

Breakout 1: Creative Frames + Concepts

1. Comparison of low tobacco prices and other common goods

- **Our message:** Need to increase tobacco taxes to decrease affordability for young people
- **Evidence:** Data on increased use of nicotine pouches and other new tobacco products
- **Audience:** Public awareness
- **Messengers:** Young people
- **Digital Tactics:** Visualize costs in accessible ways to laypeople and youth
- **Creative Development:** Mock receipts showing the real cost of tobacco to young people.

2. Comparison of costs of tobacco to government to limited economic impact of higher taxes

- a. **Our message:** The tobacco industry is a foreign entity that is preying on our countries for profit
- b. **Evidence:** Industry profits in x country compared with economic costs to the country in health costs/job loss, etc.
- c. **Audience:** Decision-makers
- d. **Messengers:** Small business owners, economists, healthcare workers
- e. **Digital Tactics:** Content series visually portraying BAT and PMI as greedy outside interests
- f. **Creative Development:** Graphic comparing tobacco profits vs costs to average taxpayers

3. Positive economic gain of tax revenue towards health costs

- a. **Our message:** Tax is an important revenue stream for funding programs that improve health and quality of life.
- b. **Evidence:** Excess revenue goes to fund x programs
- c. **Audience:** Decisionmakers + finance ministry - Public
- d. **Messengers:** Grasstops + Academic spokesperson – Personal beneficiaries of health programs
- e. **Digital Tactics:** Visualize services that can be funded - cessation services, health insurance programs, etc.
- f. **Creative Development:** Carousel of funded programs with imagery of happy people, families, communities, etc.

Creative Development: Graphic comparing tobacco profits vs costs to average taxpayers

Breakout #2: Industry Interference

1. "Raising taxes reduces government revenue"

- **Our message:** Show how the revenue will be used and who benefits.
- **Evidence:** Track how the industry interferes in the tax and budget process and show that taxes work.
- **Audience:** Academics and professors who have received industry talking points.

- **Messengers:** Independent academics who can push back on industry-backed academics.
- **Action:** Design a simple "where the money goes" graphic showing revenue before and after the tax, and what it could fund.
- **Action:** Brief friendly academics with a one-page rebuttal of industry-funded studies.

2. "Higher taxes hurt retailers and small businesses"

- **Our message:** Tobacco is a small share of most retailers' income, unlike food and beverages.
- **Evidence:** How little income comes from tobacco, and how lost tobacco sales get replaced by other purchases.
- **Audience:** Small retailers and businesses.
- **Messengers:** Retailers who've adapted, or small business associations.
- **Action:** Develop short retailer testimonials, plus a one-page fact sheet to hand out at shops or trade associations.
- **Gap:** Find or commission retailer revenue data for your country.

3. "Higher taxes hurt workers and livelihoods"

- **Our message:** Tobacco harms workers' health, and they earn less than they spend on their health.
- **Evidence:** The JHU/CTFK study on high costs.
- **Audience:** Policymakers.
- **Messengers:** Influencers that the government respects, workers speaking directly to policymakers, and children of workers.
- **Action:** Op-eds and social media, telling the story across the whole lifecycle (income, health, spending).
- **Action:** Collect letters from affected people and deliver them to target policymakers.

4. "New products are different and deserve lower taxes"

- **Our message:** New products also carry health harms. Also counter cultural or national arguments made about specific products.
- **Evidence:** Tobacco products are becoming more affordable compared with everyday items.
- **Audience and messengers:** (*suggested*) Health ministries and policymakers, reached through medical associations and public health experts.
- **Action:** Create the **side-by-side product tax comparison** creative: A "costs less than a coffee" affordability graphic.

5. "Inflation: taxes hurt people when prices are already rising"

- **Our message:** Taxes aren't regressive when the revenue helps poor communities, and without regular increases, inflation quietly makes tobacco cheaper.
- **Evidence:** Show taxes are not regressive, and how revenue can be reinvested to help poor communities.
- **Audience:** Finance ministries and budget committees.
- **Messengers:** Economists and anti-poverty organizations.

- **Action:** A reinvestment story ("this tax funded X clinics or schools") and a push for automatic inflation-adjusted increases.

Breakout #3: New Voices

1. Youth

- **Our message:** Leverage youth voices to depopularize tobacco
- **Audience:** Public awareness among youth peers, and then mobilization to get the attention of decision-makers.
- **Tactics:** Youth roundtable discussion with press coverage and digital promotion to reach decision-makers.
- **Creative Development:** Digital promotion and livestream of event.

2. Academic/Economists

- **Our message:** Tax is good for a healthy economy. The industry should pay the price, not the people
- **Audience:** Finance Minister
- **Tactics:** Campaign highlighting clear economic merits of tax. Directly call out the Finance Minister for being too aligned with the tobacco industry.
- **Creative Development:** Develop creative influencer partnerships that can reach Finance Ministry where they are. Since the Finance Ministry is not always online, our strategy must bring digital into their point of view: online to offline.

3. Media/Content Creators

- **Our message:** Tax is not just an issue about fiscal policy
- **Audience:** Public audiences.
- **Tactics:** Streamers who were using tobacco/new products on streams are now working with the government to show the dangers.
- **Creative Development:** Influencer creative tagging and calling out decision-makers.