



Commercial Tobacco Cessation Messaging Toolkit for Medicaid Healthcare Providers and Multi-Disciplinary Teams, Including Community Health Workers and Patient Navigators, In All Settings

Dear Medicaid Healthcare Providers and Multi-disciplinary Professionals in All Settings,

Welcome to the SelfMade Health Network (SMHN) toolkit on commercial tobacco* cessation messaging for Medicaid healthcare providers and other members of multi-disciplinary teams. This toolkit is designed to

- Share evidence-based commercial tobacco cessation resources,
- Assist members of multi-disciplinary healthcare teams with supporting patients during their tobacco cessation journeys,
- Provide tobacco cessation resources for healthcare teams to share with colleagues and staff members, and
- Share resources to address social determinants of health, including resources that promote access to healthy foods and minimize post-cessation weight issues.

In the United States, commercial tobacco use is the leading cause of preventable disability and death and is the root cause of many cancers, heart diseases, and lung diseases.^{1,2} However, quitting tobacco can help improve health, no matter how long a person has smoked.³ Even cancer patients who quit after their cancer diagnoses experience better survival rates.⁴

Most Americans who use tobacco would like to quit.⁵ But, many do not have the support necessary to be successful. This is especially true for people with low socioeconomic status (SES) characteristics who may not have access to quit resources despite being disproportionately affected by commercial tobacco use (in part because of aggressive marketing campaigns geared toward people in low-income areas).⁶ Providing evidence-based and free resources to all patients can help end tobacco disparities.

In good health,
The SMHN Team

*This toolkit provides cessation materials specific to commercial tobacco, the products manufactured and sold by tobacco companies, not the religious or ceremonial use of tobacco by some indigenous communities.

Who should use this toolkit?

Healthcare Personnel (HCPs)	Settings
Physicians	Physician offices and group practices
Physician assistants	Hospitals, emergency room departments, and discharge planning departments
Nurse practitioners	Ambulatory infusion centers
Registered nurses	Federally qualified health centers and free and charitable clinics
Registered pharmacists	Pharmacies
Licensed practical nurses	Rural health clinics
Community health workers (CHWs)	CHW associations and training programs
Registered dietitians	Healthcare settings that refer patients to registered dietitians
Patient navigators	Cancer centers
Health department personnel	Local county or parish health departments
Dentists and dental hygienists	Dentist offices

250: The number of harmful chemicals in commercial tobacco smoke.⁹

63.9 million: People in the United States who use commercial tobacco products or vape.¹⁰

\$300 billion: The yearly cost of smoking-related illness in the United States.¹¹

Quitting Tobacco: What to Know

Patients Often Need More than One Try at Quitting

The U.S. Preventive Services Task Force recommends screening all adults for commercial tobacco use and connecting patients with evidence-based counseling and FDA-approved cessation medications.¹³ Research shows that people who receive drug treatment, cessation counseling, or physician advice have a better chance of quitting commercial tobacco.¹⁴ However, the proportion of people who report using medication or counseling to quit smoking varies greatly from state to state, with many states reporting that less than 1/3 of people used counseling or medications.¹⁵ Just sharing quitline numbers with patients isn't enough; eReferrals, where quitlines work with Healthcare Personnel (HCPs) to reach out to patients who smoke, work better.⁵ It may take multiple reminders to help patients quit for good, but repeated quit tobacco counseling by HCPs can lead to success.¹⁶

There are many touch points in patient care where different members of multi-disciplinary teams can deliver tobacco cessation messaging. Tobacco cessation counseling before elective surgery is one such opportunity.¹⁷ Further, people who use commercial tobacco often feel stigmatized, especially if they already have cancer or another tobacco-related disease. How healthcare teams respond to patients in these situations can lead a patient to make a decision to quit tobacco or it can worsen stigma. Lung cancer patients report that doctors could lessen stigma by¹⁸

- Acknowledging the difficulties of quitting,
- Normalizing discussions around smoking and cancer,
- Offering cessation materials,
- Avoiding blaming patients, and
- Using non-judgmental verbal and non-verbal communication.

Medicaid Healthcare Providers Can Help People Quit

Medicaid beneficiaries use commercial tobacco at higher rates than Americans at large; in fact, 28% of people on Medicaid use some sort of commercial tobacco product.^{12,19} Medicaid beneficiaries report being happier with doctors who provide more frequent quit smoking advice.²⁰ However, Medicaid coverage of tobacco cessation resources varies by state, highlighting the need for awareness and advocacy for more robust coverage across all states.^{19,21} A 2014-2015 study of Medicaid beneficiaries found that although 74% of tobacco users on Medicaid received advice from a doctor to quit, only 44% discussed cessation medications and only 39% discussed cessation strategies with a doctor.²²

Creating Messages That Will Work for Your Audience

Tobacco cessation messaging can fall into two different categories: gain frame (GF) messaging or loss frame (LF) messaging.

