



## Slogan Ideas

Below are secondhand smoke slogan ideas that may be useful in planning campaigns. These were mentioned during brainstorming sessions and have not been tested or marketed to determine effectiveness. Before you decide on your slogan, always make sure your message resonates with your intended audience.

1. Just Quit
2. Tobacco Prevention Works
3. Gotta Quit
4. Don't Start
5. You Have The Right To Breathe
6. Keeping It Clean
7. I don't Want Your Smoke In My Lungs
8. Pardon Me, Could You Keep Your Smoke Out Of My Body (or Lungs, Air)
9. Cheeseburger, Small Fries, Hold The Cigarette Smoke
10. Your Smoke...My Lungs
11. Your Smoke...Your Privilege...My Air (or Breath, Health)...My Right
12. We Are All Secondhand Smokers
13. My Car Has Less Carbon Monoxide Than Your Cigarette (? verify with the research first)
14. It's All About The Air You Breathe
15. Let's Clear The Air
16. Stop Blowing Smoke
17. Ask A Smoker To Take It Outside (or Extinguish It)
18. Everyone Deserves The Right For Smokefree Air
19. Clean Indoor Air, It's Your Right
20. Smokefree Air, It's Your Right
21. Smoking Is Your Privilege, Living Is My Right...Secondhand Smoke Kills
22. You Chose to Smoke, I Chose To Live
23. Please Don't Kill Me With Your Tobacco Smoke
24. I'm a Smoking, Nonsmoker
25. Tar Is For Roofing, Not Coating My Lungs
26. Breathing Is A Right, Smoking Is A Privilege
27. Arsenic Is For Rodents To Eat, Not Me To Breathe
28. Saving Lives
29. Quitters AR Winners
30. Secondhand Smoke Kills
31. A Breathe of Fresh Air
32. Seeing Firsthand What Secondhand Smoke Does
33. Secondhand Smoke, Get Rid Of It...It's About Health, It's About Time