

# 21 REASONS Contest

f t i #Tobacco21RI



## Hey Teens! Enter the 21 REASONS Contest by April 14th!

Did you know that about 95% of smokers begin this deadly addiction by age 21?<sup>1</sup> That's why the tobacco industry targets YOU! Big Tobacco spends \$9.1 billion a year - \$1 million every hour - to market its deadly products, and much of it is aimed at young people.<sup>2</sup> Tobacco companies even market candy-flavored products like little cigars and e-cigarettes.

**You know that tobacco isn't cool.** In fact, smoking cigarettes continues to be the leading cause of preventable disease and death in the United States.<sup>3</sup> The truth is, no tobacco product is safe to use! It's time to FIGHT BACK and STAND UP to the tobacco industry and its deceptive marketing practices. Use your voice to protect yourself, your friends and future generations from Big Tobacco. It's easy to get involved and inspire change!

**Lawmakers at the Rhode Island State House will be considering legislation this year that would raise the minimum legal sale age (MLSA) for tobacco products to 21.** This means that retailers would not be able to sell tobacco products (including e-cigarettes) to anyone under the age of 21 - reducing youth access to, and use of, these deadly products. We are calling this lifesaving proposal the Tobacco 21 Bill.

**Our lawmakers need to hear from YOU about why the Tobacco 21 Bill is so important!** All entries will be reviewed and 21 submissions will be selected to be displayed and distributed at the Rhode Island State House and through social media.

### How to enter:

Simply mail or email the following by April 14, 2017:

- A brief statement (2-3 sentences) about why lawmakers should pass the Tobacco 21 Bill.
- A photo of yourself.
- Completed entry form and parental waiver (attached).

#### Send to:

American Heart Association  
Attn: Megan Tucker  
One State Street, Suite 200  
Providence, RI 02908  
Megan.Tucker@heart.org

1. USHHS. SAMHSA. National Survey on Drug Use and Health, 2014. ICPSR36361-v1. Ann Arbor, MI: Inter-university Consortium for Political and Social Research [distributor], 2016-03-22. <http://doi.org/10.3886/ICPSR36361.v1>

2. U.S. Federal Trade Commission (FTC). Cigarette Report for 2014, 2016, [https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2014-federal-trade-commission-smokeless-tobacco-report/ftc\\_cigarette\\_report\\_2014.pdf](https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2014-federal-trade-commission-smokeless-tobacco-report/ftc_cigarette_report_2014.pdf); FTC, Smokeless Tobacco Report for 2014, 2016, [https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2014-federal-trade-commission-smokeless-tobacco-report/ftc\\_smokeless\\_tobacco\\_report\\_2014.pdf](https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2014-federal-trade-commission-smokeless-tobacco-report/ftc_smokeless_tobacco_report_2014.pdf) [Data for top 5 manufacturers only].

3. US Department of Health and Human Services. 50 Years of Progress: A Report of the Surgeon General, 2014. 2014. Available at: <http://www.surgeongeneral.gov/library/reports/50-years-of-progress/50-years-of-progress-by-section.html>.

In partnership with:



# 21 REASONS Contest



ALL ENTRIES MUST BE RECEIVED BY APRIL 14, 2017.

## Entry Form and Parental Waiver

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Age \_\_\_\_\_ Grade Level \_\_\_\_\_

School \_\_\_\_\_

Parent/Guardian's Telephone \_\_\_\_\_

Parent/Guardian's Email \_\_\_\_\_

Student's Email \_\_\_\_\_

Additional Contact/Community Group \_\_\_\_\_

### Parental Waiver:

I, the parent or guardian of \_\_\_\_\_ understand my child is submitting an entry into the 21 REASONS contest run by the American Heart Association. Entries will become the property of the American Heart Association and may be used in events, media, social media, and reproduced in other ways. All judging decisions are solely those of the American Heart Association. The American Heart Association will not be held liable for any issues with submissions.

Printed Name \_\_\_\_\_ Signature \_\_\_\_\_

**Connect with us!**



**#Tobacco21RI**  
**@SNEHeart**

Learn more about the American Heart Association at: [www.southernnewengland.heart.org](http://www.southernnewengland.heart.org)