GF tobacco cessation messaging focuses on the things a person will gain from quitting:

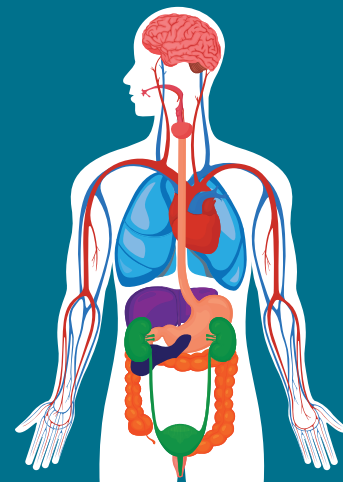
- "Quitting will improve lung health."
- "You can be there for your grandkids if you quit smoking."
- "You're helping improve the environment by quitting tobacco."

LF tobacco cessation messaging focuses on all the negatives associated with continuing to use tobacco:

- "Smoking causes lung cancer."
- "If you smoke, you're putting your loved ones and yourself at risk."
- "Cigarettes are bad for the environment."







Whether to choose GF or LF messages depends on your target audience.^{23,24,25} Research the population you most want to reach to learn what may resonate best with them. **Regardless of the frame you choose, effective messaging strategies should emphasize setting a quit date, using counseling and medications to help quit, getting rid of smoking paraphernalia, and making multiple quit attempts.**⁵

Commercial Tobacco Causes Many Diseases, including^{7,8}



- **Brain:** Stroke
- **Mouth:** Mouth cancer, throat cancer
- **Throat:** Esophageal cancer, larynx cancer
- **Heart:** Heart disease
- **Lung:** Lung disease, chronic obstructive pulmonary disease
- **Stomach:** Stomach cancer
- **Kidney:** Kidney cancer
- **Bladder:** Bladder cancer
- **Colon/Rectum:** Colorectal cancer
- **Pancreas:** Pancreatic cancer, Type II diabetes
- **Liver:** Liver cancer
- **Cervix:** Cervical cancer
- **Veins/Arteries:** Acute myeloid leukemia, peripheral arterial disease

Health Benefits of Quitting Smoking⁷

-  Reduces the risk of 12 types of cancer
-  Decreases the risk of chronic obstructive pulmonary disease
-  Improves outcomes for people diagnosed with tobacco-related diseases
-  Decreases the risk of cardiovascular disease and stroke
-  Potentially improves risk of heart failure and peripheral artery disease
-  Increases life expectancy

Using the Commercial Tobacco Cessation Toolkit

What Should I Share?

Share tobacco cessation resources that are tailored to meet the needs of the communities that you are trying to reach. To maximize reach, resources should be free and easy to access (see Resource Chart for ideas). Delivering resources in multiple formats and languages will help expand access.

Where Should I Share?

You can incorporate resources into many of your communication tactics, patient education, patient engagement, and health education activities in clinical and community settings. For example, you can share resources via social media posts and advertisements in your newsletters, websites, and presentations.

When Should I Share?

Assisting people who use commercial tobacco products with cessation and minimizing relapse is important every day of the year. However, certain times of year provide special opportunities to encourage people in your community to quit. Use special events and

holidays to reach new audiences:

- National Radon Action Month (January)
- World Cancer Day (February)
- American Heart Month (February)
- The Great American Spitout (February)
- Colorectal Cancer Awareness Month (March)
- Oral Cancer Awareness Month (April)
- Women's Health Month (May)
- Clean Air Month (May)
- Men's Health Month (June)
- World Lung Cancer Day (August)
- World Heart Day (September)
- Healthy Lung Month (October)
- Lung Cancer Awareness Month (November)
- COPD Awareness Month (November)
- National Lung Cancer Screening Day (November)
- The Great American Smokeout (November)
- New Year's Eve (December)
- #WellnessWednesday (Year-round)
- #MotivationMonday (Year-round)

How Should I Share?

Use the posts below as a template. Customize the posts with the resources that are most relevant to your community (see Resource Chart). Remember to use hashtags and @s to engage relevant people.



