



FOR IMMEDIATE RELEASE

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High School Youth Stand Up and Speak Out Against Big Tobacco

Oklahoma teens participate in a National Day of Action to educate their communities about tobacco products and the tobacco industry.

OKLAHOMA, April 6, 2023 - High school youth throughout Oklahoma working on the [CounterAct Tobacco](#) campaign hosted events at [Youth Action For Health Leadership](#) (YAHL) partner schools and organizations for Take Down Tobacco Day. Youth-led events were held on or near March 31st at school sporting events. YAHL youth members encouraged individuals attending these events to complete a CounterAct Tobacco survey and play a can toss game where they could earn prizes.

[Take Down Tobacco Day](#) is a youth-led initiative established by the [Campaign for Tobacco Free Kids](#). This National Day of Action is designed to bring communities together and advocate for a tobacco-free future. YAHL partner schools have participated in Take Down Tobacco Day for two straight years, and it has become a great opportunity for youth members to get involved, support a nationwide event and speak out against Big Tobacco.

Despite recent progress to reduce tobacco use, tobacco is still the number one cause of preventable death, killing half a million Americans and more than eight million people worldwide every year. According to the [2022 National Youth Tobacco Survey](#), over 2.5 million kids in the U.S. were current e-cigarette users and 85% of them used flavored products.

Participation in Take Down Tobacco Day ensures our youth's voices are heard, empowering them to educate their communities. As we work towards a tobacco-free generation, it is important for youth to lead the conversations and speak out against Big Tobacco.

CounterAct Tobacco is an initiative working to move the power out of Big Tobacco's hands and into ours through statewide comprehensive tobacco retail licensing. It is funded by the Oklahoma Tobacco Settlement Endowment Trust (TSET). For more information, visit www.CounterActTobacco.com.

Youth Action for Health Leadership (YAHL), a program of the Tobacco Settlement Endowment Trust (TSET), is a statewide youth-led initiative that partners with schools and organizations to make a

meaningful and measurable impact on Oklahoma by promoting healthy behaviors. For more information, visit www.YAHLOK.org.

The Tobacco Settlement Endowment Trust (TSET) serves as a partner and bridge builder for organizations shaping a healthier future for all Oklahomans. TSET provides leadership at the intersections of health by working with local coalitions and initiatives across the state, cultivating innovative and life-changing research and working across public and private sectors to develop, support, implement and evaluate creative strategies to take advantage of emerging opportunities to improve the public's health. TSET - Better Lives Through Better Health. To learn more, go to www.oklahoma.gov/TSET.