

PARTNER **RESOURCE GUIDE** 2020



QUIT WEEK IN OKLAHOMA IS
JANUARY 15-22, 2020

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HOW TO USE THIS TOOLKIT

Raising awareness about the dangers of tobacco sends the message that you care about the wellbeing of your employees and their families, as well as your customers and your community. The information provided will help you do just that.

Participating is **easy and free!** This toolkit has various communication resources that you can use with your customers and employees to let them know you value their health, you want to support anyone who would like to quit tobacco.

The toolkit includes:

- General facts about tobacco and smoking
- Sample emails, newsletter messages and social media posts to share with your employees and customers
- Promotional, encouraging messages to post in breakrooms and common areas

By visiting www.oid.ok.gov/ok-to-quit/ you can access FREE tools and resources for your business to use and share. We also encourage our partners to utilize the “Quitters Circle” app found at <http://QuittersCircle.com> using **CODE: OKtoQuit**

THE OK TO QUIT CAMPAIGN

It is OK to Quit. It's OK for you. It's OK for your family and for our state. Oklahoma is 39th in the United States for smoking. Tobacco use kills more than 7,500 Oklahomans each year with cancer, cardiovascular and

respiratory disease. Moreover, smoking costs Oklahoma businesses, taxpayers and individuals more than \$2 billion every year. But the true cost is the number of lives lost to something that is entirely preventable.

WHAT IS IT?

This positive anti-smoking campaign, called “OK to Quit” first appeared in October 2016 and is based off similar events conducted across the country. It was inspired by Oklahoma Insurance Commissioner John Doak, who teamed up with healthcare organizations across the state to raise awareness about the benefits of quitting smoking. These leaders want Oklahomans to know there are free resources available to those who want to quit by speaking with your health care provider, calling the Oklahoma Tobacco Helpline at 1 800 QUIT NOW or by visiting www.okhelpline.com. Visit www.oid.ok.gov/ok-to-quit/ for additional smoker specific resources including a Doctor Discussion Guide.

Quitting isn't easy, but no one should have to do it alone. There are people who are available to help.

CONT'D | OK TO QUIT CAMPAIGN

TAKE ACTION TO CREATE AWARENESS

Participation in this campaign means that you are committed to educating your employees, customers, patients and community on the benefits of quitting tobacco use and the free resources available to help make it possible.

We have included email messages, newsletter inserts and social media posts to make participating quick, easy and effective. Be sure to use #OKtoQuit to pledge to make your business, employees and community healthier.

EMAIL MESSAGES OR NEWSLETTER INSERTS

We have included seven messages that can be used throughout the week, in newsletters, on websites, in emails to employees, or however else you see fit. (These emails can be used throughout the year as well.)

MESSAGE #1: New Year, New You!

MESSAGE #2: The Cost of Tobacco

MESSAGE #3: Understand. Plan. Then Act. Part I

MESSAGE #4: Understand. Plan. Then Act. Part II

MESSAGE #5: Redefining Your Identity

MESSAGE #6: Slipped Up? Don't Give Up!

MESSAGE #7: What We Don't Always Think About

MESSAGE #1

NEW YEAR, NEW YOU

The new year is a clean slate, and there is never a shortage of things to get done. But remember that behavior change (and life) is a marathon, not a sprint. And in training for a marathon, there are some key tips that you want to keep in mind....

PREPARE WITH THE RIGHT EQUIPMENT AND KNOWLEDGE.

Just as runners need the right shoes and clothing, we need the right tools and knowledge to successfully change a behavior.

DON'T GO IT ALONE

As one marathon veteran said, "it makes running less daunting if there is a friend along for part of the run." The same goes for quitting tobacco. Have an accountability partner who will be there for you when those cravings pop up and who will encourage you to keep going with your quit.

PACE YOURSELF

Finding a good, comfortable stride is critical for a marathon runner. The same goes for someone quitting tobacco. Don't suddenly decide to quit without developing a plan. If you slip up, get back up and keep going. You can find your pace and finish this race.

USE A MANTRA AND VISUALIZE SUCCESS

Runners need to be extremely positive as they go into a race. You have to be positive as well. Tobacco users attempting to quit must believe they can be successful. Remember, your past quit attempts weren't "failures" they were simply practice runs to learn what works best for you.

REMEMBER...

26 miles is a LONG way to run. It takes preparation and support to finish the task. The same goes for us. Having a plan, an accountability partner and effective tools and resources will go a long way to helping you finish strong.

MESSAGE #2

THE COST OF TOBACCO

The cost of tobacco use is high. Most users know that there is a health cost, as well as a financial cost, but do they know just how high that cost is?

