



# SelfMade Health Network Quit Tobacco Toolkit: Men's Health

Dear States and Other Partners,

Most people who use tobacco want to quit, but quitting can be tough without the right resources. In fact, research suggests that it can take an average of 6 to 30 attempts to quit for good, highlighting the need to promote cessation resources all year, not just at the beginning of a new year.<sup>1</sup>

That's why we're releasing the SelfMade Health Quit Tobacco Toolkit now, for use throughout the year. The toolkit addresses a variety of tobacco and nicotine use, including posts and graphics geared towards cigarettes, cigars, cigarillos, smokeless tobacco, and e-cigarettes. In most states, tobacco use and tobacco-related mortality rates are highest among men. As a result, our 2023 toolkit is geared towards men in all communities.

## *Some optimal times to use and share these posts:*

- February is American Heart Month, a good time to promote resources for quitting tobacco because smoking doesn't only affect the lungs; it affects the heart, blood vessels, and nearly every other organ in the body.<sup>2</sup>
- During February and March, Americans celebrate the Super Bowl, March Madness, and the National Basketball Association season. We can remind sports fans that there are healthier ways to celebrate a win other than by using cigars, cigarettes, smokeless tobacco, or e-cigarettes.
- Great American Spit Out Day is on February 23rd. This is a great opportunity to share resources for quitting smokeless tobacco.
- Major League Baseball and NASCAR seasons are also good times to talk about the dangers of smokeless tobacco, such as dip, snuff, and dual tobacco product use.
- Any time of the school year is a good time to remind students that e-cigarettes can worsen anxiety and ADHD symptoms.<sup>3</sup>
- World No Tobacco Day is May 31st.
- Men's Health Month is in June. Some organizations also celebrate Men's Health in November. These are both good times to share quit smoking resources geared towards men.
- November is Lung Cancer Awareness Month, and November 16th is the Great American Smokeout. Both are great times to promote tobacco cessation resources.

We hope that you'll use these posts and images on your own social media feeds to increase awareness of the availability of free, confidential, and evidence-based tobacco services available for people who want to quit nicotine. For additional quitting resources, visit our list of [Quit Tobacco Tools](#). And don't forget to tag us so we can follow along with you!

In good health,  
The SelfMade Health Network Team

1. Chaiton M, Diemert L, Cohen JE, Bondy SJ, Selby P, Philipneri A, Schwartz R. Estimating the number of quit attempts it takes to quit smoking successfully in a longitudinal cohort of smokers. *BMJ Open*. 2016;6:e011045. <http://dx.doi.org/10.1136/bmjopen-2016-011045>

2. Tobacco Use. Centers for Disease Control and Prevention. Updated November 10, 2022. Accessed February 1, 2023. <https://www.cdc.gov/chronicdisease/resources/publications/factsheets/tobacco.htm>

3. Colliding Crises: Youth Mental Health and Nicotine Use. Truth Initiative. September 19, 2021. Accessed February 1, 2023. <https://truthinitiative.org/research-resources/emerging-tobacco-products/colliding-crises-youth-mental-health-and-nicotine-use>

# How to Use the Toolkit

*To get the most out of SelfMade Health Network's Quit Tobacco Toolkit, follow these easy steps:*

1

**Choose your platform:**

- Twitter
- Facebook
- Instagram

2

**Copy the text and download any images you'd like.**

- Images are sized for each platform

3

**Choose your Hashtag:**

*For Everyday Posts:*

- #QuitSmoking
- #Tobacco
- #SmokeFree
- #Health
- #Equity

*For Event-Specific Posts:*

- #AmericanHeartMonth
- #MensHealthMonth
- #LCAM
- #GreatAmericanSmokeout
- #GreatAmericanSpitout
- #SuperBowlLVII

- #SBLVII
- #MFinalFour
- #MarchMadness
- #MLB
- #NBA
- #NASCAR
- #WorldNoTobaccoDay

4

**Tag SelfMade Health Network**

- On Facebook:  
@SelfMadeHealthNetwork

- On Twitter:  
@SelfMadeHealth

5

**POST!**





## Posts for Twitter

Most people who smoke want to quit. Are you one of them?

