

POSITIVE LANGUAGE NEEDED NOW

The words we use to describe ourselves are important. Our position is positive and our words should be positive too.

Non-smoker is negative. You don't call yourself a non-alcoholic, non-Nazi, non-racist, non-rapist, non-childabuser, or non-criminal. Why call yourself a non-smoker? Why define yourself as the opposite of something you don't want to be? That's a negative way to look at yourself.

If somebody asks you if you are a smoker, answer them the same way you would if they asked you if were a Nazi or a child abuser.

Q: Are you a Nazi?

A: I'm not a Nazi!

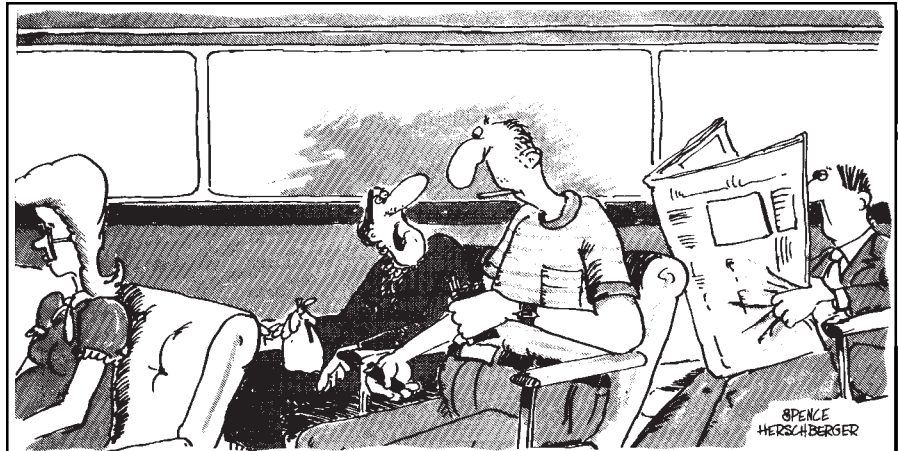
Q: Are you a smoker?

A: I'm not a smoker!

Use positive words to express your health. For example, I'm healthy, smokefree, pro-health, a health advocate, in favor of clean indoor air, and normal.

A smoker, on the other hand, is un-healthy, smoky, anti-health, anti-clean indoor air, and abnormal.

The tobacco cartel is anti-health, anti-truth, and anti-youth.



"Do you mind if I visibly exhale in your face, dump ashes in your lap, burn a hole in your shirt, smell up your hair, make you sick to your stomach and double your chance of cancer?"

The most successful advocacy groups in America identify their positions with positive language. Green Peace is not anti-pollution, anti-war. "Pro-choice" is a very positive way to support abortion. "Pro-life" is a very positive way to oppose it. "Animal rights activists" receive much more support than "anti-fur" activists.

For a case study on positive language, one need look no further than the Gulf war. Our missiles were the "patriot" missiles. Their missiles were "scuds." Our forces were the "coali-

tion" forces, fighting to "liberate" Kuwait.

We are the health advocates; they are anti-health. In a battle of pro-smoking vs. anti-smoking, we will always lose. In a battle of pro-health vs. anti-health, we will always win.

Below is a list of words that help us and hurt them. Review these words and make them part of your vocabulary. Never say "anti-smoking" or "non-smoker" again!

Make These Words Part of Your Vocabulary

Words That Help Us

Health advocate *Health advocate is positive, something that everyone wants to be.*

Pro-health *Pro-health automatically implies that the opposition is anti-health.*

Smokefree *If pro-health is too broad for your audience, add smokefree. After the first clarification, your audience will understand that pro-health means smokefree.*

In favor of clean indoor air *Everyone is in favor of clean indoor air and will support your position. Never say anti-smoking!*

Healthy *In 50 years of Superman comics, Lois Lane was a healthy woman. Philip Morris paid \$50,000 to feature Marlboro in Superman movies and Lois Lane chain-smoked Marlboro lights.*

Words That Hurt Them

Tobacco Cartel *Four companies (Philip Morris, RJR, Brown & Williamson, and Loews) control 99% of the market. They raise prices together, lobby together, and use a common spokesperson.*

Anti-health *The tobacco cartel kills more than 400,000 Americans each year.*

Anti-truth *For more than 50 years, the tobacco cartel has lied about disease and addiction, and claims it doesn't target youth.*

Anti-youth *The tobacco cartel targets young people to replace dead smokers.*

Tobacco addiction *Not "habit." The Surgeon General's 1986 Report clearly says "addiction."*

Tobacco Smoke Pollution (TSP) *Environmental tobacco smoke (ETS) is too clean a term. Tobacco Smoke Pollution is much stronger.*