Social Media Posts

For Community Health Workers and Patient Navigators and Those Within Communities That Partner with Healthcare Organizations

Facebook Text	Instagram Text	X Text
<p>Looking for ways to help your patients quit commercial tobacco?</p> <p>@TruthInitiative's EX Program provides evidence-based tobacco cessation for health plans, employers, and consultants.</p> <p>Learn more: https://www.theexprogram.com/</p>	<p>Looking for ways to help your patients quit commercial tobacco?</p> <p>@TruthInitiative's EX Program provides evidence-based tobacco cessation for health plans, employers, and consultants.</p> <p>Learn more: https://www.theexprogram.com/</p>	<p>Looking for ways to help your patients quit commercial tobacco?</p> <p>@TruthInitiative's EX Program provides evidence-based tobacco cessation for health plans, employers, & consultants.</p> <p>Learn more: https://www.theexprogram.com/</p>
<p>Healthcare pros: did you know that if patients quit smoking after a cancer diagnosis it can improve outcomes?</p> <p>Help your patients quit commercial tobacco today. Check out @NationalCancerInstitute's guide: https://cancercontrol.cancer.gov/brp/tcrb/monographs/monograph-23</p>	<p>Healthcare pros: did you know that if patients quit smoking after a cancer diagnosis it can improve outcomes?</p> <p>Help your patients quit commercial tobacco today. Check out @NationalCancerInstitute's guide: https://cancercontrol.cancer.gov/brp/tcrb/monographs/monograph-23</p>	<p>Healthcare pros: did you know that if patients quit smoking after a cancer diagnosis it can improve outcomes?</p> <p>Help your patients quit commercial tobacco today. Check out @theNCI's guide: https://cancercontrol.cancer.gov/brp/tcrb/monographs/monograph-23</p>
<p>Calling all members of multi-disciplinary healthcare teams!</p> <p>Help your patients #QuitTobacco today. For tips on improving your commercial tobacco cessation interventions, check out the free @CDC MillionHearts Tobacco Cessation Change Package: https://millionhearts.hhs.gov/tools-protocols/action-guides/tobacco-change-package/index.html</p>	<p>Calling all members of multi-disciplinary healthcare teams!</p> <p>Help your patients #QuitTobacco today. For tips on improving your commercial tobacco cessation interventions, check out the free @CDCgov MillionHearts Tobacco Cessation Change Package: https://millionhearts.hhs.gov/tools-protocols/action-guides/tobacco-change-package/index.html</p>	<p>Calling all members of multi-disciplinary healthcare teams!</p> <p>Help your patients #QuitTobacco today. For tips on improving your commercial tobacco cessation interventions, check out the free @CDCTobaccoFree MillionHearts Tobacco Cessation Change Package: https://millionhearts.hhs.gov/tools-protocols/action-guides/tobacco-change-package/index.html</p>
<p>Wondering where you can find evidence-based resources to help people in your community quit commercial tobacco?</p> <p>Check out @HHS' Tobacco Education Resource Library for free posters, educational materials, and fact sheets for public health professionals: https://digitalmedia.hhs.gov/tobacco/exhibit_booths/php</p>	<p>Wondering where you can find evidence-based resources to help people in your community quit commercial tobacco?</p> <p>Check out @HHSgov's Tobacco Education Resource Library for free posters, educational materials, and fact sheets for public health professionals: https://digitalmedia.hhs.gov/tobacco/exhibit_booths/php</p>	<p>Wondering where you can find evidence-based resources to help people in your community quit commercial tobacco?</p> <p>Check out @HHSgov's Tobacco Education Resource Library for free posters, educational materials, & fact sheets for public health pros: https://digitalmedia.hhs.gov/tobacco/exhibit_booths/php</p>
<p>Many Medicaid recipients use commercial tobacco products, but Medicaid coverage of tobacco cessation treatments varies. How does your state stack up?</p> <p>Learn what Medicaid in your state covers: https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html</p> <p>@CDC #Medicaid #QuitTobacco</p>	<p>Many Medicaid recipients use commercial tobacco products, but Medicaid coverage of tobacco cessation treatments varies. How does your state stack up?</p> <p>Learn what Medicaid in your state covers: https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html</p> <p>@CDCgov #Medicaid #QuitTobacco</p>	<p>Many Medicaid recipients use commercial tobacco products, but Medicaid coverage of tobacco cessation treatments varies. How does your state stack up?</p> <p>Learn what Medicaid in your state covers: https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html</p> <p>@CDCgov #Medicaid #QuitTobacco</p>