The average price of a pack of cigarettes is \$6.28. That means the average smoker will spend:

\$44	\$189	\$2,300
A WEEK	A MONTH	A YEAR (APPROX)

In 20 years, that is over \$83,000 spent on an addiction that is designed to harm you.

In addition to the amount spent on tobacco, quitting now can help you save money on breath mints, cough drops and cleaning expenses for your home, clothes and car. By quitting, you will also increase your chances to avoid the extra costs of health care due to smoking related diseases and secondhand smoke. And your family will benefit with more time together.

To see how much you are spending, visit <https://smokefree.gov/how-much-will-you-save>
For more information and help quitting visit www.okhelpline.com .

REMEMBER...

Whether your motivation is due to money, health or your family, the savings in quitting tobacco can provide huge benefits for you and your family.

MESSAGE #3

UNDERSTAND. PLAN. THEN ACT.

PART I

Tobacco dependence involves two critical pieces; the physical habit of using the tobacco and the physical addiction that the nicotine in tobacco causes. Today we will focus on how to handle the physical addiction to nicotine so that you will be better equipped and more comfortable as you address the long term behavior changes.

ADDRESSING THE PHYSICAL ADDICTION TO NICOTINE

If you've tried to quit before, you know one of the hardest parts about quitting is dealing with the withdrawal symptoms from nicotine.

The good news is, for most people, the worst symptoms only last a few days to a couple of weeks. However, having a plan to deal with these symptoms is critical to avoid relapsing.

Developing coping skills will help for the long term, but in the meantime medications like Nicotine Replacement Therapy (NRT) can be used to handle withdrawal symptoms.

"In quitting tobacco, meds are like shoes. You know how you try on shoes and some fit and some don't? Well, you don't give up wearing shoes do you? It's the same way with tobacco cessation medication. You try them on (use them properly) and see if they fit."

What we have seen and heard is that most people who don't know HOW to use NRT correctly, started with too low of a dose, or dosed down too quickly. If this was you, you aren't alone.

DOSING IS THE KEY

Think about this, one pack of cigarettes contains approximately 20 mg of nicotine. So how can a 14 mg patch keep a pack a day smoker comfortable? And a two pack a day smoker?? Forget it. The amount of nicotine in the NRT you are using to quit tobacco needs to be equal to what your body is currently used to.

The QuitCoaches at the Oklahoma Tobacco Helpline (1-800-QUIT-NOW) can help you with this as well. (And you can get free NRT if you are ready to quit.)

REMEMBER....

Quitting tobacco is tough, but simply using cessation medication correctly can double your chances of quitting. (And you'll be saving money in the process.)

MESSAGE #4

UNDERSTAND. PLAN. THEN ACT.

PART II

Tobacco dependence involves two critical pieces; the physical habit of using the tobacco and the physical addiction that the nicotine in tobacco causes. Last time, we discussed the use of medication to help you control the physical cravings. Being more comfortable will help you to focus on the behavioral changes to become tobacco free. Today we will focus on how to make a plan so you can learn to avoid the behavioral pitfalls and triggers that lead to smoking.

CHANGING HABITUAL BEHAVIORS

Think about anything you do on “autopilot,” whether it is driving to work, your morning routine or whatever it may be. Now, imagine doing that 10-20 times a day, EVERY day, for years.

This means, for a pack-a-day smoker who has smoked for 10 years, they have done the same behavior about 73,000 times.

Sitting down to coffee | Getting in the car | Breaks at work | After dinner

Changing habitual behaviors takes time, patience, and persistence. Understanding the key components of developing a quit plan can help you address these habitual behaviors so you will be more confident as you quit tobacco.

To successfully quit, you will need to adjust some of your daily habits that you associate with your tobacco use. The QuitCoaches at the Oklahoma Tobacco Helpline (1 800 QUIT NOW) can help with this. (And their help is free!)

REMEMBER....

Quitting tobacco isn't a quick process. Different people will have different needs, as their triggers, addiction level, motivations and barriers are all different. Using your health benefits and the support of the Oklahoma Tobacco Helpline can make your chances of quitting seven times better than if you attempt to quit alone.

MESSAGE #5

REDEFINING YOUR IDENTITY

Knowing that tobacco dependence is a chronic disease, you will have to redefine who you are once you decide to quit. You may have to restructure daily routines and habits. Routes to work, morning and evening routines, workout schedules, family activities, etc.

