



# 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.<sup>1,2</sup> However, quitting tobacco can help improve health, no matter how long a person has smoked.<sup>3</sup> Even cancer patients who quit after their cancer diagnoses experience better survival rates.<sup>4</sup>

Most Americans who use tobacco would like to quit.<sup>5</sup> 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).<sup>6</sup> 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.<sup>9</sup>

**63.9 million:** People in the United States who use commercial tobacco products or vape.<sup>10</sup>

**\$300 billion:** The yearly cost of smoking-related illness in the United States.<sup>11</sup>

# 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.<sup>13</sup> Research shows that people who receive drug treatment, cessation counseling, or physician advice have a better chance of quitting commercial tobacco.<sup>14</sup> 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.<sup>15</sup> 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.<sup>5</sup> It may take multiple reminders to help patients quit for good, but repeated quit tobacco counseling by HCPs can lead to success.<sup>16</sup>

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.<sup>17</sup> 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 by<sup>18</sup>

- 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.<sup>12,19</sup> Medicaid beneficiaries report being happier with doctors who provide more frequent quit smoking advice.<sup>20</sup> However, Medicaid coverage of tobacco cessation resources varies by state, highlighting the need for awareness and advocacy for more robust coverage across all states.<sup>19,21</sup> 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.<sup>22</sup>

## 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:

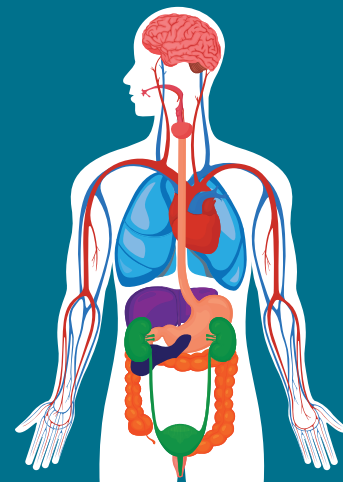
- "Quitting will improve lung health."
- "You can be there for your grandkids if you quit smoking."
- "You're helping improve the environment by quitting tobacco."

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.<sup>23,24,25</sup> 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.**<sup>5</sup>

