

Personalized Tobacco Control Talking Points

The main goal of my program this year is: _____

Choose from:

- Clean Indoor Air
- Youth Prevention
- Cessation
- Limiting Community Promotion
- Other (please clearly identify this goal)

The Talking Point I am going to communicate to achieve this goal is:

Impact Statement—In seven words or less, a catchy way to describe my Main Talking Point is:

I am going to PROVE my Main Talking Point using the following three Reasons—Reason#1:

An example of Testimony from my community that supports this reason is:

A simple fact that supports this reason is:

Reason #2:

An example of Testimony from my community that supports this Reason is:

A simple fact that supports this reason is:

Reason #3:

An example of Testimony from my community that supports this Reason is:

A simple fact that supports this reason is:

The most likely way tobacco industry advocates will argue against my Main Talking Point is by saying:

If someone says this, I will Turn their argument Around by saying:

