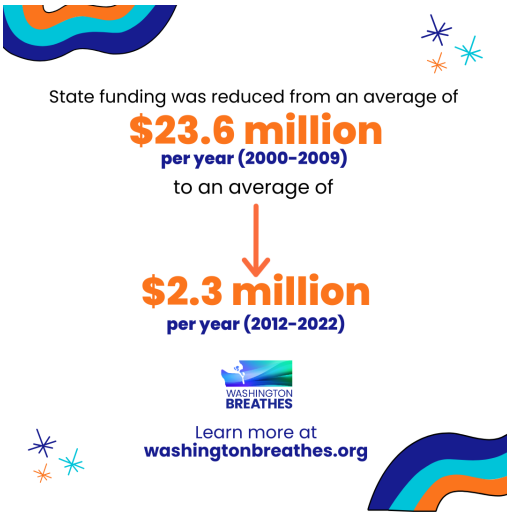


# Restore Comprehensive Funding

## Social Media Caption Ideas

These captions were reviewed and approved by the Washington Breathes Communications Workgroup for public use. Please feel free to localize the message for your organization and community. You can also add locally targeted hashtags to improve discoverability.

## Well-funded Programs

| Graphic                                                                                                                                                                                                                                                                                                                                                             | Caption                                                                                                                                                                                                                                                                                                                                                                                                                                         |
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|  <p>Reducing nicotine dependence requires <b>sufficient ongoing state funding</b> for commercial tobacco prevention and cessation programs.</p> <p>WASHINGTON BREATHES<br/>Learn more at <a href="https://www.washingtonbreathes.org">washingtonbreathes.org</a></p>              | <p>💡 <i>Want to reduce nicotine dependence? Comprehensive funding is the solution!</i></p> <p>Prevention and cessation programs are proven to save lives, but Washington's funding is falling short. When these programs are underfunded, communities face greater health risks.</p> <p>👉 Learn how restoring funding can protect families at <a href="https://www.washingtonbreathes.org">washingtonbreathes.org</a>.</p>                      |
|  <p>State funding was reduced from an average of <b>\$23.6 million per year (2000-2009)</b> to an average of <b>\$2.3 million per year (2012-2022)</b>.</p> <p>WASHINGTON BREATHES<br/>Learn more at <a href="https://www.washingtonbreathes.org">washingtonbreathes.org</a></p> | <p><i>Did you know Washington drastically cut tobacco prevention funding?</i></p> <p>Funding dropped from <b>\$23.6 million per year (2000-2009)</b> to just <b>\$2.3 million per year (2012-2022)</b>. These cuts put youth and adults at risk of falling into nicotine addiction.</p> <p>👛 Let's restore funding to build healthier communities! Find out how at <a href="https://www.washingtonbreathes.org">washingtonbreathes.org</a>.</p> |

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## Social Media Caption Ideas



*Big Tobacco spends millions to market its deadly products?*

The industry pours **\$80 million annually** into marketing its deadly products in Washington, while the state spends far less on prevention. This imbalance leaves communities unprotected.

🔑 Fight back by supporting comprehensive funding. Visit [washingtonbreathes.org](http://washingtonbreathes.org) for more.



*Where do Washington's tobacco taxes go? 💵*

Washington collects **\$400 million annually** from tobacco-related taxes and payments, yet none of it goes toward protecting youth or helping people quit. That's a missed opportunity to save lives.

Washington should do more to stop nicotine addiction.

Without dedicated funds, new and enticing tobacco products target youth while those who want to quit struggle to find help. Communities are paying the price.

📞 Call for change and learn more at [washingtonbreathes.org](http://washingtonbreathes.org).



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## Social Media Caption Ideas

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|  <p>Lack of sufficient investment has slowed Washington's progress towards saving lives...</p>  <p>WASHINGTON BREATHES<br/>Learn more at <a href="http://washingtonbreathes.org">washingtonbreathes.org</a></p>  <p><b>Especially</b><br/>in communities with the <b>highest</b> commercial tobacco use rates!</p>  <p>WASHINGTON BREATHES<br/>Learn more at <a href="http://washingtonbreathes.org">washingtonbreathes.org</a></p> | <p><i>Who bears the burden of underfunded prevention programs?</i></p> <p>Years of underfunding tobacco prevention programs have slowed progress in reducing smoking and nicotine dependence. Investing in prevention can reverse this trend.</p> <p>Communities with the highest tobacco use rates are hit hardest. They deserve better access resources to combat addiction and protect future generations.</p> <p>☀ Restoring funding helps everyone. Get involved at <a href="http://washingtonbreathes.org">washingtonbreathes.org</a>.</p> |
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# Restore Comprehensive Funding

## *Social Media Caption Ideas*

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|  <p><b>Restoring</b><br/>comprehensive funding will<br/><b>help protect Washingtonians</b><br/>from commercial tobacco<br/>industry tactics.</p> <p>WASHINGTON<br/>BREATHE</p> <p>Learn more at<br/><a href="http://washingtonbreathes.org">washingtonbreathes.org</a></p> | <p> <i>Funding cuts hurt everyone—especially our youth!</i></p> <p>Restoring comprehensive funding will protect Washingtonians from Big Tobacco's tactics and help reduce nicotine dependence statewide.</p> <p>Let's restore funding to prioritize health and safety.</p> <p>Learn more about at: <a href="http://washingtonbreathes.org">washingtonbreathes.org</a>. </p> |
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