



OK to Quit Campaign

January 18-25, 2023

Partner Toolkit



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@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 (2022)**, Oklahoma is 46th 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-tobacco use 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 health care organizations across the state. When the commissioner transitioned out of his appointed office, the original task force 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 health care, tobacco treatment, pharmacology, public health, and even those who have lost family members from tobacco-related diseases. 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 and nonprofit 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 follow your social media platforms.

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.

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 pre-made posts for you to use on your social media account. Use our posts word-for-word or as examples to guide your own creativity. Some of our 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 for sharing on your own social networks.

Visit [OKtoQuit.com](https://www.oktoquit.com) to access FREE tools and additional resources for your business.

The toolkit includes:

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

Social Media Posts and Content

Get Quit for Quit Week

Being tobacco free is the best way to protect your health. Visit [OKtoQuit.com](https://www.oktoquit.com) for free resources to help you get started. **#oktoquit #addiction #oklahoma**

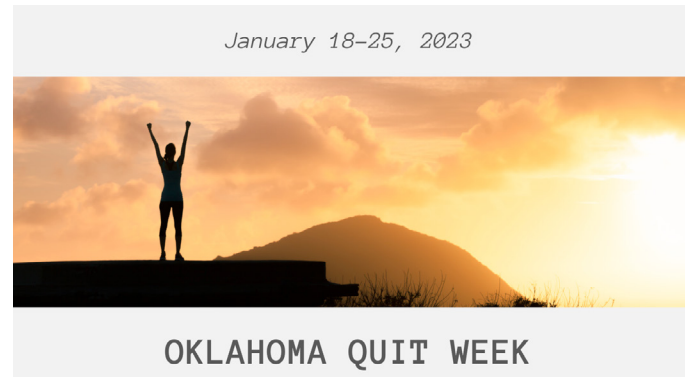
It may take several tries to quit tobacco for good but remember that even small successes are wins. Using prescription cessation medications AND talking to your doctor AND receiving quit coaching makes you 7x more likely to successfully quit. **#oktoquit #tobaccofree #help**

There are so many disadvantages of tobacco use, but there are only advantages to quitting. Talk to your doctor to get support to break free from nicotine addiction for good. **#oktoquit #nicotine #addiction #breakfree**

The best day to quit tobacco was the day you started. The second best day to quit is today. Talk to your doctor and call 1-800-QUIT-NOW for support. **#oktoquit #todayistheday**

It is normal to have numerous quit attempts before you are successful. You are overcoming an addiction and that is hard! You're not alone. Talk to your doctor and visit [OKtoQuit.com](https://www.oktoquit.com) for free resources. **#oktoquit #oklahoma #youcandoit**

Research shows that nicotine is as **addictive as heroin and cocaine**. It isn't easy to quit, but there is help available! Visit [OKtoQuit.com](https://www.oktoquit.com) for free resources to help you quit. **#oktoquit #addiction #tobacco**



Social Media Posts and Content

Get Quit for Your Wallet

Personal Expenses

The cost of smoking adds up quickly. Think about all the money you'll save when you stop smoking. What will you do with the savings? **#oktoquit #vacation #savings #tobaccofree**

Tobacco is expensive. Quitting is free. Call 1-800-QUIT-NOW for help. **#oktoquit #savingstips #Oklahoma**

How much can you save by quitting tobacco? Visit okhelpline.com to see the savings for yourself. **#oktoquit #savemoney #health**

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**

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**

One in four home fire deaths is caused by smoking. You can protect yourself, your family, and your home by quitting smoking. Visit OKtoQuit.com for resources to help you get quit. **#oktoquit #housefire #tobacco**



Social Media Posts and Content

Health Care Costs

Everyone benefits when you quit tobacco. **#oktoquit**
#oklahoma #healthcare

Adult cigarette smoking accounts for **11.7%** of all personal health care costs in the US. Save your wallet and your health by quitting. **#oktoquit #savemoney**

Vaping in the U.S. costs **\$15 billion** annually in health care costs. Lower your health care expenses by quitting today. Visit **OKtoQuit.com** for free resources. **#oktoquit #vape #tobaccofree**

As much as your doctor loves to see you in their office, they don't want to see you sick from using tobacco. Talk to your doctor today to get support quitting. **#oktoquit #healthylife**

Oklahomans spend **\$1.62 billion dollars** on health care on tobacco related issues. By quitting tobacco you will have fewer health care expenses! **#oktoquit #tobacco**

Cancer treatment is expensive. Not only does quitting tobacco products save you money now, it may also save you money on health care later. Talk to your doctor today to set up a quit plan. **#oktoquit #cancertreatment #healthcare #money**

Some insurance companies make tobacco users pay higher insurance premiums than non-users. By quitting you can keep your money where it belongs: in your pocket. Call 1-800-QUIT-NOW for free help getting quit. **#oktoquit #healthinsurance #healthiswealth**

