

Social Media Toolkit
Title: Smoking Cessation
For use during Week 3: 20 January 2020 - 26 January 2020
Launch Date: 06 January 2020

Introduction

This social media toolkit will include 10 Facebook posts, 7 Instagram posts, 20 Twitter posts, 1 video, and 17 hashtags regarding smoking cessation. Each post will include a mixture of text, pictures, infographics, and hashtags.

Smoking cessation refers to the act of quitting smoking tobacco products after becoming dependent upon the nicotine-containing products. Smoking causes about 480,000 deaths per year in the United States.¹ Quitting smoking greatly reduces the risk of developing smoking-related diseases such as heart disease, lung cancer, and stroke. Nicotine dependence is a serious addiction that often takes multiple attempts and various types of therapies to overcome. Fortunately, there are many FDA-approved treatments and helpful resources for smokers to take advantage of during the process of quitting. Methods of smoking cessation include the following:

- Advice from a doctor
- Individual, group, and telephone counseling
- Behavioral therapy
- Nicotine replacement products such as nicotine patch, gum, lozenge, inhaler, and nasal spray
- Prescription medication such as bupropion SR (Zyban®) and varenicline tartrate (Chantix®)²

Smoking remains the leading cause of mortality in the United States.³ About 14% of Americans are smokers. At 21.1%, Ohioans smoke at a higher rate than the rest of the United States.⁴

Information obtained from the Centers for Disease Control and Prevention and smokefree.gov will be prominent sources used for the content of the toolkit.

Target audience/high-risk subsets

Target: Adult and adolescent smokers

High-risk: Low-income adults, single-parent households, children and adolescents, pregnant women

Target Audience Needs/Issues/Considerations

The target audience needs access to free smoking cessation resources.

- The number for the national smoking quitline is 1-800-QUITNOW (1-800-784-8669).
- Online resources include the [Quit Smoking Resources](#) page on CDC's Smoking & Tobacco Use Web site, inspiring stories about former smokers and their reasons for quitting at CDC's [Tips From Former Smokers](#) website, and the [I'm Ready to Quit!](#) page links to many helpful resources.²

Oppositions would include large tobacco companies that have significant financial resources and highly developed marketing plans that keep people addicted to nicotine.

Additionally, opposition will include groups (perhaps backed by industry) that support individual freedom and are against government intervention: For example, a website called vaping360.com contains information that supports smoking and vaping, including reviews of products and "lies and myths" about vaping.

Supporting Campaigns

American Cancer Society: <https://www.cancer.org>

American Lung Association: <https://www.lung.org>

Centers for Disease Control and Prevention <https://www.cdc.gov/>

Truth Initiative <https://truthinitiative.org/>

Betobaccofree.gov <https://betobaccofree.hhs.gov/>

Healthy People 2020 <https://www.healthypeople.gov/>

Smokefree.gov <https://smokefree.gov/>

References

¹Centers for Disease Control and Prevention. (2019, November 15). Smoking & Tobacco Use - Fast Facts. Retrieved from https://www.cdc.gov/tobacco/data_statistics/fact_sheets/fast_facts/index.htm.

²Centers for Disease Control and Prevention. (2019, November 18). Quitting Smoking. Retrieved from https://www.cdc.gov/tobacco/data_statistics/fact_sheets/cessation/quitting/index.htm.

³Mokdad, A. H., Marks, J. S., Stroup, D. F., & Gerberding, J. L. (2004). Actual Causes of Death in the United States, 2000. *The Journal of the American Medical Association*, 291(10), 1238–1245.

⁴Truth Initiative. (2019, June 28). Tobacco Use in Ohio 2019. Retrieved from <https://truthinitiative.org/research-resources/smoking-region/tobacco-use-ohio-2019>.