## Commercial Tobacco Causes Many Diseases, including<sup>7,8</sup>



- **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 Smoking<sup>7</sup>

-  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: <a href="https://www.theexprogram.com/">https://www.theexprogram.com/</a></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: <a href="https://www.theexprogram.com/">https://www.theexprogram.com/</a></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, &amp; consultants.</p> <p>Learn more: <a href="https://www.theexprogram.com/">https://www.theexprogram.com/</a></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: <a href="https://cancercontrol.cancer.gov/brp/tcrb/monographs/monograph-23">https://cancercontrol.cancer.gov/brp/tcrb/monographs/monograph-23</a></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: <a href="https://cancercontrol.cancer.gov/brp/tcrb/monographs/monograph-23">https://cancercontrol.cancer.gov/brp/tcrb/monographs/monograph-23</a></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: <a href="https://cancercontrol.cancer.gov/brp/tcrb/monographs/monograph-23">https://cancercontrol.cancer.gov/brp/tcrb/monographs/monograph-23</a></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: <a href="https://millionhearts.hhs.gov/tools-protocols/action-guides/tobacco-change-package/index.html">https://millionhearts.hhs.gov/tools-protocols/action-guides/tobacco-change-package/index.html</a></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: <a href="https://millionhearts.hhs.gov/tools-protocols/action-guides/tobacco-change-package/index.html">https://millionhearts.hhs.gov/tools-protocols/action-guides/tobacco-change-package/index.html</a></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: <a href="https://millionhearts.hhs.gov/tools-protocols/action-guides/tobacco-change-package/index.html">https://millionhearts.hhs.gov/tools-protocols/action-guides/tobacco-change-package/index.html</a></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: <a href="https://digitalmedia.hhs.gov/tobacco/exhibit_booths/php">https://digitalmedia.hhs.gov/tobacco/exhibit_booths/php</a></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: <a href="https://digitalmedia.hhs.gov/tobacco/exhibit_booths/php">https://digitalmedia.hhs.gov/tobacco/exhibit_booths/php</a></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, &amp; fact sheets for public health pros: <a href="https://digitalmedia.hhs.gov/tobacco/exhibit_booths/php">https://digitalmedia.hhs.gov/tobacco/exhibit_booths/php</a></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: <a href="https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html">https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html</a></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: <a href="https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html">https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html</a></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: <a href="https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html">https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html</a></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><a href="https://www.cdc.gov/tobacco/campaign/tips/index.html">https://www.cdc.gov/tobacco/campaign/tips/index.html</a></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><a href="https://www.cdc.gov/tobacco/campaign/tips/index.html">https://www.cdc.gov/tobacco/campaign/tips/index.html</a></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><a href="https://www.cdc.gov/tobacco/campaign/tips/index.html">https://www.cdc.gov/tobacco/campaign/tips/index.html</a></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><a href="https://smokefree.gov/">https://smokefree.gov/</a></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><a href="https://smokefree.gov/">https://smokefree.gov/</a></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 &amp; live help. Learn more:</p> <p><a href="https://smokefree.gov/">https://smokefree.gov/</a></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><a href="https://therealcost.betobaccofree.hhs.gov/">https://therealcost.betobaccofree.hhs.gov/</a></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><a href="https://therealcost.betobaccofree.hhs.gov/">https://therealcost.betobaccofree.hhs.gov/</a></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><a href="https://therealcost.betobaccofree.hhs.gov/">https://therealcost.betobaccofree.hhs.gov/</a></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><a href="https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html">https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html</a></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><a href="https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html">https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html</a></p>	<p>Wondering what types of tobacco cessation Medicaid covers in your state?</p> <p>Check out @CDCgov's Medicaid tobacco cessation coverage map &amp; find coverage to quit tobacco today:</p> <p><a href="https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html">https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html</a></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><a href="https://www.cdc.gov/tobacco/health-equity/low-ses/index.htm">https://www.cdc.gov/tobacco/health-equity/low-ses/index.htm</a></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><a href="https://www.cdc.gov/tobacco/health-equity/low-ses/index.htm">https://www.cdc.gov/tobacco/health-equity/low-ses/index.htm</a></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 &amp; a lack of cessation materials.