





Restore Local Authority (Editing)



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.

Topic 1: Why Local Authority is Needed	
Videos (Vertical / Square)	Caption
<p>Video: Why Local Authority is Needed</p>	<p> Public health solutions should be made at the local level—but in Washington, commercial tobacco regulations are blocked.</p> <p>Washington is 1 of only 5 states where local communities can't pass their own commercial tobacco regulations due to preemption laws. This means local leaders are barred from enacting policies to protect youth from nicotine addiction and counter the tobacco industry's harmful tactics.</p> <p>Preemption creates barriers to health equity, preventing communities from addressing their specific challenges. Local leaders and residents know what's best for their towns and cities—they should have the power to act.</p> <p> It's time to restore the rights of counties, cities, and towns to enact local commercial tobacco laws that protect their communities.</p> <p>Learn more at washingtonbreathes.org</p>
Carousel Posts	Caption
<p>Carousel Graphics: Why Local Authority is Needed</p>	<p> Give Communities the Power to Protect Public Health</p> <p>Local communities should have the power to protect themselves from Big Tobacco—but in Washington, they don't.</p> <p>Washington is 1 of only 5 states that blocks local governments from enacting commercial tobacco laws through preemption. This means counties, cities, and towns can't regulate tobacco sales or advertising—even when their residents want stronger protections.</p> <p> Swipe to learn why local control matters and how we can restore it.</p> <p>Learn more at washingtonbreathes.org</p>


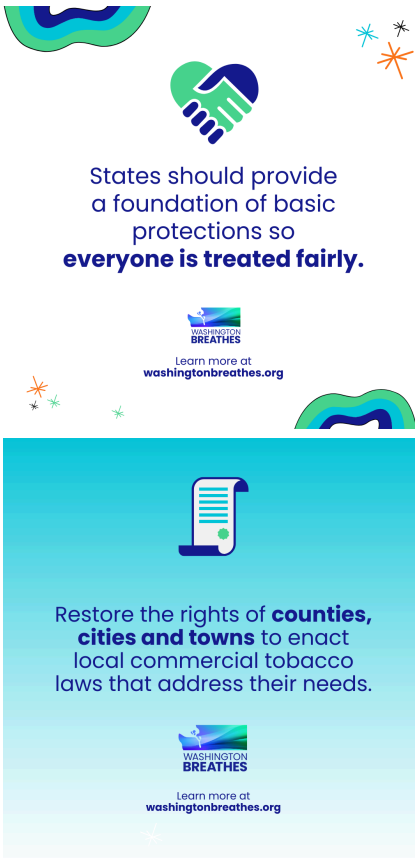
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Individual Posts & Stories	Caption
 <p>Washington is 1 of only 5 states with broad preemption of local commercial tobacco regulations.</p> <p>Preemption blocks local laws on sales and advertising.</p> <p>Washington BREATHES Learn more at washingtonbreathes.org</p>	<p>💡 Did you know Washington is 1 of only 5 states that blocks local tobacco regulations?</p> <p>Through preemption laws, local governments in Washington can't pass their own commercial tobacco policies—even when their communities want stronger protections. This means cities and counties have no power to regulate sales or advertising, giving the tobacco industry a free pass to target youth and vulnerable populations.</p> <p>Local residents and leaders should have the right to protect their communities from harmful industry tactics. It's time to restore local control.</p> <p>🗣️ Learn more at washingtonbreathes.org</p>
 <p>Preemption is a problem because it creates barriers to health equity...</p> <p>Washington BREATHES Learn more at washingtonbreathes.org</p>	<p>💡 Preemption is a problem—here's why it hurts public health.</p> <p>In Washington, local communities are blocked from enacting their own commercial tobacco policies due to preemption laws. This creates barriers to health equity and prevents stronger protections that could reduce youth nicotine addiction.</p> <p>Instead of empowering local leaders to address their community's unique challenges, preemption puts the interests of the tobacco industry first.</p> <p>It's time to give cities, counties, and towns the power to protect their residents.</p> <p>💡 Learn more at washingtonbreathes.org.</p>


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 <p>When local communities come up with solutions to their challenges and work together to implement them...</p> <p>WASHINGTON BREATHES Learn more at washingtonbreathes.org</p>	<p>🏠 Local communities deserve the power to protect themselves from Big Tobacco.</p> <p>Right now, Washington's preemption laws block cities, counties, and towns from enacting their own commercial tobacco regulations—even when their residents want stronger protections.</p> <p>Local communities know their challenges best. They should have the ability to push back against harmful industry tactics and create policies that keep their residents safe from nicotine addiction.</p> <p>🗣️ It's time to restore local control. Learn more at washingtonbreathes.org</p>
 <p>States should provide a foundation of basic protections so everyone is treated fairly.</p> <p>WASHINGTON BREATHES Learn more at washingtonbreathes.org</p> <p>Restore the rights of counties, cities and towns to enact local commercial tobacco laws that address their needs.</p> <p>WASHINGTON BREATHES Learn more at washingtonbreathes.org</p>	<p>⚖️ Local communities should be able to create solutions that work for them—not be overruled by the state.</p> <p>When cities, counties, and towns identify challenges with commercial tobacco use, they should have the power to implement policies that protect their residents. Instead, Washington's preemption laws block local action, limiting their ability to regulate sales and advertising.</p> <p>State policies should set a foundation of protections, but local communities must have the flexibility to go further when needed.</p> <p>🗣️ Restore local control and support community-driven solutions. Learn more at washingtonbreathes.org</p>