For CHWs and PNs in community settings

Facebook Text	Instagram Text	X Text
<p>Real people. Real stories. Real reasons to quit.</p> <p>You can become a former smoker. For free resources for quitting commercial tobacco, check out @CDC's TIPS campaign:</p> <p>https://www.cdc.gov/tobacco/campaign/tips/index.html</p>	<p>Real people. Real stories. Real reasons to quit.</p> <p>You can become a former smoker. For free resources for quitting commercial tobacco, check out @CDCgov's TIPS campaign:</p> <p>https://www.cdc.gov/tobacco/campaign/tips/index.html</p>	<p>Real people. Real stories. Real reasons to quit.</p> <p>You can become a former smoker. For free resources for quitting commercial tobacco, check out @CDCTobaccoFree's TIPS campaign:</p> <p>https://www.cdc.gov/tobacco/campaign/tips/index.html</p>
<p>Quitting is tough, but you aren't alone.</p> <p>@SmokefreeUS can connect you with free resources to help navigate quitting, including text reminders and live help. Learn more:</p> <p>https://smokefree.gov/</p> <p>#QuitTobacco</p>	<p>Quitting is tough, but you aren't alone.</p> <p>@SmokefreeUS can connect you with free resources to help navigate quitting, including text reminders and live help. Learn more:</p> <p>https://smokefree.gov/</p> <p>#QuitTobacco</p>	<p>Quitting is tough, but you aren't alone.</p> <p>@SmokefreeUS can connect you with free resources to help navigate quitting, including text reminders & live help. Learn more:</p> <p>https://smokefree.gov/</p> <p>#QuitTobacco</p>
<p>Do you know the real cost of commercial tobacco?</p> <p>Addiction, anxiety, cancer, gum disease. You name it. The cost is high.</p> <p>If you use tobacco, you can quit! Learn more today:</p> <p>https://therealcost.betobaccofree.hhs.gov/</p> <p>@HHS #QuitTobacco</p>	<p>Do you know the real cost of commercial tobacco?</p> <p>Addiction, anxiety, cancer, gum disease. You name it. The cost is high.</p> <p>If you use tobacco, you can quit! Learn more today:</p> <p>https://therealcost.betobaccofree.hhs.gov/</p> <p>@HHSgov #QuitTobacco</p>	<p>Do you know the real cost of commercial tobacco?</p> <p>Addiction, anxiety, cancer, gum disease. You name it. The cost is high.</p> <p>If you use tobacco, you can quit! Learn more today:</p> <p>https://therealcost.betobaccofree.hhs.gov/</p> <p>@HHSgov #QuitTobacco</p>
<p>Wondering what types of tobacco cessation Medicaid covers in your state?</p> <p>Check out @CDC's Medicaid tobacco cessation coverage map and find coverage to quit tobacco today:</p> <p>https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html</p>	<p>Wondering what types of tobacco cessation Medicaid covers in your state?</p> <p>Check out @CDCgov's Medicaid tobacco cessation coverage map and find coverage to quit tobacco today:</p> <p>https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html</p>	<p>Wondering what types of tobacco cessation Medicaid covers in your state?</p> <p>Check out @CDCgov's Medicaid tobacco cessation coverage map & find coverage to quit tobacco today:</p> <p>https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html</p>
<p>Commercial tobacco doesn't affect all communities equally. People with low incomes experience barriers to quitting tobacco, including targeted marketing by tobacco companies and a lack of cessation materials.</p> <p>Learn more:</p> <p>https://www.cdc.gov/tobacco/health-equity/low-ses/index.htm</p> <p>@CDC #QuitTobacco</p>	<p>Commercial tobacco doesn't affect all communities equally. People with low incomes experience barriers to quitting tobacco, including targeted marketing by tobacco companies and a lack of cessation materials.</p> <p>Learn more:</p> <p>https://www.cdc.gov/tobacco/health-equity/low-ses/index.htm</p> <p>@CDCgov #QuitTobacco</p>	<p>Commercial tobacco doesn't affect all communities equally. People with low incomes experience barriers to quitting tobacco, including targeted marketing by tobacco companies & a lack of cessation materials.</p> <p>Learn more:</p> <p>https://www.cdc.gov/tobacco/health-equity/low-ses/index.htm</p> <p>@CDCgov #QuitTobacco</p>

For All Healthcare Providers and Other Members of Multi-Disciplinary Healthcare Teams