It's never too late to **#QuitSmoking**. If you're thinking about quitting tobacco, check out **@CDCTobaccoFree's** free & confidential services: <https://www.cdc.gov/tobacco/campaign/tips/quit-smoking/index.html>

Cigars are not safer than cigarettes—both cause cancer, heart disease, & COPD.

So next time your team wins, don't reach for that cigar.

Celebrate by calling a free & confidential tobacco quitline. Here's to enjoying future victories in good health!

[https://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/tobacco\\_industry/cigars/index.htm](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/cigars/index.htm)

Just because you're in the dugout doesn't mean you should dip. You can quit.

For free, confidential text-to-quit tobacco services, visit: [@SmokeFreeUS](https://teen.smokefree.gov/become-smokefree/dipreetxt)

Cigarillos may be cheaper than cigarettes, but they're just as harmful to your health.

Don't let nicotine rule your life, now or ever. **#QuitSmoking** today: <https://smokefree.gov/>  
**@SmokeFreeUS**

It may feel like your e-cig is helping you cope with stress & anxiety, but research shows that it's actually ↓↓↓ your mental health.

You CAN quit. For more myths about nicotine in e-cigs + mental health, visit:

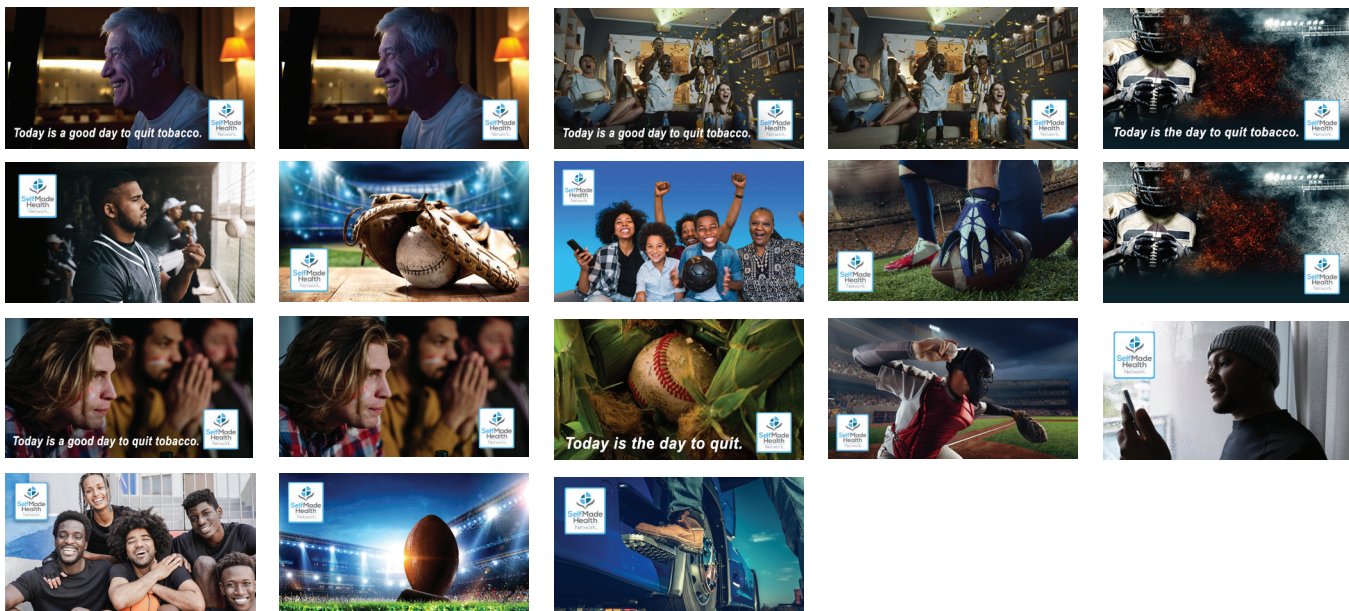
<https://truthinitiative.org/research-resources/emerging-tobacco-products/nicotine-use-and-stress>

DYK that vaping can make ADHD symptoms worse?