Tobacco users **spend more nights in the hospital and have more visits to emergency rooms** than non-tobacco users. Getting quit will save your bank account and your health. Visit **OKtoQuit.com** to find the cessation resource that works best for you. **#oktoquit #healthcare #healthmatters**



Social Media Posts and Content

Get Quit for Your Health

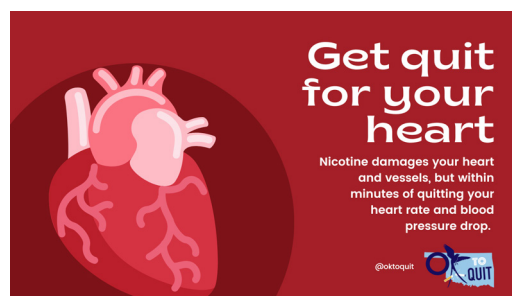
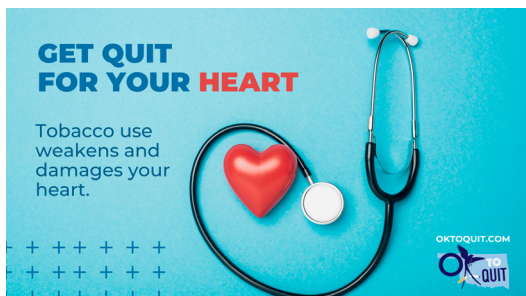
More than 16 million Americans have a disease caused by smoking. The best way to keep from being one of them: quit. Visit oktoquit.com for free resources to get you started on your journey. #oktoquit #tobacco

Heart

Becoming smoke free is the best thing you can do for your heart. #oktoquit #heart

We know that carbon monoxide is bad for us. So why would you inhale it with tobacco smoke? **Twelve hours after quitting** smoking the carbon monoxide level in your blood drops to normal. #oktoquit #oklahoma #hearthealth

Cigarettes are so bad that you don't even have to smoke them yourself to be at risk for health problems. Secondhand smoke increases your risk of having a **heart attack or stroke**. #oktoquit #stroke #heartdisease



Social Media Posts and Content

Diabetes

Are you a diabetic tobacco user who is having a hard time managing your condition? Quitting tobacco is one of the most impactful things you can do for your health! Talk to your doctor to get support quitting once and for all. **#oktoquit #tobacco #healthyliving**

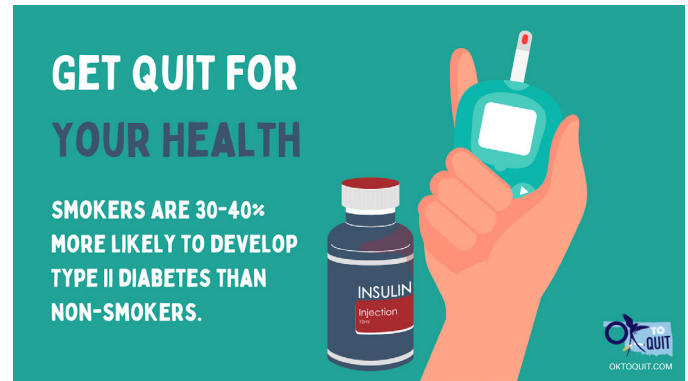
Tobacco usage increases your risk of developing type 2 diabetes. The more tobacco you use the higher your risk is. Let your doctor know you're ready to quit! **#oktoquit #diabetesmanagement**

Diabetic smokers are more likely to develop heart disease, kidney disease, and poor blood flow in legs and feet that could lead to infections and amputation. Protect yourself and improve your health right away by quitting. **#oktoquit #diabetes #Oklahoma**

Nicotine changes your body's cells so they can't respond to insulin the way they should, which increases blood sugar levels in diabetics. Get quit from tobacco and improve your health. **#oktoquit #diabetes #tobaccofree #oklahoma**

Cigarette **smokers are 30-40% more likely to get type 2 diabetes** than non-smokers. Cut your risk for diabetes and other health issues but cutting out tobacco. **#oktoquit #tobaccofree #health**

The more tobacco you use, the higher your risk for developing health problems like **type 2 diabetes**. Talk to your doctor for help getting quit and improving your health. **#oktoquit #diabetes #oklahoma**



Social Media Posts and Content

Lungs

After 10 years non-smoking, **your risk of dying from lung cancer drops** to almost the same rate as a lifelong nonsmoker. Plus, you decrease the risk of other cancers. Find free quit resources at [OKtoQuit.com](https://www.oktoquit.com). **#oktoquit #cancer #cancerprevention**

The American Cancer Society predicts **we will lose over 100,00 Americans to lung cancer this year**. We don't want you to be a statistic. Ask your doctor if you are eligible for lung cancer screening. **#oktoquit #lungcancer #get screened**