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Laurie Hamame, Cleveland State University, MPH student Hamza Ali, Youngstown State University, MPH student Kennedy Thompson, Youngstown State University, 4 + 1 MPH student Dania El-Shaar, Northeast Ohio Medical University, MPH student Rachael Bucey Leopold, Cleveland State University, MPH student Sandy Vasenda, MPH Student																																					
Estimated time used to create	10 hours																																					
Date submitted	06 December 2019																																					
DUE date & TARGET date for release (Monday)	07 December 2019 21 January 2019																																					
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" data-bbox="347 590 1386 869"> <thead> <tr> <th data-bbox="347 590 857 709">Reviewer</th> <th data-bbox="857 590 1013 709">Date</th> <th data-bbox="1013 590 1153 709">Format & language (grammar)</th> <th data-bbox="1153 590 1268 709">Social media content</th> <th data-bbox="1268 590 1386 709">Public health content</th> </tr> </thead> <tbody> <tr> <td data-bbox="347 709 857 747">Amy Lee</td> <td data-bbox="857 709 1013 747">1/6/20</td> <td data-bbox="1013 709 1153 747">AL</td> <td data-bbox="1153 709 1268 747"></td> <td data-bbox="1268 709 1386 747"></td> </tr> <tr> <td data-bbox="347 747 857 785">Kim Trowbridge</td> <td data-bbox="857 747 1013 785"></td> <td data-bbox="1013 747 1153 785"></td> <td data-bbox="1153 747 1268 785">KT</td> <td data-bbox="1268 747 1386 785">KT</td> </tr> <tr> <td data-bbox="347 785 857 823"></td> <td data-bbox="857 785 1013 823"></td> <td data-bbox="1013 785 1153 823"></td> <td data-bbox="1153 785 1268 823"></td> <td data-bbox="1268 785 1386 823"></td> </tr> <tr> <td data-bbox="347 823 857 869"></td> <td data-bbox="857 823 1013 869"></td> <td data-bbox="1013 823 1153 869"></td> <td data-bbox="1153 823 1268 869"></td> <td data-bbox="1268 823 1386 869"></td> </tr> </tbody> </table> <p data-bbox="347 898 599 926">Approvers Instructions</p> <ul data-bbox="347 932 1524 1087" style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits <table border="1" data-bbox="347 1094 1474 1289"> <thead> <tr> <th data-bbox="347 1094 646 1125">Reviewer</th> <th data-bbox="646 1094 1474 1125">Items for review</th> </tr> </thead> <tbody> <tr> <td data-bbox="347 1125 646 1224">Public health content</td> <td data-bbox="646 1125 1474 1224">Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.</td> </tr> <tr> <td data-bbox="347 1224 646 1255">Social media content</td> <td data-bbox="646 1224 1474 1255">Layout, imaging, length of posts</td> </tr> <tr> <td data-bbox="347 1255 646 1289">Format and language</td> <td data-bbox="646 1255 1474 1289">Good grammar, punctuation, format compliant with toolkit guidelines.</td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee	1/6/20	AL			Kim Trowbridge			KT	KT											Reviewer	Items for review	Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.	Social media content	Layout, imaging, length of posts	Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.
Reviewer	Date	Format & language (grammar)	Social media content	Public health content																																		
Amy Lee	1/6/20	AL																																				
Kim Trowbridge			KT	KT																																		
Reviewer	Items for review																																					
Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.																																					
Social media content	Layout, imaging, length of posts																																					
Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.																																					
Content recency	All messages in this toolkit were generated in [December, 2019] and contain up-to-date information prior to the launch date.																																					
Accuracy	Sources of all data are provided (all credible sources) YES or NO																																					
Social Media Platforms Included	<table border="1" data-bbox="347 1417 1175 1608"> <thead> <tr> <th data-bbox="347 1417 786 1449">Platform</th> <th data-bbox="786 1417 980 1449">Ideal number</th> <th data-bbox="980 1417 1175 1449">In this toolkit</th> </tr> </thead> <tbody> <tr> <td data-bbox="347 1449 786 1480">Facebook</td> <td data-bbox="786 1449 980 1480">5</td> <td data-bbox="980 1449 1175 1480">10</td> </tr> <tr> <td data-bbox="347 1480 786 1512">Twitter</td> <td data-bbox="786 1480 980 1512">10</td> <td data-bbox="980 1480 1175 1512">20</td> </tr> <tr> <td data-bbox="347 1512 786 1543">Instagram</td> <td data-bbox="786 1512 980 1543">5</td> <td data-bbox="980 1512 1175 1543">7</td> </tr> <tr> <td data-bbox="347 1543 786 1575">Hashtags (for Twitter or Instagram)</td> <td data-bbox="786 1543 980 1575">10</td> <td data-bbox="980 1543 1175 1575">17</td> </tr> <tr> <td data-bbox="347 1575 786 1608">Video (YouTube)</td> <td data-bbox="786 1575 980 1608">Optional</td> <td data-bbox="980 1575 1175 1608">1</td> </tr> </tbody> </table>					Platform	Ideal number	In this toolkit	Facebook	5	10	Twitter	10	20	Instagram	5	7	Hashtags (for Twitter or Instagram)	10	17	Video (YouTube)	Optional	1															
Platform	Ideal number	In this toolkit																																				
Facebook	5	10																																				
Twitter	10	20																																				
Instagram	5	7																																				
Hashtags (for Twitter or Instagram)	10	17																																				
Video (YouTube)	Optional	1																																				