- You also have to reprogram your internal thinking and self-identity.
- Your family will be healthier because of your decision.
- You will feel more control.
- You can have more energy, exercise more and become healthier every day.
- One critical piece to this change is deciding to be a “nonsmoker” rather than an “ex-smoker”. This mindset doesn’t happen right away, but it can be critical to success.
- Ex-smokers tend to view themselves as smokers who are not smoking today, but smoking may still be an option for them.
- Nonsmokers have made a decision that smoking is NOT an option for them. This doesn’t mean the urges go away, but it does mean that they don’t allow themselves to smoke.

THE DIFFERENCE IS IN YOUR POSITIVE MINDSET.

EX-SMOKER

Smoking (or not smoking) is a daily choice.

“I can’t smoke.”

Tobacco is a punishment or reward.

Is still fighting being chained to their addiction.

NONSMOKER

Smoking is not an option.

“I won’t smoke.”

Freedom from tobacco.

Doesn’t feel they are missing out.

To become a nonsmoker, set up your lifestyle so that tobacco use doesn’t fit anymore. View yourself 5-10 years out as a nonsmoker. What does that look like?

REMEMBER....

It’s not always where or how you start out that will get you to your desired outcome. It is the heart, effort and commitment that you put into your life and healthy behavior changes. When you make changes because you are confident, motivated and ready, you will find ways to be successful.

MESSAGE #6

SLIPPED UP? DON'T GIVE UP!

It's normal to slip up when you are quitting tobacco, so don't let a slip up make you give up. The great thing about slip ups is that you can learn from them.

- What was the situation you were in when you slipped up? How can you avoid that situation or be prepared the next time you are in it?
- What made you crave the tobacco? How can you be ready next time the craving hits? (Be sure that you are using the right dose of Nicotine Replacement Therapy or other cessation medications so you feel more in control and able to handle cravings when they hit.)

You can also call the QuitCoaches at the Oklahoma Tobacco Helpline at 1-800-QUIT-NOW to get support after a slip. They can help you plan for the next time you are tempted so you feel more confident and in control.

REMEMBER....

If you slipped up, remind yourself why you decided to quit in the first place. Remind yourself of your goals and all that you want to accomplish with your new, healthier lifestyle.

MESSAGE #7

WHAT WE DON'T ALWAYS THINK ABOUT

We don't question the fact that tobacco is harmful, but we don't always think about how far that harm can reach. Secondhand and thirdhand smoke are a real threat to kids and pets.

- Secondhand smoke is the smoke that is exhaled from the smoker as well as the smoke that comes off the end of a burning cigarette.
- Thirdhand smoke is the residue that is left after the smoker is finished smoking. (Think about the yellow walls in a smoker's home.)

Young kids are in danger of the effects of secondhand smoke, particularly if the parent smokes in the house or in the car. But we can't forget about the smoke particles that settle on the carpet, car seat, toys and clothes. Thirdhand smoke is a big concern to infants who crawl on the floor and put toys and things in their mouths, causing them to ingest the smoking residue.

AND DON'T FORGET ABOUT OUR PETS.

"If smoking is that harmful to human beings, it would make sense that secondhand smoke would have an adverse effect on pets that live in the homes of smokers." – Dr. Carolyn MacAllister, OSU Cooperative Extension veterinarian

Secondhand and thirdhand smoke poses a significant health threat to pets. Both have been associated with oral cancer and lymphoma in cats, lung and nasal cancer in dogs, and lung cancer in birds. (<https://no-smoke.org/tag/pets/>)

One reason cats are susceptible is because of their grooming habits. They lick up the cancer-causing carcinogens that accumulate on their fur, exposing the mucous membrane in their mouth to the carcinogens.

In dogs, there is a higher incidence of nasal cancer for those living in a home with secondhand smoke. The increase was specifically found among the long-nosed breeds due to the higher amount of surface area exposed to the carcinogens. Short or medium-nosed dogs showed higher rates for lung cancer.

Pet birds are also threatened by secondhand smoke. Their respiratory system is hypersensitive to any type of pollutant in the air. The most serious consequences of exposure are pneumonia or lung cancer.

REMEMBER....

The risks from secondhand and thirdhand smoke are real, even when we can no longer see the smoke. Our kids and pets are counting on us to keep them safe, particularly when they can't move away from the danger on their own.

OK TO QUIT | SOCIAL MEDIA RESOURCE GUIDE

FIND US ON FACEBOOK, TWITTER & INSTAGRAM

Social media can help you easily spread the OK to Quit message. The easiest way to do this is to follow and like the OK to Quit campaign on social media.



[OK to Quit](#)



[@oktoquit](#)



[@OKtoQuit](#)

OK TO QUIT SAMPLE POSTS FOR YOUR USE

You are welcome to share or retweet our posts. But we've also put together some posts/tweets for you to use on your social media account. Feel free to use the posts word-for-word or as examples of what you can post. We've also attached images to use with these posts.