Facebook Text	Instagram Text	X Text
<p>Quitting tobacco can be tough, and it usually takes more than one try.</p> <p>To quit for good, talk to your doctor about quitting resources & medicines and check out @SmokeFreeUS' free quit tobacco resources: https://smokefree.gov/</p>	<p>Quitting tobacco can be tough, and it usually takes more than one try.</p> <p>To quit for good, talk to your doctor about quitting resources and medicines and check out @SmokeFreeUS' free quit tobacco resources: https://smokefree.gov/</p>	<p>Quitting tobacco can be tough, & it usually takes more than one try.</p> <p>To quit for good, talk to your doctor about quitting resources & medicines & check out @SmokeFreeUS' free quit tobacco resources: https://smokefree.gov/</p>
<p>Commercial tobacco is bad news for your health. The good news is that quitting helps, no matter how long you've smoked.</p> <p>Talk to your healthcare team about quitting, and check out these free quitlines and programs, available in multiple languages: https://www.cdc.gov/tobacco/patient-care/quit-lines-other/index.html</p> <p>@CDC</p>	<p>Commercial tobacco is bad news for your health. The good news is that quitting helps, no matter how long you've smoked.</p> <p>Talk to your healthcare team about quitting, and check out these free quitlines and programs, available in multiple languages: https://www.cdc.gov/tobacco/patient-care/quit-lines-other/index.html</p> <p>@CDCgov</p>	<p>Commercial tobacco is bad news for your health. The good news is that quitting helps, no matter how long you've smoked.</p> <p>Talk to your healthcare team about quitting, & check out these free quitlines & programs, available in multiple languages: https://www.cdc.gov/tobacco/patient-care/quit-lines-other/index.html</p> <p>@CDCgov</p>
<p>More than 1/4 of people on Medicaid use commercial tobacco.</p> <p>Learn what Medicaid tobacco cessation coverage exists in your state to help your patients find affordable care today: https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html</p> <p>@CDC #Medicaid #QuitTobacco</p>	<p>More than 1/4 of people on Medicaid use commercial tobacco.</p> <p>Learn what Medicaid tobacco cessation coverage exists in your state to help your patients find affordable care today: https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html</p> <p>@CDCgov #Medicaid #QuitTobacco</p>	<p>More than 1/4 of people on Medicaid use commercial tobacco.</p> <p>Learn what Medicaid tobacco cessation coverage exists in your state to help your patients find affordable care today: https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html</p> <p>@CDCgov #Medicaid #QuitTobacco</p>
<p>Bringing up commercial tobacco with patients can be hard, but utilizing evidence-based resources and trainings can help.</p> <p>Check out @CDC's free tobacco cessation clinical education and training: https://www.cdc.gov/tobacco/patient-care/education-training/index.html</p>	<p>Bringing up commercial tobacco with patients can be hard, but utilizing evidence-based resources and trainings can help.</p> <p>Check out @CDC's free tobacco cessation clinical education and training: https://www.cdc.gov/tobacco/patient-care/education-training/index.html</p>	<p>Bringing up commercial tobacco with patients can be hard, but utilizing evidence-based resources & trainings can help.</p> <p>Check out @CDC's free tobacco cessation clinical education & training: https://www.cdc.gov/tobacco/patient-care/education-training/index.html</p>
<p>Looking for resources to help your patients quit commercial tobacco for good?</p> <p>@HHS' Tobacco Education Resource Library has free educational materials in multiple languages made specifically for healthcare pros: https://digitalmedia.hhs.gov/tobacco/exhibit_booths/hcp</p>	<p>Looking for resources to help your patients quit commercial tobacco for good?</p> <p>@HHSgov's Tobacco Education Resource Library has free educational materials in multiple languages made specifically for healthcare pros: https://digitalmedia.hhs.gov/tobacco/exhibit_booths/hcp</p>	<p>Looking for resources to help your patients quit commercial tobacco for good?</p> <p>@HHSgov's Tobacco Education Resource Library has free educational materials in multiple languages made specifically for healthcare pros: https://digitalmedia.hhs.gov/tobacco/exhibit_booths/hcp</p>

Resource Chart

Providing accessible resources tailored to the unique needs of your community can help people stay tobacco-free. By sharing resources with patients and other professionals, you can help create a nationwide safety net to support all those who embark on a quit tobacco journey.

