**Strategic Communication Planning: Bite-sized Story Bank**

To get people to pay attention, we need to speak to both their head (with facts) and their heart (with stories that make the facts relatable). And in a time when digital marketing experts estimate that most Americans are exposed to around 4,000 to 10,000 ads each day, we need a striking visual to engage viewers.

We suggest creating bite-sized stories that operate on all three of these: a stat, a story, an image. This tool can help you capture these into an ongoing story bank which can be used in various outreach efforts as appropriate.

**Sample**

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| **STORY** | |
| Fact | In XX% of the stores assessed in XXX County, at least one or more tobacco product advertisement was placed within three feet of the floor – an area that is appealing to youth. (In the state overall, this percentage is 21.4%.) [Source: 2018 TARA Assessment Summary Report, Crook County] |
| Story | (A) A child being brought into a store where there are ads for tobacco products at his/her eye level  -or-  (B) A store owner being pressured and incentivized by the tobacco industry to place ads at a child’s eye level |
| Image | (A) Something like this:    [Source: Truth Initiative, found via Google search, page currently unavailable]  -or-  (B) Something like this:  Image result for tobacco salesperson retailer  [Source: [Altria restructuring marketing efforts](https://www.godanriver.com/altria-restructuring-marketing-efforts/article_a3c6161c-4897-5887-b0ae-cb753d574aa5.html) from GoDanRiver.com the website of the Danville Register & Bee in Virginia]  *Note: we do not have permission to use either of these sample images. Please source your own images.*  Another resource to consider is video commentary, not a still image. For example, the video Madras Truck Stop Says No to Big Tobacco Ads (see 0:55-1:11)  <https://www.youtube.com/watch?time_continue=88&v=yu4zhQVjtp8> |
| Pulling it all together | (A) When you go to the store with your child, you don’t expect that you’ll have to protect them from being bombarded with tobacco advertisements right at their eye level. But in XX% of the stores assessed in XXX County, at least one or more tobacco product advertisement was placed within three feet of the floor – right where kids can see them. Tobacco companies know that getting youth hooked on nicotine early makes them more likely to become lifelong smokers. We can turn this around: Let’s join together to protect children by making changes in the retail environment.  -or-  Image result for tobacco salesperson retailer(B) Did you know that tobacco companies put tremendous pressure on store owners to place tobacco and alcohol products and advertising where they’ll appeal to young children? XX% of stores assessed in XXX County, at least one or more tobacco product advertisement was placed within three feet of the floor – right at a child’s eye level. “I mean, why would you have tobacco at lower than eye level for an adult?” said one retailer[[1]](#footnote-1). Tobacco companies know that getting kids hooked on nicotine early makes them more likely to become lifelong smokers. We can turn this around: Let’s join together to help keep the tobacco industry away from our children. |

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1. This quote is from Felicity Haywood, Manager of the Madras Truck Stop, in the “Madras Truck Stop Says No To Big Tobacco Ads” video. [↑](#footnote-ref-1)