</p> <p>Learn more:</p> <p><a href="https://www.cdc.gov/tobacco/health-equity/low-ses/index.htm">https://www.cdc.gov/tobacco/health-equity/low-ses/index.htm</a></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 &amp; medicines and check out @SmokeFreeUS' free quit tobacco resources: <a href="https://smokefree.gov/">https://smokefree.gov/</a></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: <a href="https://smokefree.gov/">https://smokefree.gov/</a></p>	<p>Quitting tobacco can be tough, &amp; it usually takes more than one try.</p> <p>To quit for good, talk to your doctor about quitting resources &amp; medicines &amp; check out @SmokeFreeUS' free quit tobacco resources: <a href="https://smokefree.gov/">https://smokefree.gov/</a></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: <a href="https://www.cdc.gov/tobacco/patient-care/quit-lines-other/index.html">https://www.cdc.gov/tobacco/patient-care/quit-lines-other/index.html</a></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: <a href="https://www.cdc.gov/tobacco/patient-care/quit-lines-other/index.html">https://www.cdc.gov/tobacco/patient-care/quit-lines-other/index.html</a></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, &amp; check out these free quitlines &amp; programs, available in multiple languages: <a href="https://www.cdc.gov/tobacco/patient-care/quit-lines-other/index.html">https://www.cdc.gov/tobacco/patient-care/quit-lines-other/index.html</a></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: <a href="https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html">https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html</a></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: <a href="https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html">https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html</a></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: <a href="https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html">https://www.cdc.gov/statesystem/factsheets/medicaid/Cessation.html</a></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: <a href="https://www.cdc.gov/tobacco/patient-care/education-training/index.html">https://www.cdc.gov/tobacco/patient-care/education-training/index.html</a></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: <a href="https://www.cdc.gov/tobacco/patient-care/education-training/index.html">https://www.cdc.gov/tobacco/patient-care/education-training/index.html</a></p>	<p>Bringing up commercial tobacco with patients can be hard, but utilizing evidence-based resources &amp; trainings can help.</p> <p>Check out @CDC's free tobacco cessation clinical education &amp; training: <a href="https://www.cdc.gov/tobacco/patient-care/education-training/index.html">https://www.cdc.gov/tobacco/patient-care/education-training/index.html</a></p>
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## 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	<a href="#">TIPS from Former Smokers</a>	Campaign of real people's experiences with tobacco and tobacco-related health conditions, including a newly released 2024 campaign	<b>Facebook:</b> @CDC, @CDCTobaccoFree <b>Instagram:</b> @CDCgov <b>X:</b> @CDCTobaccoFree, @CDCgov, @CDC_Cancer
	<a href="#">Tips From Former Smokers Motivational Cards</a>	Wallet-sized cards with motivational quotes from real people who have quit tobacco	
	<a href="#">Million Hearts Tobacco Cessation Change Package</a>	Tobacco cessation quality improvement tool for healthcare professionals in a variety of settings	
	<a href="#">Million Hearts Tobacco Use Featured Tools</a>	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	
	<a href="#">Clinical Education and Training</a>	Training resources with evidence-based information, practical advice, and smoking cessation videos	
	<a href="#">Clinical Cessation Tools</a>	Up-to-date tobacco cessation resources for clinicians	
	<a href="#">Quitlines and Other Cessation Support Resources</a>	List of free resources, including quitlines and text-to-quit programs, in multiple languages	
	<a href="#">Reasons to Quit Smoking</a>	Patient card discussing reasons to quit commercial tobacco and free tobacco cessation resources	
Centers for Medicare and Medicaid Services (CMS)	<a href="#">STATE System Medicaid Coverage of Tobacco Cessation Treatments Fact Sheet</a>	Interactive map and information on Medicaid tobacco cessation coverage by state	<b>X:</b> @CMSgov
	<a href="#">Improving Tobacco Cessation</a>	Write-up of a CMS technical assistance program to help states improve tobacco cessation services	
U.S. Department of Health and Human Services	<a href="#">Network of Quality Improvement and Innovation Contractors' Stigma &amp; Implicit Bias Toolkit</a>	Toolkit with strategies to address traditionally stigmatized conditions or behaviors, including smoking	<b>Facebook:</b> @HHS <b>Instagram:</b> @HHSgov <b>X:</b> @HHSgov
	<a href="#">Tobacco Education Resource Library</a>	Library of free, downloadable commercial tobacco cessation resources for a variety of audiences	
	<a href="#">Resources for Public Health Practitioners</a>	Resources for public health practitioners communicating about commercial tobacco	
	<a href="#">Resources for Health Care Providers</a>	Resources for healthcare providers communicating with patients about commercial tobacco	
	<a href="#">The Real Cost</a>	Public education campaign to help prevent youth tobacco use	
	<a href="#">Food is Medicine Summit</a>	Summit discussing the concept of food as medicine and the importance of multi-sector partnerships	
	<a href="#">Food is Medicine: A Project to Unify and Advance Collective Action</a>	List of current Food is Medicine activities and practice resources	