When posting messages related to the OK to Quit campaign, remember to use our hashtag, #OKtoQuit.

Here is a link to our resource guide that you can use in the following posts/tweets:

<https://www.oid.ok.gov/ok-to-quit/>

TWITTER

Today starts Quit Week in Oklahoma. And we're here to say that it's OK to quit! Get free resources to start your tobacco-free journey here: (website link)
#OKtoQuit #TobaccoFree #QuitSmoking



Get the image here:

https://www.oid.ok.gov/wp-content/uploads/2020/01/OK-to-Quit_Twitter-Post.png

The New Year is a clean slate. It's OK to quit and it's okay to ask for help. Find help at (website link) #OKtoQuit #AskforHelp #TobaccoFree #NewYear #NewYou



Get the image here:

<https://www.oid.ok.gov/wp-content/uploads/2020/01/Ask-Help-Twitter.png>

When smokers quit, the risk of a heart attack drops sharply after just one year. It's time to breathe easier, Oklahoma. #OKtoQuit #Breathe #QuitSmoking #TobaccoFree



Get the image here:

<https://www.oid.ok.gov/wp-content/uploads/2020/01/Journey-Twitter.png>

It's OK to quit. For your smile. For their smiles. For all the smiles. Here are free resources to get your started on your tobacco-free, smile-filled journey: (website link) #OKtoQuit #Smiles #TobaccoFree #QuitSmoking



Get the image here:

https://www.oid.ok.gov/wp-content/uploads/2020/01/You_Them-Twitter.png

TWITTER CONT'D

Smoking is a lifestyle behavior that can be influenced by your community. Bring good vibes to your life. It's OK to quit tobacco. Free help is available. (website link) #OKtoQuit #GoodVibes #TobaccoFree #QuitSmoking



Get the image here:

<https://www.oid.ok.gov/wp-content/uploads/2020/01/Support-Twitter-2.png>

MORE FOR TWITTER

- We have more than 600,000 Oklahoma adults addicted to cigarettes while 88,000 kids alive in Oklahoma today will die prematurely from smoking. #OKtoQuit
- When the price of a pack goes up, the number of smokers goes down. #OKtoQuit
- When you light up, you're not only hurting yourself. Secondhand smoke kills. #OKtoQuit
- Annually, more than 480,000 people die from cigarette smoking with 41,000 deaths caused by exposure to secondhand smoke. #OKtoQuit
- Did you know that your pet's chances of getting cancer increases when you smoke around them? #OKtoQuit
- Your smoking habit is literally costing you millions. Where else could that money go? Think about it. #OKtoQuit
- Bet you didn't know that smoking has lots of negative effects on your hearing, sight, blood & muscles. Get Healthy, Oklahoma! #OKtoQuit
- The annual health care costs in Oklahoma directly caused by smoking is \$1.62 billion. #OKtoQuit
- Smoking-related illnesses in the U.S. cost us more than \$300 billion each year. Just another great reason not to light up! #OKtoQuit
- Speak up! Exposure to secondhand smoke raises your risk of lung cancer 20-30%. #OKtoQuit

- Today starts Quit Week in Oklahoma. And we're here to say that it's OK to quit! There is free help to start your tobacco-free journey. Download the Quitter's Circle app and use code OKtoQuit. #OKtoQuit (website link) *Image:* <https://www.oid.ok.gov/wp-content/uploads/2020/01/Journey-FB-IG.png>
- The new year is a clean slate. It's OK to quit smoking, and it's okay to ask for help. Get a personalized quit plan, track your progress and more when you download the Quitter's Circle app. Use code OKtoQuit. #OKtoQuit (website link)
Image: <https://www.oid.ok.gov/wp-content/uploads/2020/01/Ask-Help-IG-FB.png>
- When smokers quit, the risk of a heart attack drops sharply after just one year. It's time to breathe easier, Oklahoma. Talk to your doctor about free smoking cessation treatment options. #OKtoQuit (website link) *Image:* <https://www.oid.ok.gov/wp-content/uploads/2020/01/Jan.-18-And-Breathe.jpg>
- It's OK to quit. For your smile. For their smiles. For all the smiles. If you're ready to start your smile-filled, tobacco-free journey, get free resources with this guide: (website link) #OKtoQuit *Image:* <https://www.oid.ok.gov/wp-content/uploads/2020/01/Jan.-21-Quit-for-the-Smiles.jpg>
- Smoking is a lifestyle behavior that can be influenced by your support community. Bring good vibes to your life by quitting tobacco. Build your support community with the Quitter's Circle app. Use code OKtoQuit. #OKtoQuit (website link)
Image: <https://www.oid.ok.gov/wp-content/uploads/2020/01/Jan.-22-Good-Vibes.jpg>

