO HOMEPAGE]
3. hey, have you thought about how you'll vote this year? i know i'm voting yes on prop 31. we need to protect kids from nicotine addiction - many kids don't realize the flavored e-cigs they're using have nicotine in them. 😞 vote yes with me? [link to homepage]

## SOCIAL MEDIA CONTENT

### Sample Social Graphics



[\(.gif download\)](#) [\(.mp4 download\)](#)



[\(.gif download\)](#) [\(.mp4 download\)](#)



[\(.gif download\)](#) [\(.mp4 download\)](#)



[\(.jpg download\)](#)



## Sample Social Posts

### **Caption (Twitter)**

- To protect California kids from candy-flavored nicotine & #DefeatBigTobacco, [we're/I'm] voting #YesOn31. Follow @YesProtectKids & join the movement → <https://www.voteyeson31.com/>
- Big Tobacco will do just about anything it can to keep luring kids into lifelong nicotine addiction. But their jig is up this fall. Join [me/us] and @YesProtectKids in voting #YesOn31 to end the sale of candy-flavored nicotine in California. <https://www.voteyeson31.com/>

### **Caption (Facebook)**

- It's official: To protect California kids from candy-flavored nicotine & #DefeatBigTobacco, [we're/I'm] voting #YesOn31. Follow @YesProtectKids & join the movement to end Big Tobacco's deception once & for all. <https://www.voteyeson31.com/>
- Big Tobacco will do just about anything it can to keep luring kids into lifelong nicotine addiction. But their jig is up this fall. Join [me/us] and @YesProtectKids in voting #YesOn31 to end the sale of candy-flavored nicotine in California. <https://www.voteyeson31.com/>

### **Caption (Instagram – please add <https://defeatbigtobacco.org/vote-yes-on-31> as the link in bio or linktree)**

- It's official: To protect California kids from candy-flavored nicotine & #DefeatBigTobacco, we're voting #YesOn31. Follow @YesProtectKids & join the movement to end Big Tobacco's deception once & for all. Visit the link in bio to learn more.
- Big Tobacco will do just about anything it can to hook California kids on candy-flavored nicotine, leading to a lifetime of addiction. This fall, their time is up! Join [me/us] and @YesProtectKids in voting #YesOn31 to #DefeatBigTobacco. Visit the link in bio to learn more.



## Sample Standalone Posts / Comments

- [I'm/we're] voting #YesOn31 because nurses, pediatricians, and public health experts all agree: Flavored nicotine products lure kids and young adults into devastating lifelong addiction. **Use one of the following three links for this post:**
  - Facebook:
    - [https://www.voteyeson31.com/get-the-facts?utm\\_source=fbs\\_2022-09-06\\_&sc=fbs\\_2022-09-06\\_](https://www.voteyeson31.com/get-the-facts?utm_source=fbs_2022-09-06_&sc=fbs_2022-09-06_)
  - Twitter:
    - [https://www.voteyeson31.com/get-the-facts?utm\\_source=tw\\_2022-09-06\\_&sc=tw\\_2022-09-06\\_](https://www.voteyeson31.com/get-the-facts?utm_source=tw_2022-09-06_&sc=tw_2022-09-06_)
  - Instagram:
    - [https://www.voteyeson31.com/get-the-facts?utm\\_source=ig\\_2022-09-06\\_&c=ig\\_2022-09-06\\_](https://www.voteyeson31.com/get-the-facts?utm_source=ig_2022-09-06_&c=ig_2022-09-06_)
- Big Tobacco advertises cigarettes right next to playgrounds and schools. In California, they've spent millions trying to block our bipartisan law to protect kids from candy-flavored nicotine. To #DefeatBigTobacco, vote #YesOn31. Join [me/us]: [defeatbigtobacco.org/join-the-fight](https://defeatbigtobacco.org/join-the-fight)
- [I'm/we're] voting #YesOn31 because ending the sale of menthol cigarettes will prevent Big Tobacco from cutting short countless Black lives. They have ruthlessly pushed menthols upon Black communities for decades. We can and we must #DefeatBigTobacco at the ballot box.
- Juul knew fruity- and candy-flavored e-cigarettes would appeal most to our youth. That's why Juul bought ad space on Nickelodeon and Cartoon Network. [I'm/we're] voting #YesOn31 to protect California kids from the candy-flavored e-cigarettes that Juul's success inspired.
- Nearly all lifelong tobacco addiction begins in youth. Among youth tobacco users today, nearly all started with a flavored product. To protect our kids, we must end the sale of candy-flavored nicotine. That's why [I'm/we're] voting #YesOn31.
- Marlboro's maker, Philip Morris, has dumped \$10+ million into the fight against #Prop31, which would end the sale of candy-flavored tobacco in California. Same with Newport's maker, RJ Reynolds. To #DefeatBigTobacco, [I'm/we're] voting #YesOn31. Join [me/us]: <https://defeatbigtobacco.org/vote-yes-on-31>
- [I'm/we're] voting #YesOn31 because @American\_Heart, @CaliforniaLung, @ANACalifornia, @CaliforniaNP, @ACSCANCA, @AAPCADocs and @StanfordChild all agree: Stopping the sale candy-flavored nicotine helps protect our kids from falling into lifelong addiction.