Vapes contain formaldehyde, acrolein, and acetaldehyde just like cigarette smoke and are harmful to the lungs. Need help quitting vaping? Call 1-800-QUIT-NOW for free help. **#oktoquit #vape #lunghealth**

More **people die of lung cancer** than colon, breast, and prostate cancers combined. Ask your doctor if you are eligible for lung cancer screening. **#oktoquit #oklahoma #cancersucks #lungcancer**

Your lungs are like sponges. They soak up oxygen or harmful vapor and smoke. Protect your lungs by quitting tobacco today. Visit [OKtoQuit.com](https://www.oktoquit.com) for FREE help quitting! **#oktoquit #lungs**

Your lungs have an important job to do. Don't make it harder by using vapes and smoking. Call 1-800-QUIT-NOW for free help quitting. **#oktoquit #lunghealth #lungs**

Your cilia keep dust and mucus out of your airways and lungs. Tobacco smoke damages your cilia. Be nice to your cilia by quitting tobacco and avoiding secondhand smoke. **#oktoquit #breatheasy #tobaccofree #oklahoma**



Social Media Posts and Content

Asthma

The **chemicals in vapes** cause increased cough, mucus, chest tightness, and reduce lung function, which all make asthma and respiratory diseases worse. Quit for your health today by visiting OKtoQuit.com for free resources. **#oktoquit #vape #lungs #health**

Cigarette smoke is the second most common reason for asthma flare ups. Protect your lungs by talking to your doctor about quitting. **#oktoquit #asthma #lungs #oklahoma**

Formaldehyde is in both vapes and tobacco smoke and is associated with triggering **asthma and respiratory issues**. If you need help quitting tobacco, call 1-800-QUIT-NOW for free help. **#oktoquit #toxic #asthma #breatheasy**

Tobacco smoke and vapor have **gases and fine particles** that are asthma triggers. Avoid triggering your loved ones by quitting smoking and vaping. **#oktoquit #asthmaproblems #asthmaattack**

Asthma attacks can be deadly. Protect your loved ones with asthma by quitting tobacco today. Call 1-800-QUIT-NOW to get free help quitting tobacco today. Do it for them and you! **#oktoquit #asthmaawareness #oklahoma**

Tobacco smoke can stay in a room for up to 2.5 hours. Keeping your home smoke free is the best policy for protecting loved ones from the dangers of secondhand and thirdhand smoke exposure. Talk to your doctor to get help quitting tobacco for you and them. **#oktoquit #tobacco #smokefree #asthma**



Social Media Posts and Content

Cancer

Quitting tobacco can reduce your risk of cancer within a few years of quitting. Talk to your doctor and call 1-800-QUIT-NOW for help quitting. **#oktoquit #cancer #health**

Nicotine products are the only goods that when used as directed, kills its consumer. Talk to your doctor to set yourself up for a successful quit. **#oktoquit #oklahoma**

Smokeless tobacco has over **4,000 chemicals, 30+ cause cancer**. Don't be one of the 1,300 or more people we lose to oral cancer each year because of smokeless tobacco use. Visit **OKtoQuit.com** for free resources to help you get quit. **#oktoquit #snuff #snus #cancer**

Tobacco can cause many types of cancers almost anywhere in your body. Talk to your doctor about lowering your cancer risk by quitting tobacco. **#oktoquit #cancerawareness #oklahoma**

Did you know smokeless tobacco can cause pancreatic cancer?! Quitting dip, chew, snuff, and snus can lower your risk for numerous cancers. Call 1-800-QUIT-NOW for free quit coaching and medications to help you successfully quit. **#oktoquit #oklahoma #smokelesstobacco #pancreaticcancer #DYK**

You don't have to smoke to get cancer from tobacco smoke. **Secondhand smoke from cigarettes, cigars and pipes have 70+ cancer-causing chemicals.** Get quit and lower the cancer risk for your loved ones. **#oktoquit #cancerprevention #oklahoma**

Are you a former or current smoker between the ages of 50-80? Talk to your doctor today to see if you need a lung cancer screening via CT scan. Early detection can save your life! **#oktoquit #lungcancer #cancerscreening #lunghealth**

TOBACCO PRODUCTS INCREASE YOUR RISK FOR NUMEROUS CANCERS.

GET QUIT & LOWER YOUR CANCER RISK

- Lung
- Larynx
- Mouth
- Esophagus
- Throat
- Bladder
- Kidney
- Acute Myeloid Leukemia
- Pancreas
- Colon
- Rectum
- Cervix
- Stomach
- Liver



OKTOQUIT.COM

TOBACCO PRODUCTS INCREASE YOUR RISK FOR NUMEROUS CANCERS.

