







Eliminate Flavored Products

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: Eliminate All Flavored Tobacco Products	
Graphic(s)	Caption
Video: Eliminate Flavored Tobacco Products	<p> Flavored tobacco products are hooking Washington's youth!</p> <p>The tobacco industry uses deceptive tactics like candy and fruit flavors to target young people, making harmful products seem “stress-relieving” and “calming.” The result? High school students are drawn to flavors like fruit (73%), mint (56%), and even menthol (37%).</p> <p> Together, we can create a commercial tobacco-free future by banning flavored nicotine products and holding retailers accountable—not youth. Let's protect the next generation.</p> <p> Learn more at washingtonbreathes.org.</p>
Carousel Graphics: Eliminate All Flavored Tobacco Products	<p> Flavored tobacco products are hooking Washington's youth!</p> <p>Candy, fruit, and menthol flavors make harmful nicotine products more appealing to teens, masking the dangers and fueling addiction. The numbers don't lie—flavors like fruit (73%), mint (56%), and menthol (37%) are the top choices for high school students.</p> <p> Swipe to learn how the tobacco industry uses deceptive tactics to target youth and what we can do to protect the next generation.</p> <p> Visit washingtonbreathes.org to learn more!</p>










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 <p>Flavored tobacco products are the top choice of Washington youth.</p> <p> Learn more at washingtonbreathes.org</p>	<p>🚫 Why does the tobacco industry add flavors to their products?</p> <p>Flavors like menthol, fruit, candy, and mint mask the harshness of nicotine, making it easier to start using and harder to stop. These sweetened tactics are designed to hook youth and new users, fueling a dangerous cycle of addiction.</p> <p>💡 Let's work together to end the sale of flavored tobacco products. Learn more at washingtonbreathes.org.</p>
 <p>7 STATES AND MORE THAN 370 LOCALITIES have enacted restrictions on sales of flavored tobacco products.</p> <p> Learn more at washingtonbreathes.org</p>	<p>🚫 Did you know that 7 states and over 370 localities have enacted restrictions on flavored tobacco sales? 🗺️</p> <p>These measures aim to reduce youth initiation and address health disparities caused by flavored nicotine products.</p> <p>It's time for Washington to join the movement and protect our communities from the dangers of flavored tobacco.</p> <p>💡 Learn more about the benefits of eliminating flavored products at washingtonbreathes.org.</p>
 <p>Together, we can move towards a commercial tobacco-free future by prohibiting all types of flavored nicotine products.</p> <p> Learn more at washingtonbreathes.org</p>	<p>☀️ Imagine a future free from commercial tobacco's harmful grip.</p> <p>Together, we can take a stand by prohibiting all types of flavored nicotine products that target youth and vulnerable communities. Every step toward eliminating these products moves us closer to a healthier, tobacco-free future for everyone.</p> <p>💡 Learn how you can support this effort at washingtonbreathes.org</p>


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	<p> Accountability starts at the source.</p> <p>To protect our communities, enforcement actions must hold retailers and manufacturers—not youth—accountable for the sale of harmful flavored nicotine products. It's time to prioritize public health over profits and stop the cycle of addiction at its root.</p> <p> Learn how we can safeguard our future at washingtonbreathes.org</p>
	<p> The tobacco industry knows exactly who they're targeting.</p> <p>Through flashy ads, social media campaigns, and flavored products, the commercial tobacco industry directly influences youth and young adults, luring them into addiction with deceptive marketing. These tactics are designed to create lifelong customers at the expense of their health.</p> <p> Let's expose these harmful practices. Visit washingtonbreathes.org for more information</p>
<h3>Topic 2: Menthol Makes It Easier to Start and Harder To Quit</h3>	
<p>Graphic(s)</p> <p>Video: Menthol Makes It Easier to Start and Harder To Quit</p>	<p>Caption</p> <p> Menthol makes it easier to start and harder to quit.</p> <p>The tobacco industry adds menthol to reduce the harshness of smoking and vaping, making it easier to inhale more addictive nicotine. Menthol enhances nicotine's addictiveness, trapping users in dependency—and it's no coincidence that 85% of Black people who smoke use menthol cigarettes.</p> <p> Ending menthol sales could save over 650,000 lives, including more than 255,000 Black Americans. It's time to protect our communities and future generations.</p> <p> Learn more at washingtonbreathes.org.</p>

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<p><u>Carousel Graphics: Menthol is Easier to Start and Harder to Quit</u></p>	<p>🖋️ Menthol makes it easier to start and harder to quit.</p> <p>Menthol's cooling effect masks the harshness of smoking or vaping, making it easier for people to get hooked on nicotine. This flavor isn't just a choice—it's a tactic used by the tobacco industry to keep people addicted.</p> <p>👉 Swipe to learn more about the dangers of menthol and how it impacts our communities.</p> <p>🌐 Visit washingtonbreathes.org for more information.</p>
 <p>WASHINGTON BREATHES</p> <p>Menthol Makes It Easier to Start and Harder To Quit</p> <p>Learn more at washingtonbreathes.org</p>	<p>🔥 The tobacco industry uses menthol to mask the harshness of smoking, creating a cooling effect that makes it easier to inhale addictive nicotine. This isn't just about flavor—it's a deliberate tactic to hook new users and keep them addicted.</p> <p>Menthol also enhances nicotine's addictiveness, making it even harder for people to quit. Shockingly, 85% of Black people who smoke use menthol cigarettes, a direct result of decades of targeted marketing.</p> <p>It's time to protect our communities from this harmful product. Learn more at washingtonbreathes.org</p>
 <p>Menthol interacts with brain receptors to enhance the addictiveness of nicotine, making it even harder to quit smoking or vaping.</p> <p>WASHINGTON BREATHES</p> <p>Learn more at washingtonbreathes.org</p>	<p>🧠 Menthol doesn't just mask harshness—it fuels addiction.</p> <p>By interacting with brain receptors, menthol enhances the addictiveness of nicotine, making it even harder to quit smoking or vaping. This isn't just a coincidence—it's a calculated tactic by the tobacco industry to keep users hooked longer.</p> <p>Let's break the cycle of addiction and protect our communities from these harmful products.</p> <p>💡 Learn more at washingtonbreathes.org.</p>

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The tobacco industry has a long history of targeting marginalized communities.

Communities of color, particularly Black Americans, and LGBTQ+ communities have been bombarded with menthol product ads and sponsorships for decades. The result? 85% of Black people who smoke use menthol cigarettes, contributing to lung cancer being a leading cause of cancer deaths among Black Americans.

It's time to end these harmful marketing practices and protect vulnerable communities from the devastating effects of menthol.

💡 Learn more at washingtonbreathes.org.