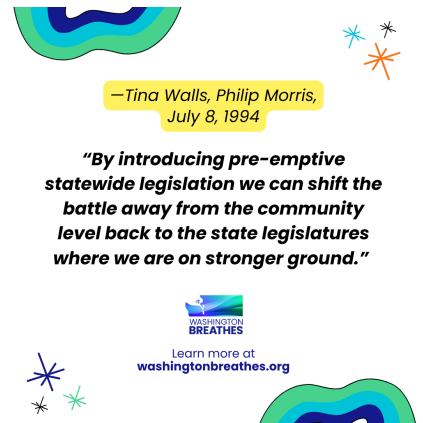
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	<p> It's time to restore local control over commercial tobacco laws.</p> <p>Communities should have the power to protect their residents from Big Tobacco's harmful tactics—but in Washington, preemption laws block local action. Cities, counties, and towns deserve the right to create policies that address their unique challenges and promote health equity.</p> <p> Learn more at washingtonbreathes.org</p>
	<p> Local leaders and residents know what's best for their communities.</p> <p>Yet, Washington's preemption laws block cities, counties, and towns from enacting their own commercial tobacco policies—even when their residents demand stronger protections. This takes decision-making power away from the people who are most affected.</p> <p> Local communities should have a say in protecting themselves from Big Tobacco's tactics.</p> <p> Learn more at washingtonbreathes.org.</p>
Topic 2: Preemption is A Tobacco Industry Tactic	
Videos (Vertical / Square)	Caption
<p>Video: Preemption is a Tobacco Industry Tactic</p>	<p> Preemption isn't about public health—it's about protecting Big Tobacco's profits.</p> <p>Tobacco companies support preemption laws because they shift power away from local communities and into state legislatures, where industry lobbyists have more control. As a Philip Morris executive once said, preemption helps Big Tobacco win the battle by limiting local decision-making.</p> <p>Once these laws are in place, they're hard to overturn, blocking stronger regulations that could protect youth and communities from harmful industry tactics.</p> <p> It's time to restore local control and put public health first. Learn</p>

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	more at washingtonbreathes.org .
<p>Carousel: Preemption is a Tobacco Industry Tactic</p>	<p>🔥 Why does the tobacco industry support preemption laws?</p> <p>Because preemption shifts power away from local communities—where people want stronger tobacco regulations—and moves it to state legislatures, where Big Tobacco’s lobbyists have more influence.</p> <p>👉 Swipe to learn how preemption helps the tobacco industry block stronger protections and why we must fight back.</p>
Individual Posts & Stories	Caption
	<p>🔥 Why does Big Tobacco support preemption?</p> <p>Because it shifts power away from local communities that want stronger protections against tobacco sales and marketing. Instead, these decisions go to state legislatures, where the industry has more control.</p> <p>💡 Learn more at washingtonbreathes.org.</p>
	<p>💡 Big Tobacco knows how to manipulate the system.</p> <p>A Philip Morris executive once admitted that preemption laws help the tobacco industry win the battle by shifting control away from local communities—where stronger protections could be enacted—and back to state legislatures, where industry lobbyists hold more power.</p> <p>Learn more at washingtonbreathes.org</p>

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 <p>These laws redirect power towards state legislatures, where industry lobbyists hold more influence.</p> <p>WASHINGTON BREATHES Learn more at washingtonbreathes.org</p>	<p>⚖️ Who really benefits from preemption?</p> <p>Not the public. Preemption laws benefit the tobacco industry by handing decision-making power to state legislatures, where industry lobbyists hold more influence. This blocks local protections that could prevent youth addiction.</p> <p>🗣️ Let's put people over profits. Learn more at washingtonbreathes.org</p>
 <p>By lobbying to limit local authority, the tobacco industry aims to prevent local governments from enacting stronger regulations.</p> <p>WASHINGTON BREATHES Learn more at washingtonbreathes.org</p>	<p>🏛️ Preemption isn't just a law—it's a strategy.</p> <p>The tobacco industry actively lobbies to limit local authority, ensuring that cities and towns can't pass stronger protections against tobacco marketing, sales, and access. This is how they keep their products in our communities.</p> <p>Learn more at washingtonbreathes.org</p>
 <p>State laws should ensure basic protections so everyone is treated fairly.</p> <p>WASHINGTON BREATHES Learn more at washingtonbreathes.org</p>	<p>⚖️ A strong foundation of protections is important—but local communities should be able to do more.</p> <p>State laws should provide minimum protections for public health, but they should never prevent local communities from enacting stronger regulations to fit their specific needs.</p> <p>🗣️ Let's restore the right to local control. Learn more at washingtonbreathes.org</p>