Organization	Resource	Description	Social Media Tags
Centers for Disease Control and Prevention	TIPS from Former Smokers	Campaign of real people's experiences with tobacco and tobacco-related health conditions, including a newly released 2024 campaign	Facebook: @CDC, @CDCTobaccoFree Instagram: @CDCgov X: @CDCTobaccoFree, @CDCgov, @CDC_Cancer
	Tips From Former Smokers Motivational Cards	Wallet-sized cards with motivational quotes from real people who have quit tobacco	
	Million Hearts Tobacco Cessation Change Package	Tobacco cessation quality improvement tool for healthcare professionals in a variety of settings	
	Million Hearts Tobacco Use Featured Tools	Description of the effect of tobacco on heart health with cessation resources for clinicians, public health professionals, and people who use tobacco, including a tutorial video to increase awareness of the Million Hearts Tobacco Cessation Change Package	
	Clinical Education and Training	Training resources with evidence-based information, practical advice, and smoking cessation videos	
	Clinical Cessation Tools	Up-to-date tobacco cessation resources for clinicians	
	Quitlines and Other Cessation Support Resources	List of free resources, including quitlines and text-to-quit programs, in multiple languages	
	Reasons to Quit Smoking	Patient card discussing reasons to quit commercial tobacco and free tobacco cessation resources	
Centers for Medicare and Medicaid Services (CMS)	STATE System Medicaid Coverage of Tobacco Cessation Treatments Fact Sheet	Interactive map and information on Medicaid tobacco cessation coverage by state	X: @CMSgov
	Improving Tobacco Cessation	Write-up of a CMS technical assistance program to help states improve tobacco cessation services	
U.S. Department of Health and Human Services	Network of Quality Improvement and Innovation Contractors' Stigma & Implicit Bias Toolkit	Toolkit with strategies to address traditionally stigmatized conditions or behaviors, including smoking	Facebook: @HHS Instagram: @HHSgov X: @HHSgov
	Tobacco Education Resource Library	Library of free, downloadable commercial tobacco cessation resources for a variety of audiences	
	Resources for Public Health Practitioners	Resources for public health practitioners communicating about commercial tobacco	
	Resources for Health Care Providers	Resources for healthcare providers communicating with patients about commercial tobacco	
	The Real Cost	Public education campaign to help prevent youth tobacco use	
	Food is Medicine Summit	Summit discussing the concept of food as medicine and the importance of multi-sector partnerships	
	Food is Medicine: A Project to Unify and Advance Collective Action	List of current Food is Medicine activities and practice resources	

Resource Chart (continued)

Organization	Resource	Description	Social Media Tags
Smokefree.gov	Smokefree.gov	Free commercial tobacco cessation resources for people at any stage of their quit tobacco journey, including specific resources for people who are American Indian and Alaska Native , veterans , women , teens , Spanish-speakers , or over 60	Facebook: @SmokefreeUS Instagram: @SmokefreeUS X: @SmokefreeUS
National Cancer Institute	Cigarette Smoking: Health Risks and How to Quit (PDQ) – Health Professional Version	Write-up for health professionals that describes the benefits of quitting tobacco and the evidence-based ways patients can quit for good	Facebook: @NationalCancerInstitute Instagram: @NationalCancerInstitute X: @theNCI
	Treating Smoking in Cancer Patients: An Essential Component of Cancer Care	Toolkit with strategies to address traditionally stigmatized conditions or behaviors, including smoking	
	A Link Between Former Smokers and a Healthy Lifestyle	Video discussing healthy lifestyle habits for people who quit smoking	
U.S. Food and Drug Administration	The Real Cost Cigarette Prevention Campaign	Campaign materials for The Real Cost campaign to prevent youth tobacco use	Facebook: @FDA Instagram: @FDA X: @US_FDA
	Next Legends	Campaign to help prevent youth vaping in American Indian and Alaska Native communities	
American Lung Association	State Tobacco Cessation Coverage Database	Comprehensive list of state smoking cessation treatment coverage	Facebook: @AmericanLungAssociation, Instagram: @LungAssociation X: @LungAssociation
	Medicaid: A Tobacco Cessation Primer	Overview of Medicaid commercial tobacco cessation coverage requirements	
	Billing Guide for Tobacco Screening and Cessation	Guide on coding and documentation to help healthcare providers bill insurance for commercial tobacco cessation services	
	Billing Guide Addendum for Behavioral Health	Guide on coding and documentation to help behavioral health-care providers bill insurance for commercial tobacco cessation services	
	Empower Your Community	Toolkits for addressing commercial tobacco use in Black, Hispanic/Latino, or Indigenous communities	
	Addressing Tobacco Use in Hispanic or Latino Communities	Resources designed to address commercial tobacco use in Hispanic or Latino communities, available in both Spanish and English	
Truth Initiative & Mayo Clinic	EX Program	Program that partners with employers, health plans, and consultants to provide evidence-based, digital tobacco cessation assistance	Facebook: @TruthInitiative Instagram: @TruthInitiative X: @TruthInitiative
	Tobacco Cessation for Health Plans	Digital tobacco cessation assistance for health plans, available in English and Spanish	
North American Quitline Consortium	U.S. Quitlines Map	A map of free, confidential state tobacco quitline services that are available 24/7 and year-round	Facebook: N/A Instagram: N/A X: N/A
Association of State and Territorial Health Officials	Using Medicaid Datasets to Measure Tobacco Use: A Review	Discussion of ways that Medicaid agencies can use data collection to better understand tobacco use	Facebook: @StatePublicHealth X: @ASTHO

Resource Chart (continued)