FACEBOOK

<p>Facebook 1</p>	<p>Quitting cigarette smoking is not an easy task to do, however, it is not impossible. Making the decision to quit is a life changing one, with many benefits. If you or a loved one is ready to take the step towards getting sober, click the link to find a rehabilitation center near you. https://www.addictioncenter.com/nicotine/treatment/</p>					
<p>Facebook 2</p>	<p>There is a direct link between smoking during pregnancy and the impact it has on the baby. It is never too late to quit smoking. Quitting smoking at any stage of a pregnancy will improve your baby's chance of a normal development. This means he/she will be at a lower risk of being born with poor lungs or with a low birthweight. To learn more about smoking during pregnancy myths, click the following link:https://women.smokefree.gov/pregnancy-motherhood/quitting-while-pregnant/myths-about-smoking-pregnancy</p>					
<p>Facebook 3</p>	<p>Though it may seem harmless, cigarettes actually contain over 250 known harmful chemicals, including formaldehyde. Smoking regularly puts you at a higher risk of cancer and other diseases. Taking the steps to quit today will show immediate health benefits and will change your life for the better. https://www.cancer.gov/about-cancer/causes-prevention/risk/tobacco/cessation-fact-sheet</p>					
<p>Facebook 4</p>	<p>If you or a loved one have ever tried to quit smoking, but weren't successful, perhaps it is time to change your strategy. Smokers are 6 times more likely to quit smoking if they have access to a smoking cessation support group as opposed to if they tried to quit on their own. In addition, up to 60% of smokers quit smoking by the end of the smoking cessation program. To learn more about smoking cessation support groups near you, click the following link: https://www.lung.org/stop-smoking/join-freedom-from-smoking/</p>					
<p>Facebook 5</p>	<p>No matter how it is delivered, nicotine is harmful for young adults and is highly addictive. For this reason, the use of e-cigarettes is not recommended as an alternative to smoking. In addition, shocking new evidence has come out against vapes and e-cigarettes, showing that these alternatives to smoking may not be as healthy as advertised. Cases across America are popping up with a common theme: vaping resulted in some sort of respiratory issue ranging from mild to severe. To learn more about why vaping is not a good alternative to smoking, click the following link: https://e-cigarettes.surgeongeneral.gov/</p>					
	<p>Infographic</p>	<p>Website</p>	<p>Embedded Link</p>	<p>Caption (if provided)</p>	<p>When accessed</p>	<p>Permission</p>
<p>Facebook 1</p>		<p>https://www.cdc.gov/tobacco/infographics/adult/index.htm</p>	<p><img src="https://www.cdc.gov/tobacco/infographics/adult/images/adult-disparities-700.png?s_cid=bb-osh-adult-image-002" style="width:700px; height:717px; border:0px;" alt="Major disparities in adult cigarette smoking exist among</p>		<p>12/14/19</p>	<p>Source: Centers for Disease Control and Prevention</p>

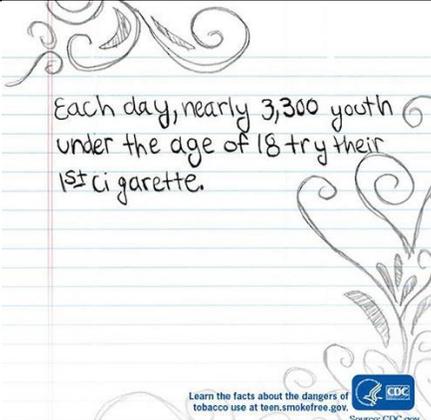
			and within racial and ethnic groups" />			
Facebook 2		https://www.cdc.gov/tobacco/infographics/health-effects/index.htm		Risks from smoking	12/14/19	Source: Centers for Disease Control and Prevention
Facebook 3		http://savedbythescan.adcouncilkit.org/social-media/		If you smoked, the new lung cancer screening can save your life	12/14/19	Source: American Lung Association
Facebook 4		http://savedbythescan.adcouncilkit.org/social-media/			12/14/19	Source: American Lung Association
Facebook 5		https://truthinitiative.org/research-resources/quitting-smoking-vaping/what-you-need-know-quit-smoking		Long-term and short-term benefits to quitting smoking	12/14/19	Source: The Truth Initiative

