

# Hall of Frames



## Tobacco Disparities Framing Project Recommendations in Action

**Tobacco prevention and control professionals have used the power of shared framing for decades. The movement is proof that when voices across a social sector use a common language, they concentrate their influence in ways that shift mindsets and change policies and practices.**

Since 2017, when the Tobacco Disparities Framing Project began to share our findings, we have seen many organizations make use of our evidence-based recommendations in their communications. We have collected a handful of examples here and pointed some of the the framing moves within them, with the hope that these will prove useful to your own thinking and communications.



ChangeLab Solutions

**Framing Tobacco-Related Health Disparities  
Hall of Frames**

## California Tobacco Control Program

The We Are Not Profit campaign aims to build understanding of the harmful role of menthol cigarettes harmful effects of menthol cigarettes in Black communities. This ad makes the story about much more than prevalence of use by explaining how the tobacco industry saturates Black neighborhoods with targeted advertising and pointing out the distinctive effects of menthol flavoring.



<https://www.youtube.com/watch?v=w9xfe66SaNY>

# Group letter to Secretary of Health and Human Services

With support from Campaign for Tobacco Free Kids, 10 major Black organizations co-authored a letter to Secretary Xavier Becerra calling for the FDA to restrict the sale of menthol cigarettes. “We all should recognize this as a social justice issue.” You can read the full letter at: [https://www.tobaccofreekids.org/assets/content/what\\_we\\_do/federal\\_issues/fda/regulatory/2021\\_04\\_14-aagroup-letter-becerramenthol.pdf](https://www.tobaccofreekids.org/assets/content/what_we_do/federal_issues/fda/regulatory/2021_04_14-aagroup-letter-becerramenthol.pdf)



April 14, 2021

The Honorable Xavier Becerra  
Secretary  
U.S. Department of Health and Human Services  
200 Independence Avenue, SW  
Washington, DC 20201

Dear Secretary Becerra,

Our organizations are united in the fight against the marketing and sale of deadly tobacco products to Black/African Americans. The Food and Drug Administration (FDA) has committed itself to an April 29, 2021 deadline to respond to a Citizen Petition (FDA-2013-P-0435-0001) filed over seven years ago calling on the FDA to prohibit menthol as a characterizing flavor in cigarettes. We write to urge you to support FDA action to grant this Citizen Petition and commence a rulemaking to prohibit menthol cigarettes.

## Smoke-Free Truckee Meadows

The Nevada Tobacco Prevention Coalition is leading an effort to make sure that workers at casinos, bars, and other nightlife establishments in Truckee Meadows (Reno) are protected from secondhand smoke. In their campaign website, they lead with a call for fairness and point out the injustice in exposing low-wage workers to harmful air while upper management is protected.

# It's time to clear the air

FOR EVERYONE

There is no safe level of secondhand smoke exposure.  
To treat everyone fairly, the Truckee Meadows should make every workplace smoke-free — no exceptions.

**smoke  
free**  
TRUCKEE MEADOWS

*for work.  
for play.  
for life.*



## Our community deserves this.

There is no safe level of exposure to secondhand smoke. Smoking or vaping indoors fills the air with toxins, gases, chemicals, and particles that can cause damage and disease in virtually every organ of the body. It's not fair to ask any worker to take unnecessary health risks as part of their job. It's especially unjust that we deny smoke-free protections to our service industry workers, who tend to be lower-income women.<sup>4</sup>

We don't have to choose between worker safety and a vibrant visitor-based economy. Other communities have discovered that smoke-free legislation does not negatively impact their restaurant or bar business.<sup>5</sup> Many have found that smoke-free establishments attract more customers and widen their market.

We will all breathe easier if we know that we are doing right by our neighbors — no matter where they work.

## National LGBT+ Cancer Network

This social media ad—part of the *Out Proud Free* campaign - seeks to mobilize LGBT+ support for policies that restrict the sale of flavored tobacco products. It emphasizes collective solutions and expands the public's mental model of tobacco to include e-cigarettes.



[https://www.youtube.com/watch?v=D\\_vg94gyh6M](https://www.youtube.com/watch?v=D_vg94gyh6M)

## Nebraska Department of Health and Human Services

This explainer video seeks to build public understanding of how tobacco marketers work to keep their products cheap and visible at stores. Some of the framing recommendations on display here include giving contemporary examples of tobacco industry practices and expanding the public's mental model of tobacco to include many types of products.



<https://www.youtube.com/watch?v=9qa-URKfQsY&t=1s>

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For more information about framing tobacco as a health equity issue, visit <https://www.changelabsolutions.org/product/framing-tobacco-disparities>



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