Organization	Resource	Description	Social Media Tags
American Cancer Society	Leadership in Oncology Navigation Program-Training & Credentialing	Training and credentialing program for PNs	Facebook: @AmericanCancerSociety Instagram: @AmericanCancerSociety X: @AmericanCancer
	How to Quit Using Tobacco	List of guides and resources to help people quit commercial tobacco	
	Empowered to Quit	E-mail based program to help people quit tobacco	
	Quit2Heal Program	Program that allows cancer patients to enroll in a study comparing two quit smoking apps	
Feeding America	Mobile Food Pantries	Locator that identifies local food banks by zip code	Facebook: @FeedingAmerica Instagram: @FeedingAmerica X: @FeedingAmerica
Tufts University	2023 Food is Medicine National Summit: Transforming Healthcare	On-demand video of the 2023 Food is Medicine Summit	Facebook: @GeraldJand-DorothyRFriedmanSchoolof-NutritionScienceandPolicy Instagram: @Tufts_Nutrition X: @TuftsNutrition
Giant Food	Healthier Together: Food as Medicine	Classes, resources, and recipes to help consumers practice Food as Medicine	Facebook: @GiantFood Instagram: @GiantFood X: @GiantFood
	Additional Resources	Resources and classes to help people and organizations promote and practice Food as Medicine	
Hamilton Family Health Team	Nutrition in a Minute: Smoking Cessation	Video that discusses managing increased hunger when quitting tobacco	Facebook: @HamiltonFHT Instagram: @HamiltonFHT X: @HamiltonFHT
COPD Foundation	COPD Pocket Consultant Guide: Healthcare Provider Track	App to help healthcare professionals support patients with chronic obstructive pulmonary disease with interactive tools and resources	Facebook: @COPDFoundation Instagram: @COPD.foundation X: @COPDFoundation
The International Association for the Study of Lung Cancer World Conference on Lung Cancer	Talk About Solutions in Lung Cancer Stigma: Empathetic Communication Model and Language Guide	Webinar discussing strategies for empathetic communication with lung cancer patients	Facebook: @IASLC Instagram: @IASlungcancer X: @IASLC
SMHN Resource	Quit Tobacco Toolkit: Men's Health	Social media toolkit that provides posts and images to help promote commercial tobacco cessation among men	Facebook: @SelfMadeHealthNetwork X: @SelfMadeHealth