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- Kidney
- Acute Myeloid Leukemia
- Pancreas
- Colon
- Rectum
- Cervix
- Stomach
- Liver



OKtoQuit.com



Social Media Posts and Content

Get Quit for Kids

35% of U.S. kids have been exposed to secondhand smoke. Make sure your loved ones aren't at increased risk of health problems by quitting tobacco once and for all. Talk to your doctor for help quitting tobacco. **#oktoquit #oklahoma #smokefree**

Even if children aren't around when you are actively smoking or vaping, smoke and **vapor residue can linger on surfaces for weeks and can re-enter the air**. This "thirdhand smoke" especially impacts kids and pets. Keep everyone safe by getting quit! **#oktoquit #smoke**

Children who live with tobacco users get more ear infections, have fluid in their ears more often, and have more operations to get tubes in their ears. Call 1-800-QUIT-NOW for help quitting. **#oktoquit #healthykids**

Fertility

Chemicals in cigarette smoke can put you at risk of an **ectopic pregnancy and miscarriage**. Give yourself the best chance of a healthy pregnancy by quitting today. **#oktoquit #fertility #pregnancy**

Tobacco use makes it harder to conceive. Exposure to tobacco smoke can harm your reproductive system. Quit for two—you and your future baby! **#oktoquit #Oklahoma #fertilityjourney**



Social Media Posts and Content

Pregnancy

No tobacco products are safe during pregnancy. **Nicotine can cross the placenta** and hurt your unborn baby. Get quit for your baby and you! Talk to your doctor for help quitting. **#oktoquit #newmom #babyonboard #tobacco**

Using nicotine products during your pregnancy can put you at higher risk of preterm delivery and miscarriage. Talk to your doctor about quitting today. **#oktoquit #oklahoma #pregnancy**

Every year, approximately **400,000 U.S. infants** are exposed to cigarette smoke and its chemicals in the womb which increases the risk of low birth weight, lung issues, birth defects, and SIDS. **#oktoquit #momtobe #infantloss**

Half an hour of being around secondhand smoke can cause heart damage similar to that of an everyday smoker. Imagine what it can do to the health of your unborn baby. Protect yourself and your baby from secondhand tobacco smoke and vapor. **#oktoquit #healthymomhealthybaby #smoke #vapor**

Your baby breathes what you breathe: oxygen, vapor, cigarette smoke. Protect your baby and yourself by taking steps to get quit today. Visit **OKtoQuit.com** for free resources or talk to your doctor for help. **#oktoquit #babyonboard #healthypregnancy**

Everyone wants to have a healthy baby. Increase your baby's chances for being healthy by quitting tobacco once and for all. Call your doctor for support in starting your quit journey. **#oktoquit #pregnancy #healthybaby**

Today is the best day to get quit for your baby and you. Call 1-800-QUIT-NOW for free help quitting. **#oktoquit #momtobe #tobaccofree #oklahoma**



Get quit for your kids

Tobacco use during pregnancy increases your risk for complications and health issues in your unborn baby.


oktoquit.com



Get quit for your kids

Tobacco use during pregnancy increases your risk for complications and health issues in your unborn baby.


oktoquit.com



Social Media Posts and Content

Get Quit for Best Friend

Our furry family members don't have a voice. Vapors and smoke are not good for pets to breathe. Get quit for your whole family. **#OKtoQuit #petsarefamily #petfriendly**

Dogs, cats, birds, and other pets are at increased risk of cancer from secondhand smoke. **#OKtoQuit #cancer #pets**

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, [click here](#). **#OKtoQuit #pets #tobacco**

Smoke isn't the only danger to your pets. All nicotine is toxic to pets! Make your home more pet friendly by quitting tobacco today. **#oktoquit #petsarefamily #furbabies**

Thirdhand smoke: residue from tobacco products that is in the air and then falls onto surfaces. Your pets, especially cats, can have serious health problems from thirdhand smoke. Call 1-800-QUIT-NOW to get help quitting tobacco. **#OKtoQuit #pets #toxins #cancer**

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

If pets could talk, they would tell you, "More snuggles, less smelly smoke and vapor." **#OKtoQuit #pets**

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



Cessation Resources

In addition to health care 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.

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.

Talk to Your Doctor

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

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, smoke-free text programs in English and Spanish for specific groups (general smoking cessation, women, pregnant women, veterans, age specific resources for 13-17 years or 60+ years) and two **free apps** are available (QuitGuide and quitSTART).

Facebook: @SmokefreeUS

Twitter: @SmokefreeUS

Instagram: @SmokefreeUS

SmokefreeVET

This program is offered to veterans in the United States who are ready to quit tobacco through a collaboration between the Department of Veterans Affairs (VA) and the National Cancer Institute. Call 1-855-QUIT VET or text VET to 47848.