

Countering the Industry

LUCHA Tabaco

Health Education Council

Exposure to tobacco products can come at an early age. Children see tobacco advertisements at local stores, the gas station, and in media. Tobacco use by their peers and family can also influence their initiation of tobacco use. Vulnerable communities and youth are being heavily targeted and exposed to images of tobacco use in mainstream and social media. Effective messages to counter tobacco use must continue to be used to fight and change the cultural norm of tobacco that has been set by big tobacco.

Reducing tobacco use in a community requires a team effort that involves collaboration between community groups and public health professionals. Campaigns that counter tobacco use must aim at protecting the community from not only tobacco, but also secondhand smoke exposure. Campaigns should also focus on preventing tobacco use by creating youth focused education and programs in order to increase awareness. Lastly, campaigns should aim at expanding access to resources that help community members quit smoking.

A tobacco free community is possible with collaborations and partnerships that include not only community members but also tobacco control professionals and partners. Together we can create a healthier community free of tobacco and secondhand smoke.

For Help Quitting Tobacco, call 1-800-NoButts or 1-800-45-No Fume