MORE FOR FACEBOOK

- Nicotine replacement therapies are a safe, proven method that helps break the cycle of addiction. Talk to your doctor or healthcare provider about cessation treatment options. #OKtoQuit
- Over 20 million people have died of smoking since the first Surgeon General's warning report on smoking in 1964. 2.5 million did not even smoke, but were exposed to secondhand smoke. Let's kick smoking to the curb Oklahoma! #OKtoQuit
- An estimated 3,400 people in the U.S. will die from lung cancer caused by exposure to secondhand smoke each year. #OKtoQuit
- Would you have ever imagined that more than 10 times as many U.S. citizens have died prematurely from cigarette smoking than have died in all the wars fought by the United States throughout its history? #OKtoQuit
- The annual health care costs in Oklahoma directly caused by smoking is \$1.62 billion. #OKtoQuit
- Each year, tobacco use causes more deaths than AIDS, murder, suicide, alcohol, car crashes and illicit drug use combined. #OKtoQuit
- Did you know that smoking has lots of negative effects on your hearing, sight, blood and muscles? As if you needed another reason to kick the habit. Let's get healthy together, Oklahoma! #OKtoQuit
- It's not rude to ask someone to put it out – exposure to secondhand smoke increases the risk of being diagnosed with lung cancer by 20-30%. #OKtoQuit
- Annually, more than 480,000 people die from cigarette smoking with 41,000 deaths caused by exposure to secondhand smoke. #OKtoQuit
- Smoking-related illnesses in the U.S. add up to more than \$300 million each year! Just another great reason not to light up. #OKtoQuit



Today starts Quit Week in Oklahoma. And we're here to say that it's OK to quit! Get free resources to start your tobacco-free journey with the Quitter's Circle app. Use code OKtoQuit. #OKtoQuit #TobaccoFree #QuitSmoking



Get the image here:

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The new year is a clean slate. It's OK to quit and it's okay to ask for help. Talk to your doctor about smoking cessation treatment options. #OKtoQuit #AskforHelp #TobaccoFree #NewYear #NewYou



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It's OK to quit. For your smile. For their smiles. For all the smiles. Get a personalized quit plan when you download the Quitter's Circle app. Use code OKtoQuit. #OKtoQuit #Smiles #TobaccoFree #QuitSmoking



Get the image here:

<https://www.oid.ok.gov/wp-content/uploads/2020/01/Support-image.png>

MORE FOR INSTAGRAM

- Did you know the average pack of cigarettes costs more than \$6? What else could you do with that money? A matinee movie, two coffees, a few magazines, lunch... just to name a few! #OKtoQuit (Include a picture of a cup of coffee, lunch, movie tickets, etc.)
- Every year approximately 3,400 people in the U.S. will die from lung cancer caused by secondhand smoke. Think how smoking hurts others. #OKtoQuit (Include a picture of a mother or father smoking near their children, someone smoking in a crowded place, etc.)
- Not everyone who is affected by secondhand smoke has a voice. Think of your pets next time you light up. #OKtoQuit (Include a picture of a dog or cat)

PERSONAL TESTIMONIALS

Last but not least, take the time to recognize your employees who have successfully quit tobacco. You can feature their story in an email, in the company newsletter, on your website or on social media.

Ask them to share the following:

- Name
- Number of years they used tobacco products
- How long has it been since they have quit for good
- Why they quit and how they quit
- Challenges of quitting
- Encouragements and coaching strategies
- What life is like tobacco-free

FINAL REMINDERS

By joining us with the OK to Quit campaign, you can show your customers just how invested you are in them and your community.

Don't forget these next steps:

- Send your company logo and media contact to Liz Heigle at Liz.Heigle@oid.ok.gov so that we can promote your commitment
- Visit <https://www.oid.ok.gov/ok-to-quit/> to access our ready to use materials
- Have your media contact ready to promote this campaign on your website and social media pages
- During the OK to Quit week (January 15-22, 2020) post the tobacco cessation messages provided, using #OKtoQuit

AFTER THE CAMPAIGN

OK to Quit while it has emphasis January 15 through the 22nd, does NOT go away. In fact, we send out social media posts on Twitter, Facebook and Instagram all year. We'll continue to highlight OK to Quit throughout 2020 and beyond. We would love it if you "liked us" and followed us on your own social networks. Let us know what's working for you!