

CALL TO ACTION

IF YOU WORK IN THE FIELD OF PREVENTION

You are on the front lines: every interaction is an opportunity to debunk the tobacco industry's manipulation tactics.

- **Spread the word:** Share and repost our content on your professional networks.
- **Incorporate issues around the tobacco industry's manipulation strategies** into your work, particularly in the context of smoking cessation, in schools, or when engaging with local or national policymakers.
- **Use ready-made educational tools**, particularly those listed on the Free. Fair. Future. Ecole (in French or German)²⁷.
- **Expose the industry's strategies in your campaigns** by highlighting targeted marketing practices, the appeal of tobacco products, and the use of influencers to promote tobacco and nicotine products. Contact us if you'd like to collaborate on developing resources.
- **Contact us:** to request materials, organise an intervention, or co-create a joint activity.
-  **Stay informed:** follow us on social media and subscribe to our newsletter.

 You can follow us on Instagram ([instagram.com/transparencytruth](https://www.instagram.com/transparencytruth)) or LinkedIn ([linkedin.com/company/transparency-and-truth](https://www.linkedin.com/company/transparency-and-truth)) or subscribe to our newsletter at transparencyandtruth.ch/en.



IF YOU ARE AN ELECTED REPRESENTATIVE

Take action today to protect public health.

- **Take concrete action** to protect the health of children and vulnerable people by ensuring smoke-free and nicotine-free spaces.
- **Support and strengthen public health policies** in line with international standards.
-  **Get informed:** check out our booklet on the industry's rhetorical strategies.
- **Remain vigilant** against the industry's influence strategies: Follow our analyses on our social media and through our newsletters, as well as those from AT Switzerland²⁸.
- **Exercise discernment** in the face of lobbying and defend the public interest with full transparency.

 Check out our booklet at: transparencyandtruth.ch/wp-content/uploads/2026/03/260317_TNT-RHETORIQUE_EN_WEB.pdf.

IF YOU ARE A PARENT

An informed parent means a better-protected child.

- **Talk openly** with your children and explain how the industry targets young people.
- **Raise awareness** among those around you: Share our content with family, friends, and colleagues.
- **Take action** at local schools by encouraging the adoption of policies that promote smoke-free and nicotine-free environments.
-  **Stay informed** by following our news and updates.
- **Support public health policies** by voting responsibly at the local and federal levels.

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IF YOU ARE A YOUNG PERSON

Don't let the industry manipulate you, get involved!

- **Stay curious** and learn about industry strategies: Flavour profiles, social media, influencers... nothing is left to chance (see the online resources at the end of this document).
- **Spread the word** by sharing our content and talking about it with those around you (friends, school, family).
- **Take action at your school** by advocating for the implementation of policies that promote smoke-free and nicotine-free environments and by opening a dialogue with teachers or school leaders.
- **Make your voice heard**, for example by writing to an elected official or to the Youth Parliament, or by calling out influencers who collaborate with the industry.

