



OK to Quit Campaign

January 20-27, 2021

Partner Toolkit

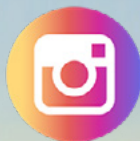


Table of Contents

What is OK to Quit?.....	1
How to Become a Partner.....	1
Take Action to Create Awareness.....	2
How to Use This Toolkit.....	2
Social Media Posts and Content.....	3
Quit Week.....	3
For Your Health.....	4
For Your Pet.....	5
For Smiles.....	6
For Vacations.....	7
For You.....	8
For Your Future (Youth Vaping).....	9
For Your Family.....	10
Cessation Resources.....	11
Oklahoma Specific Resources.....	11
National Resources.....	11



@OKtoQuit

It's OK for you to quit tobacco. It's OK for your family and for our state. According to **America's Health Rankings** (2019), Oklahoma is 42nd 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 **\$1.6 billion** every year. But the true cost is the number of lives lost to something that is entirely preventable.

What is OK to Quit?

OK to Quit is an anti-smoking campaign that uses social media platforms to promote awareness and tobacco cessation resources throughout the year. We promote evidence-based quit methods with a positive approach.

The campaign began in 2016, as a partnership between the residing Oklahoma Insurance Commissioner, John Doak and healthcare organizations across the state. When the commissioner transitioned out of his appointed office, the original taskforce decided to continue the important work on their own.



OK to Quit is now a grassroots collaboration of individuals, highly trained in safe and effective tobacco cessation techniques. Collectively, we bring decades of experience in healthcare, tobacco treatment, pharmacology, public health, and even a former smoker who “knows what it’s like”. Large health systems, global businesses and government entities employ us based on our knowledge in tobacco treatment, but OK to Quit is done from our passion to help others!

How to Become a Partner

Community businesses, faith-based organizations, educational institutions and government agencies are key partners in our success.

Being a partner is easy and free! We provide you the support and resources to succeed.

If you would like to partner with us, we would love to promote your agency too! Please email us at OKtoQuit@gmail.com with your logo. We will gladly put your logo on our webpage and give your social media platforms a follow.

Then, follow us on Twitter, Facebook, and Instagram at @OKtoQuit from your social media accounts. We ask you to like, repost, share our posts and tag us in your posts. That's it!

Take Action to Create Awareness

OK to Quit is a year-round awareness campaign with an annual “quit week” in January. Participation in this campaign means that you are committed to educating your employees, customers, patients and community on the benefits of quitting tobacco use.

Raising awareness about the dangers of tobacco use 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.

You are not alone. Our toolkit provides everything you need to be an effective tobacco cessation advocate.

How to Use This Toolkit

We have provided some premade posts/tweets for you to use on your social media account. Use our posts word-for-word or as examples to guide your own creativity. Some captions have the sources we used cited within the text via hyperlink. We’ve also included images to use with these posts. When posting messages related to the OK to Quit campaign, remember to use our hashtag, #OKtoQuit. You can also tag us with @oktoquit.

To make your partnership even easier, our team will post new content weekly on Twitter, Facebook and Instagram with a variety of holiday-related messages, cessation resources, and quit support. Like and follow us for the latest posts to share on your own social networks.

Visit www.OKtoQuit.com to access FREE tools and additional resources for your business to use and share.

The toolkit includes:

- **General facts about tobacco and smoking**
- **Sample social media posts to share**
- **Cessation resources for patients and the community**

Social Media Posts and Content

Get Quit for Quit Week



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. Visit www.OKtoQuit.com for free information! **#OKtoQuit #Oklahoma**

The new year is a clean slate. It's OK to quit smoking, and it's OK to ask for help. **#OKtoQuit #newyearnewme**

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**

Quitting tobacco is a decision you will not regret. The benefits [start the first day you quit](#) and continue for years to come. **#OKtoQuit #decisionsdecisions**

It is never too late to quit! There are [immediate and long-term benefits](#) to quitting tobacco. Visit www.OKtoQuit.com for resources and support to quit. **#OKtoQuit #nevertoolate #benefits**



Social Media Posts and Content

Get Quit for Your Health



Bet you didn't know that smoking has lots of negative effects on your hearing, sight, blood and muscles. **#OKtoQuit**

Give your immune system a boost by quitting tobacco! **#OKtoQuit #immunehealth**

Tobacco use is tied to a long list of diseases, but you can minimize your risk by cutting ties to tobacco! Visit www.OKtoQuit.com for free resources to help you quit. **#OKtoQuit #healthylifestyle**

Your body reacts almost immediately to quitting tobacco. Within 20 minutes of quitting, your blood pressure and pulse drop. Call 1-800-QUIT-NOW for free resources and immediate support. **#OKtoQuit**

Not only does smoking increase your risk for cancer, heart attack and stroke, but it also causes wrinkles, and stains your teeth and fingernails. If you're ready to **#GetQuit for your health**, visit www.OKtoQuit.com for a free resource guide. **#OKtoQuit #antiaging**

