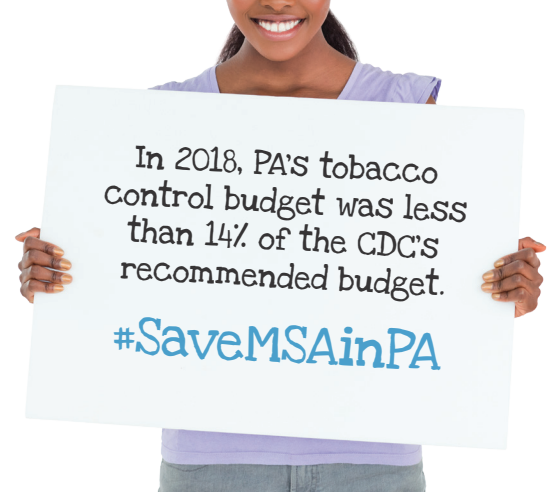


#SaveMSAinPA Poster Challenge



THIS YEAR, PENNSYLVANIA'S TOBACCO CONTROL BUDGET
TOTALED LESS THAN 14% OF THE CDC'S RECOMMENDATION.

1. Make sure you understand the Master Settlement Agreement (MSA) and what it means to Pennsylvanians.

The MSA requires tobacco companies to compensate states for the toll of tobacco by funding prevention, education and cessation efforts. Yet, only a small percent of funds are allocated to tobacco control and prevention in our state. Learn more at TRUinPA.org.

2. Create a poster.

Highlight a tobacco fact on 14% of your poster. Leave the remaining 86% of your poster empty and write only [#SaveMSAinPA](https://www.instagram.com/saveMSAinPA).

3. Display your posters.

Make sure your community knows that it is critical to fund tobacco control at 100% of the CDC's recommendation.

4. Tag photos with @TRUinPA and use the hashtag #SaveMSAinPA.

If we spot your poster on Instagram, Twitter or Facebook during April 2018, we'll send TRU swag to your group.

   @TRUinPA