## Resource Chart (continued)

Organization	Resource	Description	Social Media Tags
Smokefree.gov	<a href="https://www.smokefree.gov">Smokefree.gov</a>	Free commercial tobacco cessation resources for people at any stage of their quit tobacco journey, including specific resources for people who are <a href="#">American Indian and Alaska Native</a> , <a href="#">veterans</a> , <a href="#">women</a> , <a href="#">teens</a> , <a href="#">Spanish-speakers</a> , or <a href="#">over 60</a>	<b>Facebook:</b> @SmokefreeUS <b>Instagram:</b> @SmokefreeUS <b>X:</b> @SmokefreeUS
National Cancer Institute	<a href="#">Cigarette Smoking: Health Risks and How to Quit (PDQ) – Health Professional Version</a>	Write-up for health professionals that describes the benefits of quitting tobacco and the evidence-based ways patients can quit for good	<b>Facebook:</b> @NationalCancerInstitute <b>Instagram:</b> @NationalCancerInstitute <b>X:</b> @theNCI
	<a href="#">Treating Smoking in Cancer Patients: An Essential Component of Cancer Care</a>	Toolkit with strategies to address traditionally stigmatized conditions or behaviors, including smoking	
	<a href="#">A Link Between Former Smokers and a Healthy Lifestyle</a>	Video discussing healthy lifestyle habits for people who quit smoking	
U.S. Food and Drug Administration	<a href="#">The Real Cost Cigarette Prevention Campaign</a>	Campaign materials for The Real Cost campaign to prevent youth tobacco use	<b>Facebook:</b> @FDA <b>Instagram:</b> @FDA <b>X:</b> @US_FDA
	<a href="#">Next Legends</a>	Campaign to help prevent youth vaping in American Indian and Alaska Native communities	
Truth Initiative & Mayo Clinic	<a href="#">EX Program</a>	Program that partners with employers, health plans, and consultants to provide evidence-based, digital tobacco cessation assistance	<b>Facebook:</b> @TruthInitiative <b>Instagram:</b> @TruthInitiative <b>X:</b> @TruthInitiative
	<a href="#">Tobacco Cessation for Health Plans</a>	Digital tobacco cessation assistance for health plans, available in English and Spanish	
North American Quitline Consortium	<a href="#">U.S. Quitlines Map</a>	A map of free, confidential state tobacco quitline services that are available 24/7 and year-round	<b>Facebook:</b> N/A <b>Instagram:</b> N/A <b>X:</b> N/A
Association of State and Territorial Health Officials	<a href="#">Using Medicaid Datasets to Measure Tobacco Use: A Review</a>	Discussion of ways that Medicaid agencies can use data collection to better understand tobacco use	<b>Facebook:</b> @StatePublicHealth <b>X:</b> @ASTHO
American Cancer Society	<a href="#">Leadership in Oncology Navigation Program-Training &amp; Credentialing</a>	Training and credentialing program for PNs	<b>Facebook:</b> @AmericanCancerSociety <b>Instagram:</b> @AmericanCancerSociety <b>X:</b> @AmericanCancer
	<a href="#">How to Quit Using Tobacco</a>	List of guides and resources to help people quit commercial tobacco	
	<a href="#">Empowered to Quit</a>	E-mail based program to help people quit tobacco	
	<a href="#">Quit2Heal Program</a>	Program that allows cancer patients to enroll in a study comparing two quit smoking apps	
Feeding America	<a href="#">Mobile Food Pantries</a>	Locator that identifies local food banks by zip code	<b>Facebook:</b> @FeedingAmerica <b>Instagram:</b> @FeedingAmerica <b>X:</b> @FeedingAmerica



## Resource Chart (continued)

Organization	Resource	Description	Social Media Tags
Tufts University	<a href="#">2023 Food is Medicine National Summit: Transforming Healthcare</a>	On-demand video of the 2023 Food is Medicine Summit	<b>Facebook:</b> @GeraldJand-DorothyRFriedmanSchoolof-NutritionScienceandPolicy <b>Instagram:</b> @Tufts_Nutrition <b>X:</b> @TuftsNutrition
Giant Food	<a href="#">Healthier Together: Food as Medicine</a>	Classes, resources, and recipes to help consumers practice Food as Medicine	<b>Facebook:</b> @GiantFood <b>Instagram:</b> @GiantFood <b>X:</b> @GiantFood
	<a href="#">Additional Resources</a>	Resources and classes to help people and organizations promote and practice Food as Medicine	
Hamilton Family Health Team	<a href="#">Nutrition in a Minute: Smoking Cessation</a>	Video that discusses managing increased hunger when quitting tobacco	<b>Facebook:</b> @HamiltonFHT <b>Instagram:</b> @HamiltonFHT <b>X:</b> @HamiltonFHT
COPD Foundation	<a href="#">COPD Pocket Consultant Guide: Healthcare Provider Track</a>	App to help healthcare professionals support patients with chronic obstructive pulmonary disease with interactive tools and resources	<b>Facebook:</b> @COPDFoundation <b>Instagram:</b> @COPD.foundation <b>X:</b> @COPDFoundation
The International Association for the Study of Lung Cancer World Conference on Lung Cancer	<a href="#">Talk About Solutions in Lung Cancer Stigma: Empathetic Communication Model and Language Guide</a>	Webinar discussing strategies for empathetic communication with lung cancer patients	<b>Facebook:</b> @IASLC <b>Instagram:</b> @IASlungcancer <b>X:</b> @IASLC
SMHN Resource	<a href="#">Quit Tobacco Toolkit: Men's Health</a>	Social media toolkit that provides posts and images to help promote commercial tobacco cessation among men	<b>Facebook:</b> @SelfMadeHealthNetwork <b>X:</b> @SelfMadeHealth



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