Ready to get healthy in 2021? Along with exercise and diet, make a plan to quit smoking. Doing so significantly decreases your risk of cancer, heart attack and stroke. You'll also breathe easier and cough less. If you're ready to **#GetQuit for your health**, visit www.oktoquit.com. **#OKtoQuit #Breatheeasy**



Social Media Posts and Content

Get Quit for Your Pet



Not everyone who is affected by secondhand smoke has a voice. Think of your pets next time you light up. **#OKtoQuit #petsarefamily**

Did you know that your pet's chance of getting cancer increases when you smoke around them? **#OKtoQuit #cancer**

If tobacco smoke is dangerous for people, imagine what it can do in the smaller bodies of your pets. To read up on how smoke may impact your pet, visit <https://bit.ly/33xwMjz>. **#OKtoQuit**

Smoke isn't the only danger to your pets. Nicotine is toxic to pets! By quitting tobacco, you can make your home a safer place for your whole family, fur babies included. **#oktoquit #petsarefamily #furbabies**

Pets: just another wonderful reason to quit. Reduce your pet's chance of cancer by preventing secondhand smoke exposure. **#OKtoQuit #petsarefamily #secondhandsmoke**

Protect your fur-babies. When you light up, it harms them too. **#OKtoQuit #furbabies**

If pets could talk, they would tell you "Please, less smoking. Please, more treat-os." **#OKtoQuit #pets**

Dog breath can stink. Smoker's breath also stinks. **#OKtoQuit #dogs #mansbestfriend**



Social Media Posts and Content

Get Quit for Smiles



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 at www.oktoquit.com.

#OKtoQuit #smile

Nicotine reduces blood flow which can impact your teeth and gums. Protect those pearly whites by quitting smoking, vapes, dips, and snus. Talk to your doctor or dentist today for help quitting! **#OKtoQuit #smilemore**

Starting your journey to quitting tobacco is a reason to smile. Just imagine how big you'll smile when you've quit for good!

Visit www.oktoquit.com for free resources to help you quit. **#OKtoQuit #smileoften**

Imagine the smile on your healthcare provider's face when you tell them you're ready to quit tobacco! Oklahoma healthcare providers are ready to support you in your quit attempt. Give them a call today! **#OKtoQuit #allthesmiles**

Get Quit to laugh with confidence. [Signs of tobacco use](#) include receding gums, bad breath and yellowing teeth. **#OKtoQuit #laugh #confidence**

Get Quit to keep your pearly whites and reduce your risk of [gum disease](#). **#OKtoQuit #healthymouth**



Social Media Posts and Content

Get Quit for More Vacations



GET QUIT FOR MORE VACATIONS


When you quit smoking, every day will feel like a vacation. Get quit today to start making that vacation not seem so far away. **#OKtoQuit #vacationmode**

Don't let your cigarette budget take away from your vacation budget. Talk to your doctor about free ways to help you quit. **#OKtoQuit #vacation**

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, a road trip... just to name a few! **#OKtoQuit #funmoney**

Your tobacco habit [could be costing you thousands](#). What else could you do with that extra money in your pocket? **#OKtoQuit #moneymoneymoney**

Walk farther, breathe easier, and explore more on your next vacation! **#OKtoQuit #vacationvibes**

"Difficult roads often lead to beautiful destinations. The best is yet to come." (Zig Zigler) To start your path to being free from tobacco, call your doctor or 1-800-QUIT-NOW. **#OKtoQuit #thebestisyettocome**

Take a permanent vacation from tobacco use. **#OKtoQuit #vacation #vibes**



GET QUIT FOR MORE VACATIONS




Social Media Posts and Content

Get Quit for You



It's time to take care of you. Write down all of the reasons why you want to quit for you. These can be a constant reminder to prevent you from giving in to cravings.

#OKtoQuit #motivation

You deserve to live a life free of nicotine. Be patient and give yourself [time to heal as the nicotine works its way out of your system](#). **#OKtoQuit #healingjourney #freedom**

You are your own most valuable resource. Take care of YOU. **#OKtoQuit #loveyourself**

The world needs you for as long as possible and tobacco use could lead to serious health issues. Quitting improves your health and lowers your risk for those issues. *"Today you are you, that is truer than true. There is no one alive who is more Youer than You."* (Dr. Seuss) **#OKtoQuit**

You are amazing. You can do hard things. You've got this! Visit www.OKtoQuit.com for free resources on how to quit. **#OKtoQuit**

Quitting tobacco is not easy, but you've got the best reason to quit: YOU! Call 1-800-QUIT-NOW to talk to a quit coach for free. **#OKtoQuit #youarethereason**

You were meant to do great things. Quitting tobacco is one of them! **#OKtoQuit #begreat**



Social Media Posts and Content

Get Quit for Your Future (Youth Vaping)



E-cigs, JUULs, and vapes all contain nicotine which is a highly addictive substance found in tobacco products. Get quit for your future by texting “Start my quit” to 855-891-9989. **#OKtoQuit**

