



THE GREAT AMERICAN SMOKEOUT 2014

COMMUNICATIONS TOOLKIT

Join Healthy HotSpot partnerships for tobacco-free living as we use the American Cancer Society's Great American Smokeout (GASO) on Nov. 20 to raise awareness about the Illinois Smoke-Free Campus Act. This new law requires all state-funded college and university campuses to become smoke-free by July 1, 2015, and will greatly reduce exposure to secondhand smoke and provide a healthy learning environment on college campuses for students, faculty and staff.

Combine the key messages below with the hashtags, callouts and URLs to promote each call to action for maximum impact. See sample Facebook messages and Tweets on page 2.

Promote smoke-free campuses.



Call to Action

Key Messages:

- There is no safe level of exposure to secondhand smoke.
- Smoking outdoors still creates a hazardous campus for all.
- Where you live, work, study, and play affects your health.
- Smoke-free spaces are proven to reduce the number of current smokers and encourage youth and young adults to never start smoking.

Suggested URL: healthyhotspot.org

Hashtags

Smoke-Free Campuses

#2ndhandSmoke
#SmokeFreeCampus
#HealthyHotSpot

Quit Smoking (Cessation)

#QuitYes
#QuitSmoking
#SmokeFree
#ForeverQuitter
#QuitForGood
#GreatAmericanSmokeout

Callouts

Find and reference our partners on Twitter. Here are a few:

@ALChicago
American Lung Association
@CookCoHealth
Cook County Dept. of Public Health
@RespHealth
Respiratory Health Association
@QuitYesIL
Illinois Tobacco Quitline

Quit Smoking.



Call to Action

Key Messages:

- Quitting smoking is the most important thing you can do for your health.
- Thinking about quitting smoking? List your reasons for quitting and keep them where you can see them to stay motivated.
- Set a quit date within the next two weeks and be ready when your campus goes smoke-free July 1, 2015.
- Quitting smoking isn't easy, but it's possible. Don't get discouraged. Try again and quit for good.

Suggested URL: quityes.org

Support the Smoke Free Campus Act.



Call to Action

Key Messages:

- Learn more about the Illinois Smoke-Free Campus Act (Public Act 098-0985) and tell others about the benefits of healthy air.
- Look for more information from your campus committee about your school's smoke-free campus policy.
- Help spread the word about the benefits of your campus going 100% smoke-free, and voice your support to your campus committee and leadership.

Suggested URL: lungil.org/campus

HealthyHotSpot.org

Healthy HotSpot is an initiative led by the Cook County Department of Public Health, aiming to make suburban Cook County healthier one spot at a time through partnerships for healthy living.

Sample Facebook Messages



- Set a quit date within 2 weeks and be ready when your college or university campus goes smoke-free in July. Get help. (quityes.org)
- Where you live, work, study and play affects your health. Support your campus going smoke-free July 2015. Learn more. (healthyhotspot.org)
- There is no safe level of exposure to secondhand smoke. Support smoke-free campuses. Learn more about the benefits of healthy air. (lungil.org)
- The IL Smoke-Free Campus Act takes effect July 2015. Now is a good time to become a Forever Quitter. Get inspired. (cookcountypublichealth.org)
- Smoke-free spaces are proven to reduce the number of current smokers & encourage youth to never start smoking. Get info. (lungchicago.org)

Sample Tweets



- Set a quit date w/in 2 weeks and be ready when your college/university campus goes #SmokeFree in July. Get help. #GASO (quityes.org)
- Where you live, work, study & play affects your health. Support your campus going #SmokeFree July 2015. Learn how @CookCoHealth. (healthyhotspot.org)
- There is no safe level of exposure to #2ndhandSmoke. Support #SmokeFree campuses. Learn more about the benefits of healthy air @ALACHicago. (lungil.org)
- The IL #SmokeFreeCampus Act takes effect July 2015. Now is a good time to become a #ForeverQuitter. Get inspired. (cookcountypublichealth.org)
- #SmokeFree spaces are proven to reduce the number of current smokers & encourage youth to never start #Smoking. Get info @RespHealth. (lungchicago.org)

The Healthy HotSpot Great American Smokeout 2014 toolkit is supported by the Healthy HotSpot partnerships for tobacco-free living.



American Lung Association
in Greater Chicago
lungil.org



Cook County Department of
Public Health
cookcountypublichealth.org



Illinois Tobacco Quitline
quityes.org



Respiratory Health Association
lungchicago.org

Sample Letter

Customize the sample letter below and distribute via mail, email, or as a blogpost to inform students, faculty and/or staff (either together or separately) about your school's progress towards implementing a smoke-free campus policy. If your school already has a smoke-free campus policy, then use this letter to raise awareness about it.

DRAFT

[Insert date]

Dear Students, Faculty, and Staff:

Last summer, the Illinois General Assembly passed the Smoke-Free Campus Act (Public Act 098-0985), mandating all state-funded institutions of higher learning to implement a smoke-free policy no later than July 1, 2015. The law was passed to reduce exposure to second-hand smoke and provide a learning environment on college campuses that promotes health and wellness for our students, faculty, staff and visitors. This is a mission we at [insert name of your college/university] fully support. Exposure to secondhand smoke kills 16,000 people in Illinois each year and is the third leading cause of preventable death. Currently, more than 17% of young people ages 18-24 years old, and 22% of adults in suburban Cook County, are smokers. Many attend or work at colleges and universities such as [insert name of your college/university].

In order to prepare for the implementation of this new policy, we have formed the [insert the name of your community task force]. This committee is composed of individuals from various areas of our campus and includes: students, faculty, maintenance staff and public safety. The purpose of the task force is to coordinate the implementation of the Smoke-Free Campus Act, including creation, communication and enforcement of the smoke-free policy. If you have any input for the committee, please submit your ideas to [insert contact information] or attend one of our open forums.

If you or anyone you know is interested in quitting smoking and would like more information on cessation services, please contact [insert campus health clinic name and number] or the free Illinois Tobacco Quitline (www.quityes.org) at 866-QUIT-YES (866-784-8937).

Sincerely,

[Insert the name of your community task force]