TWEETS

Tweet 1	The number for the FREE national smoking quitline is 1-800-QUITNOW (1-800-784-8669). Call today for confidential help and resources to help you quit. #QuitNow
Tweet 2	January is #NationalBirthDefectsPreventionMonth ! Quitting smoking - at any point in your pregnancy - can prevent your baby from being born with harmful birth defects. https://www.cdc.gov/ncbddd/birthdefects/prevention-month.html
Tweet 3	#WhyQuit ? The CDC estimates that 10 years of smoking will cost you \$22,920. Find out how much you will save by quitting smoking at https://smokefree.gov/quit-smoking/why-you-should-quit/how-much-will-you-save
Tweet 4	Ohioans smoke more than the rest of the United States. Take your first steps to quitting smoking at https://ohio.quitlogix.org/en-US/ #SmokeFreeOhio
Tweet 5	#StopSmoking before it starts. 5.6 million children alive today will die early because of smoking. Learn how to talk to your teen about smoking at https://www.cdc.gov/tobacco/data_statistics/sgr/2012/pdfs/parent_card508.pdf
Tweet 6	#nosmoking For those looking to quit smoking, the recent emergence of health issues associated with vaping show that vaping is not the healthiest alternative to smoking. Click the link to learn how to quit smoking: https://cdc.gov/tobacco/quit_smoking/index.htm
Tweet 7	#quitsmoking Nicotine addiction is the most common addiction in the U.S., with over 40 million Americans addicted to some sort of nicotine product. Click the link to help make the decision to quit: https://www.addictioncenter.com/nicotine/treatment/
Tweet 8	#saynotocigarettes It's flue season, and smoking may actually increase the risk of catching the flu. For tools and tips for how to quit, click the link! https://smokefree.gov/
Tweet 9	#smokingkills Over 480,000 people die every year from smoking related causes, making smoking the most preventable cause of death in America. For resources to help you quit, click the link below: https://www.lung.org/stop-smoking/i-want-to-quit/
Tweet 10	#stoptobacco Children who are victim to second hand smoke are at a much higher risk of developing respiratory illnesses. Keep you and your family safe. Click the link to learn more: https://www.cdc.gov/tobacco/data_statistics/fact_sheets/fast_facts/index.htm
Tweet 11	If you use e-cigarette, or vaping, products, get medical care right away if you have symptoms like those reported in this outbreak, such as cough, shortness of breath, chest pain, nausea, vomiting, stomach pain, diarrhea, fever, chills, or weight loss. cdc.gov/lunginjury
Tweet 12	Quitting smoking can seem hard, but it's not impossible. Keep moving forward on your journey to be smokefree and find free help at CDC.gov/quit .
Tweet 13	How can nicotine replacement therapy (NRT) help me quit tobacco? NRT reduces withdrawal symptoms by providing nicotine without the harmful chemicals in tobacco. Learn how this method can help you quit for good:
Tweet 14	Download the quitSTART app for free and helpful resources to quit smoking this #NationalAppDay : smokefree.gov/tools-tips/app...
Tweet 15	People who get support with quitting are more likely to succeed than those who try to quit alone. This winter learn how to become smoke-free and lean on friends and family for support: smokefree.gov
Tweet 16	Quitting smoking can have its ups and downs. Remember you have what it takes to quit for good.
Tweet 17	Smoking leads to disease and disability and harms nearly every organ of the body. Quit smoking today to help your body heal.
Tweet 18	You're not the only one who will benefit from a smokefree life. Protect your family from secondhand smoke exposure and quit smoking. #TuesdayThoughts
Tweet 19	What are your reasons for quitting smoking? Writing them down can help keep you motivated on your smokefree journey.
Tweet 20	Making a quit plan is an important first step to quitting tobacco for good. Find free help to get started at CDC.gov/quit

