



As we begin the movement to promote Tobacco21 in your region, we have drafted some language for you to share on your social media networks. Also, few supporters of the Tobacco21 movement have seen the Institute of Medicine's report on raising the Tobacco age to 21. We recommend sharing the link to that report so we can help to create more recognition for the evidence behind Tobacco21.

Tobacco21 Institute of Medicine Report

Facebook

<http://bit.ly/1MppLos>

The Institute of Medicine found that raising the legal age to purchase tobacco to 21 would save 223,000 lives in kids and teens born between 2000 and 2019. We support those that are promoting #Tobacco21. See some of the other effects of Tobacco21 in the Institute of Medicine's Report <http://bit.ly/1MppLos>

Raising the minimum age to purchase tobacco to 21 would save over 200,000 lives in today's kids and teens according to the Institute of Medicine's report

<http://bit.ly/1MppLos> We're proud to sponsor #Tobacco21# GenseeCounty

95% of smokers start before the age of 21 according to the Institute of Medicine's Report. We can change the lives of future generations by raising the legal purchasing age of Tobacco to 21. Learn more about the benefits of #Tobacco 21 in the IOM report

<http://bit.ly/1MppLos>

Twitter

Raising the tobacco purchasing age to 21 would save more than 223k lives
<http://bit.ly/1MppLos> via @theIOM #Tobacco21

95% of smokers begin before the age of 21. We can change that and save lives.
<http://bit.ly/1MppLos> via @the IOM #Tobacco21

Other facts to share about #Tobacco21

Facebook + Twitter

CDC finds that 3 out of 4 Americans support raising the purchasing age of tobacco to 21, including 70% of smokers. #Tobacco21

The Center for Disease Control found that 3 out of 4 Americans, including 70% of current smokers, supported raising the purchasing age of tobacco to 21. We are proud to support #Tobacco21 and urge you to get involved.

Big Tobacco says, "Raising the legal minimum age for cigarette purchasers to 21 could gut our key young adult market..." We agree, and support the localities around the country promoting #Tobacco21.

Big Tobacco knows raising the legal purchasing age to 21 could gut their young adult market. We agree and support #Tobacco21.

Tobacco remains the leading cause of preventable death, with 500k lives lost every year. Let's change that. #Tobacco21

500k lives are lost every year due to Tobacco. We can change the future by raising the legal purchasing age to 21. Join us in supporting #Tobacco21

Every day 700 kids or teens become daily smokers. 1 out of 3 of them will die from its effects. Help reduce smoking rates and save lives by raising the legal purchasing age of tobacco to 21. We support #Tobacco21.

700 kids become smokers every day. Over 30% of them will die from it. Help us change their future. #Tobacco21

Hawaii and California and more than 200 jurisdictions in 12 other states have raised the Tobacco purchasing age to 21. We support #Tobacco21.

70% of high school sophomores find it easy to get cigarettes. Keep the purchasers out of their social circles through #Tobacco21.

The 2014 Monitoring the Future survey found that 69% of high school sophomores and 47% of 8th graders found it easy to get cigarettes. By raising the legal purchasing age of tobacco to 21 we can help remove cigarettes from their social circles. We support #Tobacco21.

Facebook and Twitter graphics

According to the Institute of Medicine, Tobacco 21 will save lives.



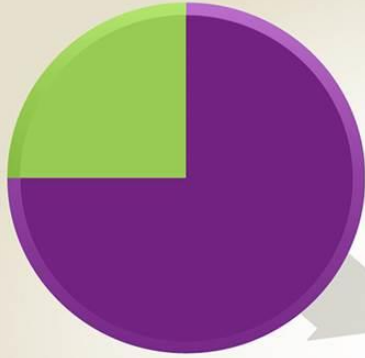
Other Important Impacts...



12% Decline in premature births

16% Drop in SIDS cases

Most adults favor making **21** the minimum age of sale for tobacco products

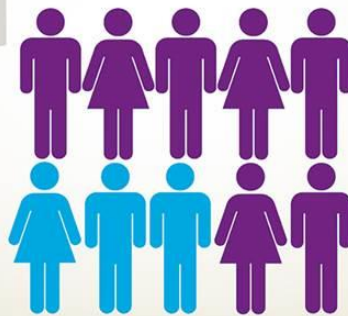


3 out of **4**

U.S. adults **favor** making 21 the minimum age of sale for tobacco products.



Source: American Journal of Preventive Medicine



This includes

7 out of **10**

U.S. adult **cigarette smokers** who **favor** making 21 the minimum age of sale.

Tobacco remains the **leading cause of preventable disease and premature death**

Tobacco use is one of the largest drivers of health care costs. Chronic diseases are the most common and costly of all health problems. They are also the most preventable.