Who wants to be tied down to anything as a teen? Spread your wings and break free from nicotine today. Text “Start my quit” to 855-891-9989 for free help quitting. **#OKtoQuit #spreadyourwings**

Vapes and JUULs may seem cool, but weak lungs are not. Protect your health and your future by getting help quitting nicotine today. Call 1-800-QUIT-NOW for free help. **#OKtoQuit**

Did you know that your brain development is not complete until your mid-20s and nicotine found in e-cigs, JUULs and vapes can harm your brain? Free help is available at 1-800-QUIT-NOW! **#OKtoQuit #brainhealth**

The nicotine found in vapes and JUULs may be as addictive as heroin and cocaine! Quit vaping today and help save yourself and your friends from this addiction. **#OKtoQuit #addiction**

Want the [tea](#) about smoking, vapes and JUULs? Don't trust the companies selling it to you! **#OKtoQuit #bigtobacco #teatime**

Don't like being manipulated? Tobacco companies are experts at deception! Check out Big Tobacco's [antics](#). Then, quit tobacco for your future.



Social Media Posts and Content

Get Quit for Your Family



When you quit smoking, you don't just improve your life, you also improve the lives of those you love. Quitting protects them from secondhand smoke. It also improves your health, giving you more energy to spend time with them, which means no more missing special moments. Ready to **#GetQuit** for your family? Visit www.OKtoQuit.com for a free resource guide.

Quitting tobacco is good for you and those you love. Once you're tobacco-free, you will feel better and live longer, which means no more missing out on those special moments. **#GetQuit** for your family by visiting www.OKtoQuit.com.

Be present for all the important birthdays, anniversaries, and celebrations. Quitting tobacco improves your health and the health of your loved ones. **#OKtoQuit #longlife #family**

If getting quit for you is not a good enough reason, get quit for your family and loved ones. They want you around and healthy for a long time! Start your quit journey today by visiting www.OKtoQuit.com for free resources to get you started. **#OKtoQuit #family #health**

Support systems are so important when quitting tobacco. Lean on your family and loved ones as motivation and support while you quit. Visit www.OKtoQuit.com for help and resources to help you get quit. **#OKtoQuit #family #support**

"You don't choose your family. They are God's gift to you, as you are to them." (Desmond Tutu) Get quit for your family and loved ones because they need you as much as you need them. Call your doctor today for help quitting. **#OKtoQuit #familymatters #familylove**



Cessation Resources

In addition to healthcare support, the following resources are also available to help with evidence-based cessation education and support. We encourage you to follow these resources and @OKtoQuit from our platforms to easily like, share, and repost content.

Oklahoma Specific Resources

[MyLife MyQuit](#)

For teens 13-17 who are already vaping or using tobacco. By texting "Start my quit" to 855-891-9989 or visiting the website, teens can connect to free live texting and web chat support personalized for them. The services are confidential and do not provide patches, gum or lozenges.

[OKC VA Smoking/Tobacco Cessation Clinic](#)

Tobacco cessation clinic for veterans including self-guided quitting and group classes along with medication support.

[Oklahoma Tobacco Helpline](#)

Free quit coaching and support to help tobacco users navigate their quit journey along with a free two-week supply of gum, patches, or lozenges.

Facebook: [@OklahomaTobaccoHelpline](#)

Twitter: [@OKHelpline](#)

Instagram: [@OKHelpline](#)

[Tobacco Settlement Endowment](#)

Facebook: [@OklahomaTSET](#)

Twitter: [@OklahomaTSET](#)

[Tobacco Treatment Research Program \(TTRP\)](#)

Free cessation counseling and support for adults 18 and older and includes paid opportunities to participate in tobacco cessation research studies.

National Resources

[American Cancer Society](#)

Facebook: [@AmericanCancerSociety](#),

[@ACSOKlahoma](#)

Twitter: [@AmericanCancer](#), [@ACSoklahoma](#)

Instagram: [@americancancersociety](#), [@acsoklahoma](#)

[American Lung Association](#)

Freedom from Smoking and other initiatives to assist tobacco users are available.

Facebook: [@lungUSA](#)

Twitter: [@lungassociation](#)

Instagram: [@lungassociation](#)

[Centers for Disease Control and Prevention](#)

Facebook: [@cdctobaccofree](#)

Twitter: [@CDCTobaccoFree](#)

Instagram: [@cdcgov](#)

[National Cancer Institute](#)

Provides information, text programs for special groups (smoking, pregnant women, veterans, smokeless tobacco, Spanish speaking, Spanish speaking vets, teens 13-17 years old), and two apps (QuitGuide and quitSTART).

Facebook: [@SmokefreeUS](#)

Twitter: [@SmokefreeUS](#)

Instagram: [@SmokefreeUS](#)

Talk to Your Doctor

Due to the complicated nature of addiction, OK to Quit advocates for tobacco users to seek out assistance from a healthcare provider when quitting any form of tobacco. Quitting tobacco is easier and more effective when you combine tobacco cessation coaching, support from their physician and nicotine replacement therapy.