



# **TOOLKIT**

Quitting Tobacco  
and Vaping  
Information for  
Social Media



## Social Media Toolkit

Did you know that tobacco use remains the leading cause of preventable death in Illinois, claiming thousands of lives each year? Youth who start using tobacco products are more likely to develop lifelong addictions, leading to serious health consequences such as heart disease, cancer, and lung conditions. Communities of color and low-income populations are disproportionately targeted by the tobacco industry, exacerbating health disparities.

Facts like these are why Cook County Department of Public Health launched **UnfriendTobacco.com**, a website dedicated to empowering youth, along with all individuals and communities, to break free from tobacco's harmful effects and create a healthier future for all.

### How Can I Help Spread the Word?

We've made it easy for you to take action and help create a tobacco-free future. This toolkit is packed with ideas to get started today:

- Add information about the dangers of tobacco and vaping, plus UnfriendTobacco.com, to your newsletter.
- Share facts and resources on your social media platforms.
- Use our ready-to-go social media graphics in your posts, emails, or newsletters.
- Publish a blog article on your website to educate your audience.



# Sample Social Media Graphics

Go to:  
**UnfriendTobacco.com**

Call:  
**1-866-QUIT-YES**

Text:  
**Start My Quit to 36072**

Download [HERE.](#)



**UNFRIEND TOBACCO**

Cook County <sup>DEPT.</sup> Public Health | **BUILDING HEALTHIER COMMUNITIES**

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**BUILDING  
HEALTHIER  
COMMUNITIES**

## URLs

- UnfriendTobacco.com
- QuitYes.org
- MyLifeMyQuit.com
- Your Lungs, Your Rules Youtube Short:  
<https://www.youtube.com/shorts/cRPU3lw0PCo>
- Public Health Heroes League: Smoke and Mirrors -  
<https://www.youtube.com/watch?v=2rNI1IApdFM>

## Call to Action

- Visit **UnfriendTobacco.com** to learn more about the dangers of tobacco and vaping, find resources, and take action.
- Ready to quit?
  - Illinois residents can get free support and resources at **QuitYes.org**.
  - **Call: 1-866-QUIT-YES**
- Take control of your health. Say YES to freedom, YES to health, and YES to a tobacco-free life. Find support for teens at **MyLifeMyQuit.com**.
  - **Text "Start My Quit" to 36072**

## Tag CCDPH

- Facebook – [www.facebook.com/ccdph](http://www.facebook.com/ccdph)
  - @CCDPH or @Cook County Department of Public Health
- X (formerly Twitter) – [www.x.com/cookcohealth](http://www.x.com/cookcohealth)
  - @cookcohealth
- LinkedIn – [www.linkedin.com/company/cook-county-department-of-public-health/](http://www.linkedin.com/company/cook-county-department-of-public-health/)
  - @Cook County Department of Public Health
- Instagram - <https://www.instagram.com/cookcountypublichealth/>
  - @cookcountypublichealth



## Sample Social Media Posts

- Freedom begins with a breath. Every inhale is a choice—choose freedom. Learn more at [UnfriendTobacco.com](https://UnfriendTobacco.com)
- Don't play games with your health. Vapes and tobacco products aren't worth the risk. Stay in control. Learn more at [UnfriendTobacco.com](https://UnfriendTobacco.com)
- Your Lungs, Your Rules isn't just about saying no—it's about saying YES to freedom, YES to health, and YES to taking control of your life. Ready to start your journey? Visit [UnfriendTobacco.com](https://UnfriendTobacco.com)
- You have the power to say YES to a tobacco-free life. Set your course for a healthier future. Learn more at [UnfriendTobacco.com](https://UnfriendTobacco.com)
- E-cigarettes and flavored vapes are not your friends. It's time to unfriend them. Visit [UnfriendTobacco.com](https://UnfriendTobacco.com) or text "Start my Quit" to 36072 for support.
- Tobacco is the leading cause of preventable death in America, killing 480,000 people every year. Another 16 million Americans live with tobacco-related disease. It's time to break the cycle. Learn more at [UnfriendTobacco.com](https://UnfriendTobacco.com)
- Nicotine harms the developing adolescent brain, affecting attention, learning, mood, and impulse control. Don't let tobacco take control. Choose health. Learn more at [UnfriendTobacco.com](https://UnfriendTobacco.com)
- Secondhand and thirdhand smoke are dangerous. Tobacco smoke contains 7,000 chemicals—70 of them are known to cause cancer. There is no safe level of exposure. Learn more at [UnfriendTobacco.com](https://UnfriendTobacco.com)