References

1. United States Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. 2014. https://www.ncbi.nlm.nih.gov/books/NBK179276/pdf/Bookshelf_NBK179276.pdf
2. Tobacco. National Cancer Institute. Updated January 23, 2017. Accessed February 19, 2024. <https://www.cancer.gov/about-cancer/causes-prevention/risk/tobacco>
3. Thomson B, Emberson J, Lacey B, Lewington S, Peto R, Jemal A, Islami F. Association between smoking, smoking cessation, and mortality by race, ethnicity, and sex among US adults. *Jama Netw Open*. 2022; 5(10):e2231480. doi: <https://doi.org/10.1001/jamanetworkopen.2022.31480>
4. Cancer Care Settings and Smoking Cessation. Centers for Disease Control and Prevention. Reviewed: June 10, 2021. Accessed February 19, 2024. <https://www.cdc.gov/tobacco/patient-care/care-settings/cancer/index.htm>
5. United States Department of Health and Human Services. Smoking Cessation—A Report of the Surgeon General. 2020. <https://www.hhs.gov/sites/default/files/2020-cessation-sgr-full-report.pdf>
6. People with Low Socioeconomic Status Encounter Barriers to Quitting Successfully. Centers for Disease Control and Prevention. Reviewed June 27, 2022. Accessed February 19, 2024. <https://www.cdc.gov/tobacco/health-equity/low-ses/quitting-tobacco.html>
7. Benefits of Quitting. Centers for Disease Control and Prevention. Reviewed October 25, 2023. Accessed February 19, 2024. https://www.cdc.gov/tobacco/quit_smoking/how_to_quit/benefits/index.htm
8. Health Effects of Cigarette Smoking. Centers for Disease Control and Prevention. Reviewed October 29, 2021. Accessed February 19, 2024. https://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/effects_cig_smoking/
9. Harms of Cigarette Smoking and Health Benefits of Quitting. National Cancer Institute. Reviewed December 19, 2017. Accessed February 19, 2024. <https://www.cancer.gov/about-cancer/causes-prevention/risk/tobacco/cessation-fact-sheet>
10. Substance Abuse and Mental Health Services Administration. Key Substance Use and Mental Health Indicators in the United States: Results from the 2022 National Survey on Drug Use and Health. 2023. <https://www.samhsa.gov/data/sites/default/files/reports/rpt42731/2022-nsduh-nnr.pdf>
11. Health Topics - Tobacco. Centers for Disease Control and Prevention. Reviewed September 30, 2021. Accessed February 16, 2024. <https://www.cdc.gov/policy/polaris/healthtopics/tobacco/index.html>
12. Cornelius ME, Loretan CG, Jamal A, Lynn BCD, Mayer M, Alcantara IC, Neff L. Tobacco Product Use Among Adults – United States, 2021. 2023; 72(18):475-483. doi: <http://dx.doi.org/10.15585/mmwr.mm7218a1>
13. Final Recommendation Statement Tobacco Cessation in Adults, Including Pregnant Persons: Interventions. U.S. Preventive Services Task Force. Published January 19, 2021. Accessed February 16, 2024. <https://www.uspreventiveservicestaskforce.org/uspstf/recommendation/tobacco-use-in-adults-and-pregnant-women-counseling-and-interventions>
14. Cigarette Smoking: Health Risks and How to Quit (PDQ®)—Health Professional Version. National Cancer Institute. Updated December 22, 2023. Accessed February 19, 2024. <https://www.cancer.gov/about-cancer/causes-prevention/risk/tobacco/quit-smoking-hp-pdq>
15. Cornelius ME, Wang TW, Jamal A, Loretan CG, Willis G, Graham-Glover B, Neff L. State-Specific Prevalence of Adult Tobacco Product Use and Cigarette Smoking Cessation Behaviors, United States, 2018–2019. 2023; 20:230132. doi: <http://dx.doi.org/10.5888/pcd20.230132>
16. Bailey SR, Stevens VJ, Fortmann SP, Kurtz SE, McBurnie MA, Priest E, Puro J, Solberg LI, Schweitzer R, Masica AL, Hazlehurst B. Long-term outcomes from repeated smoking cessation assistance in routine primary care. *Am J Health Promot*. 2018; 32(7):1582-1590. doi: <http://dx.doi.org/10.1177/0890117118761886>
17. Lussiez A, Hallway A, Lui M, Perez-Escolano J, Sukhon D, Palazzolo W, Elhady H, Englesbe M, Howard R. Evaluation of an intervention to address smoking and food insecurity at preoperative surgical clinical appointments. *JAMA Netw Open*. 2022; 5(10): e2238677. doi: <http://dx.doi.org/10.1001/jamanetworkopen.2022.38677>
18. Ostroff JS, Banerjee SC, Lynch K, Shen MJ, Williamson TJ, Haque N, Riley K, Hamann HA, Rigney M, Park B. Reducing stigma triggered by assessing smoking status among patients diagnosed with lung cancer: de-stigmatizing do and don't lessons learned from qualitative interviews. *PEC Innovation*. 2022; 1:e10025. doi: <http://dx.doi.org/10.1016/j.pecinn.2022.100025>
19. Medicaid Insurance Coverage of Tobacco Cessation Treatments. National Cancer Institute. Updated August 2023. Accessed February 19, 2024. https://progressreport.cancer.gov/prevention/medicaid_coverage
20. Holla N, Brantley E, Ku Leighton. Physicians' Recommendations to Medicaid Patients About Tobacco Cessation. *Am J Prev Med*. 2018; 55(6):762-769. doi: <http://dx.doi.org/10.1016/j.amepre.2018.07.013>
21. STATE System Medicaid Coverage of Tobacco Cessation Treatments Fact Sheet. Centers for Disease Control and Prevention. Updated January 4, 2024. Accessed February 19, 2024. <https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html>
22. Centers for Medicare and Medicaid Services. Medical Assistance with Smoking and Tobacco Cessation: Findings from a 2014-2015 Nationwide Survey of Adult Medicaid Beneficiaries. 2017. <https://www.medicaid.gov/sites/default/files/medicaid/quality-of-care/downloads/performance-measurement/brief-tobacco-cessation.pdf>
23. Klein EG, Macisco J, Lazard A, Busho A, Oslock A, Worly B. Framing pregnancy-related smoking cessation messages for women of reproductive age. *Addict Behav Rep*. 2020; 12:e100290 doi: <http://dx.doi.org/10.1016/j.abrep.2020.100290>
24. Rojewski AM, Duncan LR, Carroll AJ, Brown A, Latimer-Cheung A, Celestino P, Sheffer C, Hyland A, Toll BA. Quit4Hlth: a preliminary investigation of tobacco treatment with gain-framed and loss-framed text messages for quitline callers. *J Smok Cessat*. 2020; 15(3):143-148. doi: <http://dx.doi.org/10.1017/jsc.2020.17>
25. Mays D, Turner MM, Zhao X, Evans WD, Luta G, Tercyak KP. Framing pictorial cigarette warning labels to motivate young smokers to quit. *Nicotine Tob Res*. 2015; 17(7):769-775. doi: <http://dx.doi.org/10.1093/ntr/ntu164>