

# FIGHT THE ENEMY

Teen Anti-Tobacco Video Contest



## SOCIAL MEDIA MESSAGING

### “Become A Hero and #FightTobacco”

This fall, everyone can embrace being a superhero and #fighttobacco to save lives.

Facebook & Google+	
	You don't have to leap tall buildings to save a life. The [tag] National Cancer Institute estimates over 400,000 people die from tobacco-related diseases each year. [tag] Operation Live Well challenges teens in the military community to create an original superhero who fights back against tobacco use. Submit your best 29-second video by October 21, 2015 for a chance to win awesome prizes! Enter today at <a href="http://www.health.mil/fighttheenemy">www.health.mil/fighttheenemy</a> #FightTobacco
	Are you ready to accept Mission: #FightTobacco? [tag] Operation Live Well challenges teens on #military installations to fight back against tobacco. Help your community become tobacco-free by submitting a 29-second video of your own tobacco fighting superhero by October 21, 2015. For contest rules and entry, visit: <a href="http://www.health.mil/fighttheenemy">www.health.mil/fighttheenemy</a>
	[tag] Operation Live Well invites teens on military bases to join the league of superheroes in the fight against tobacco! Create your best tobacco-fighting superhero for a chance to win awesome prizes! To enter, film a 29-second video featuring an original superhero and submit it by October 21, 2015. For contest rules, visit: <a href="http://www.health.mil/fighttheenemy">www.health.mil/fighttheenemy</a> #FightTobacco
	Show tobacco who's boss! [tag] Operation Live Well challenges teens on #military installations to create an original superhero to fight back against tobacco use. Are YOU up for the challenge? Film a 29-second video of your original superhero fighting tobacco and submit by October 21, 2015 for your chance to win. For contest rules, visit: <a href="http://www.health.mil/fighttheenemy">www.health.mil/fighttheenemy</a> #FightTobacco
	Drastic times call for Heroic Measures! According to the [tag] American Lung Association, almost all adults who smoke on a daily basis started when they were 26 or younger. With education and prevention, we can fight that statistic! [tag] Operation Live Well wants to see how teens would fight against tobacco-products if they were a superhero! To enter for a change to win, go to <a href="http://www.health.mil/fighttheenemy">www.health.mil/fighttheenemy</a> . #FightTobacco
	According to the [tag] American Lung Association, more than 3,000 young people under 18 years of age try their first cigarette every day. [tag] Operation Live Well is encouraging teens on #military bases to be the voice of change and #FightTobacco. Teens are to record a 29-second video that best expresses why they feel tobacco products are the enemy to their #health and development. For more information, visit: <a href="http://www.health.mil/fighttheenemy">www.health.mil/fighttheenemy</a>

Twitter	
	Teens: Show us why tobacco use is the enemy to your health! Visit <a href="http://1.usa.gov/1gRb2EG">http://1.usa.gov/1gRb2EG</a> to learn more! #FightTobacco
	Become a superhero and #FightTobacco! Enter today <a href="http://1.usa.gov/1gRb2EG">http://1.usa.gov/1gRb2EG</a>
	Together we can #FightTobacco and save lives! Join in the fight today <a href="http://1.usa.gov/1gRb2EG">http://1.usa.gov/1gRb2EG</a> #FightTobacco
	Teens, are YOU ready to accept Mission: #FightTobacco? Enter for your chance to win prizes <a href="http://1.usa.gov/1gRb2EG">http://1.usa.gov/1gRb2EG</a>
	@DoD_OLW wants to know how #milteens fight tobacco-use. Enter for your chance to win <a href="http://1.usa.gov/1gRb2EG">http://1.usa.gov/1gRb2EG</a> #FightTobacco
	#DYK? More than 3,000 people under 18 try their first cigarette every day? Together we can change that: <a href="http://1.usa.gov/1gRb2EG">http://1.usa.gov/1gRb2EG</a> #FightTobacco
	40,000 people die from #tobacco related diseases every year. Become a hero and #FightTobacco today: <a href="http://1.usa.gov/1gRb2EG">http://1.usa.gov/1gRb2EG</a>
	What makes a great #superhero? Show us your best take by Oct. 21 for your chance to win! <a href="http://1.usa.gov/1gRb2EG">http://1.usa.gov/1gRb2EG</a> #FightTobacco
	@DoD_OLW challenges teens to join in the fight against #tobacco. Enter by Oct. 21 for your chance to win! <a href="http://1.usa.gov/1gRb2EG">http://1.usa.gov/1gRb2EG</a> #FightTobacco
	Show tobacco who's boss! Teens on #military bases can enter today for their chance to win: <a href="http://1.usa.gov/1gRb2EG">http://1.usa.gov/1gRb2EG</a> #FightTobacco
	Teens, we need YOU! Join in the fight against tobacco and win awesome prizes. To enter, <a href="http://1.usa.gov/1gRb2EG">http://1.usa.gov/1gRb2EG</a> #FightTobacco
	Parents- encourage your teen to #FightTobacco! For more information, visit <a href="http://1.usa.gov/1gRb2EG">http://1.usa.gov/1gRb2EG</a>