## Sample Social Media Posts

- Secondhand smoke kills. It is the third leading cause of preventable death in the U.S., responsible for 49,000 deaths each year. Protect yourself and others. Learn more at [UnfriendTobacco.com](https://UnfriendTobacco.com)
- Vapes and e-cigarettes are not harmless. Their aerosol contains nicotine, ultrafine particles, heavy metals, and cancer-causing chemicals. Protect your lungs. Learn more at [UnfriendTobacco.com](https://UnfriendTobacco.com)
- Vape products are easily manipulated. The liquid ingredients vary widely and often don't match what's listed on the label. You never really know what you're inhaling. Learn more at [UnfriendTobacco.com](https://UnfriendTobacco.com)
- Nicotine is highly addictive. It alters brain chemistry, increases cravings, and makes quitting harder. Don't let it control your life. Get support by texting "START MY QUIT" to 36072.
- Nicotine withdrawal can make you feel irritable, anxious, or stressed. These feelings are temporary. The rewards of quitting are worth it. Create a quit plan to stay strong. Get support by texting "START MY QUIT" to 36072.
- Quitting saves you more than your health. The average person who quits can save over \$600 a year. Call 1-866-QUIT-YES to start your journey.
- Flavors fuel addiction. In 2022, 84.9% of youth who used e-cigarettes chose flavored varieties. The most popular? Fruit (69.1%), candy/desserts (38.3%), mint (29.4%), and menthol (26.6%). These products aren't harmless—they're designed to hook you. Learn more at [UnfriendTobacco.com](https://UnfriendTobacco.com)



## Sample Social Media Posts

- More than 81% of Black individuals who reported smoking cigarettes use menthol-flavored cigarettes. In Illinois, Black residents have a significantly higher rate of new lung cancer cases that can lead to premature death compared to all other races/ethnicities. Learn the facts at [UnfriendTobacco.com](http://UnfriendTobacco.com)
- Parents play a major role in preventing youth tobacco use.
  - Model a smoke-free lifestyle. If you smoke, quit.
  - Keep your home and car smoke-free.
  - Take an active interest in your child's social life and influences.
  - Teach your kids how to say no to tobacco and vaping. Talk about the risks and help them resist peer pressure.Request free quit resources and information at [QuitYes.org](http://QuitYes.org)
- Menthol makes cigarettes more addictive, making it easier to start and harder to quit. Know the risks.
- Flavored tobacco products target youth and vulnerable communities. The tobacco industry markets these products as "safer," but they are just as harmful.
- 84.9% of youth who use e-cigarettes choose flavored products. These flavors are designed to hook young users and increase their chances of becoming lifelong smokers. Don't fall for it.

## Hashtags

#UnfriendTobacco	#TobaccoFree
#EachBreathMatters	#BreakFree
#YourLungsYourRules	#QuitVaping
#TakeDownTobacco	#NoMoreTobacco
#TobaccoExposed	#LiveTobaccoFree



# Fact Sheets Available in Five Languages

Fact sheets are available for download on [our website](#) in English, Spanish, Polish, Arabic, and Simplified Chinese.



**THE BENEFITS OF QUITTING SMOKING**

Quitting tobacco and vaping products is one of the most important health decisions you can make. Quitting smoking has immediate, as well as long-term benefits, for you and your loved ones. It can be challenging to quit, but it is possible!

**Did you know?**

- 20 minutes after quitting:** Your heart rate drops to a normal level.
- 12 hours after quitting:** The carbon monoxide level in your blood drops to normal.
- 2 weeks to 3 months after quitting:** Your risk of having a heart attack begins to drop. Your lung function begins to improve.
- 1 to 9 months after quitting:** Your coughing and shortness of breath decreases.
- 1 year after quitting:** Your added risk of coronary heart disease is half that of a smoker's.
- 5 to 15 years after quitting:** Your risk of having a stroke is reduced to that of a nonsmoker's. Your risk of getting cancer of the mouth, throat or esophagus is half that of a smoker's.
- 10 years after quitting:** Your risk of dying from lung cancer is about half that of a smoker's. Your risk of getting cervical cancer or cancer of the larynx, kidney, or pancreas decreases.
- 15 years after quitting:** Your risk of coronary heart disease is the same as that of a nonsmoker.

**QUIT FOR GOOD.**  
Call 1-866-QUIT-YES.  
Visit [www.quities.org](http://www.quities.org).

[unfriendtobacco.com](http://unfriendtobacco.com)

This project was possible with funding from the Illinois Department of Public Health. Adapted with permission from American Lung Association from cdc.gov.



**LOS BENEFICIOS DE DEJAR DE FUMAR**

Dejar de consumir tabaco y productos de vapeo es una de las decisiones de salud más importantes que puede tomar. Dejar de fumar tiene beneficios inmediatos y a largo plazo para usted y sus seres queridos. Dejar de fumar puede ser un desafío, ¡pero es posible!