You CAN quit. For more info + free quit resources, visit:

<https://truthinitiative.org/research-resources/harmful-effects-tobacco/nicotine-and-young-brain>

## Twitter images



Download Images Here

## Posts for Facebook

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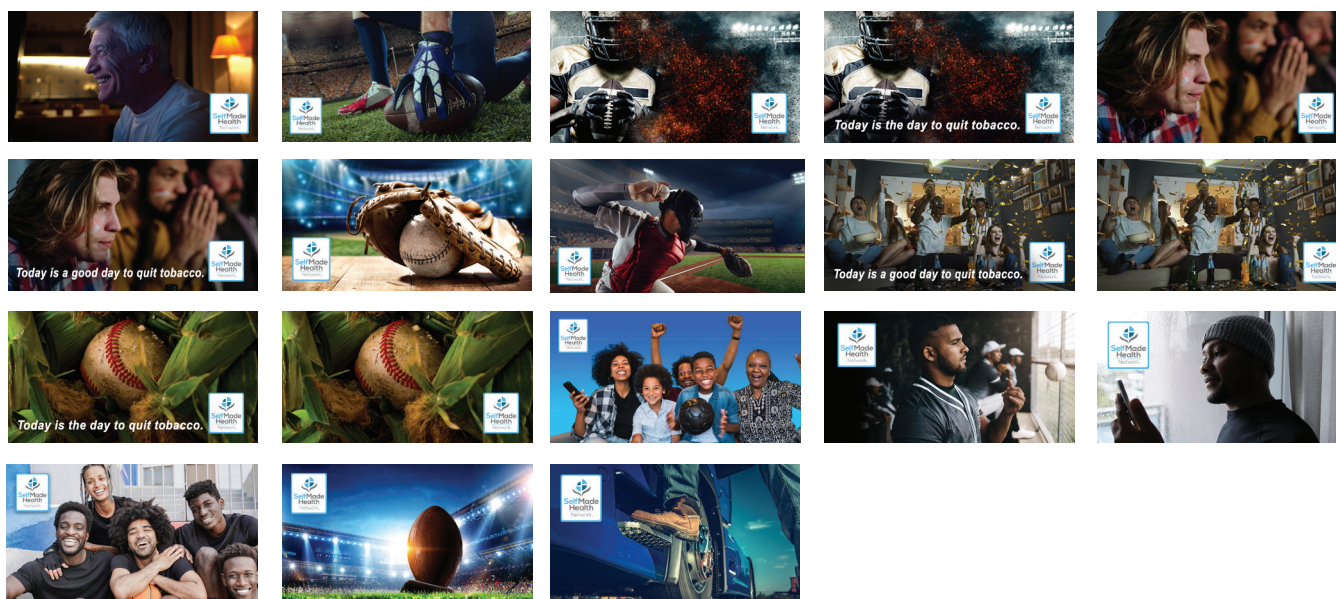
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## Facebook images



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## Posts for Instagram

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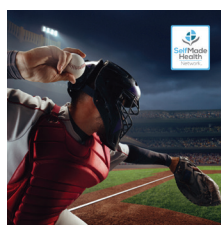
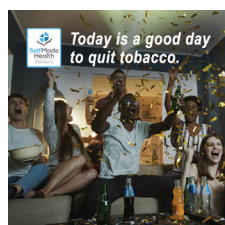
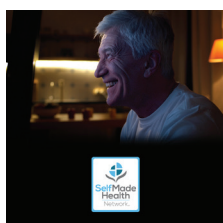
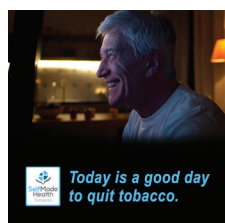
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## Instagram images



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