INSTAGRAM

	Infographic	Website	Caption (if provided)	When accessed	Permission
<p>Instagram 1</p>		<p>https://www.cdc.gov/tobacco/data_statistics/sgr/50th-anniversary/infographics/index.htm</p>	<p>January is #NationalBirthDefectsPreventionMonth! Quitting smoking - at any point in your pregnancy - can prevent your baby from being born with harmful birth defects.</p>	<p>02 Dec 2019</p>	<p>Source: Centers for Disease Control and Prevention</p>
<p>Instagram 2</p>		<p>https://www.cdc.gov/tobacco/data_statistics/sgr/50th-anniversary/infographics/index.htm</p>	<p>#StopSmoking before it starts. Learn how to talk to your teen about smoking at https://www.cdc.gov/tobacco/data_statistics/sgr/2012/pdfs/parent_card508.pdf</p>	<p>03 Dec 2019</p>	<p>Source: Centers for Disease Control and Prevention</p>
<p>Instagram 3</p>		<p>https://www.cdc.gov/tobacco/data_statistics/sgr/50th-anniversary/infographics/index.htm</p>	<p>Call 1-800-QUITNOW (1-800-784-8669) today for confidential help and resources to help you quit. #QuitNow</p>	<p>03 Dec 2019</p>	<p>Source: Centers for Disease Control and Prevention</p>

<p>Instagram 4</p>	 <p>Each day, nearly 3,300 youth under the age of 18 try their 1st cigarette.</p> <p>Learn the facts about the dangers of tobacco use at teen.smokefree.gov. Source: CDC.gov</p>	<p>https://www.cdc.gov/tobacco/infographics/youth/index.htm#youth-tobacco</p>	<p>Learn how to talk to your teen about smoking at https://www.cdc.gov/tobacco/data_statistics/sgr/2012/pdfs/parent_card508.pdf</p>	<p>03 Dec 2019</p>	<p>Source: Centers for Disease Control and Prevention</p>
<p>Instagram 5</p>	 <p>CIGARETTE USE among adults and high school students</p> <p>ADULTS OHIO: 21.1% U.S.: 17.1% 2017</p> <p>HIGH SCHOOL STUDENTS OHIO: 15.1% U.S.: 15.7% 2013</p>	<p>https://truthinitiative.org/research-resources/smoking-region/tobacco-use-ohio-2019</p>	<p>Adults in Ohio smoke more than the rest of the United States. Take your first steps to quitting smoking at https://ohio.quitlogix.org/en-US/#SmokeFreeOhio</p>	<p>03 Dec 2019</p>	<p>Source: Truth Initiative</p>
<p>Instagram 6</p>	 <p>FACT: At least 28 cancer-causing chemicals have been found in smokeless tobacco.</p>	<p>https://www.cdc.gov/tobacco/infographics/health-effects/index.htm</p>		<p>12/14/19</p>	<p>Source: Centers for Disease Control and Prevention</p>
<p>Instagram 7</p>	 <p>EQUALITY IN SMOKING & DISEASE Nobody Wins</p> <ul style="list-style-type: none"> More than 200,000 people die from smoking each year. More than 70% of people who die from smoking are people of color. More than 200,000 people die from smoking each year. More than 70% of people who die from smoking are people of color. More than 200,000 people die from smoking each year. More than 70% of people who die from smoking are people of color. 	<p>https://www.cdc.gov/tobacco/infographics/health-effects/index.htm</p>	<p>Equality in Smoking and Disease – Nobody Wins</p>	<p>12/14/19</p>	<p>Source: Centers for Disease Control and Prevention</p>

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#QuitNow
Hashtag 2	#StopSmoking
Hashtag 3	#SmokeFreeOhio
Hashtag 4	#NationalBirthDefectsPreventionMonth
Hashtag 5	#WhyQuit
Hashtag 6	#nosmoking
Hashtag 7	#quitsmoking
Hashtag 8	#saynotocigarettes
Hashtag 9	#smokingkills
Hashtag 10	#stoptobacco
Hashtag 11	#SmokingCessation
Hashtag 12	#QuitNow
Hashtag 13	#LungCancer
Hashtag 14	#SmokeFree
Hashtag 15	#NoTobacco
Hashtag 16	#1800QuitNow
Hashtag 17	#QuitTobacco

VIDEO (OPTIONAL)

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos						
<p>Video #1</p>		<p>https://www.youtube.com/watch?v=Yb0zDUzSktY</p>	<p>Christine started smoking in high school to fit in, and continued to smoke for many years. She was diagnosed with oral cancer in her early 40s. She lost her teeth and had half of her jaw removed. In this video, Christine talks about the moment when she finally realized the effects of smoking—year after year and cigarette after cigarette—and decided to quit.</p>	<p>03 Dec 2019</p>	<p>Rachael Bucey Leopold</p>	<p>Source: Centers for Disease Control and Prevention</p>