**¿Lo sabía?**

- 20 minutos después de dejar:** Su frecuencia cardíaca desciende a un nivel normal.
- 12 horas después de dejar:** El nivel de monóxido de carbono en su sangre desciende a un nivel normal.
- De 3 semanas a 3 meses después de dejar:** Su riesgo de sufrir un ataque cardíaco comienza a disminuir. Su función pulmonar comienza a mejorar.
- De 1 a 9 meses después de dejar:** La tos y la dificultad para respirar disminuyen.
- 1 año después de dejar:** Su riesgo adicional de padecer una enfermedad cardíaca coronaria es la mitad que el de un fumador.
- De 5 a 15 años después de dejar:** Su riesgo de sufrir un derrame cerebral se reduce al de una persona no fumadora. Su riesgo de padecer cáncer de boca, garganta o esófago es la mitad que el de un fumador.
- 10 años después de dejar:** Su riesgo de morir de cáncer de pulmón es aproximadamente la mitad que el de un fumador. Su riesgo de padecer cáncer de vejiga es la mitad que el de un fumador. Su riesgo de padecer cáncer de cuello uterino o cáncer de laringe, riñón o páncreas disminuye.
- 15 años después de dejar:** Su riesgo de sufrir una enfermedad cardíaca coronaria es el mismo que el de un no fumador.

**DEJELO PARA SIEMPRE.**  
Lláme al 1-866-QUIT-YES.  
Visite [www.quities.org](http://www.quities.org).

[unfriendtobacco.com](http://unfriendtobacco.com)

Este proyecto es posible gracias a la financiación del Departamento de Salud Pública de Illinois (Department of Public Health). Adaptado con autorización de la American Lung Association de cdc.gov.



**KORZYŚCI Z RZUCENIA PALENIA**

Zaprzestanie palenia tytoniu i waporyzacji jest jedną z najważniejszych decyzji zdrowotnych, jaką możesz podjąć. Rzucenie palenia przynosi natychmiastowe i długoterminowe korzyści Tobie i Twoim bliskim. Rzucenie nalogu może być trudne, ale jest możliwe!

**Czy wiesz?**

- 20 minut po rzuceniu palenia:** Tętno spada do normalnego poziomu.
- 12 godzin po rzuceniu palenia:** Poziom tlenku węgla we krwi spada do normalnego poziomu.
- 2 tygodnie do 3 miesięcy po rzuceniu palenia:** Ryzyko wystąpienia zawału serca zaczyna spadać. Funkcje płuc zaczynają się poprawiać.
- Od 1 do 9 miesięcy po rzuceniu palenia:** Kaszel i duszność ustępują.
- 1 rok po rzuceniu palenia:** Ryzyko wystąpienia choroby wieńcowej u Ciebie jest o połowę mniejsze niż u palacza.
- Od 5 do 15 lat po rzuceniu palenia:** Ryzyko wystąpienia udaru u Ciebie jest niższe niż u osoby niepalącej. Ryzyko zachorowania na raka jamy ustnej, gardła lub przełyku jest o połowę mniejsze niż w przypadku palacza.
- 10 lat po rzuceniu palenia:** Ryzyko śmierci na raka płuc wynosi około połowę ryzyka, jakie obejmują palaczy. Ryzyko zachorowania na raka pęcherza moczowego jest o połowę mniejsze niż w przypadku palacza. Zmniejsza się ryzyko zachorowania na raka szyjki macicy, krtańi, nerki lub trzustki.
- 15 lat po rzuceniu:** Ryzyko wystąpienia choroby wieńcowej jest u Ciebie takie samo, jak u osoby niepalącej.

**RZUCIĆ NA DOBRZE.**  
Zadzwoń pod numer 1-866-QUIT-YES.  
Odwiedź [www.quities.org](http://www.quities.org).

[unfriendtobacco.com](http://unfriendtobacco.com)

Projekt ten jest możliwy dzięki dofinansowaniu ze strony Departamentu Zdrowia Publicznego stanu Illinois (Department of Public Health). Adaptacja za zgodą American Lung Association z cdc.gov.



**فوائد الإقلاع عن التدخين**

بعد الإقلاع عن استخدام التبغ ومستحبات التدخين الإلكتروني، أحد أهم القرارات الصحية التي يمكنك اتخاذها للإقلاع عن التدخين له فوائد فورية، وكذلك طويلة الأمد، تعود بالنفع عليك وعلى أحبائك. قد يكون الإقلاع عن التدخين أمرًا صعبًا، لكنه ممكن!

**هل تعلم؟**

- بعد مرور 20 دقيقة من الإقلاع عن التدخين:** ينخفض معدل ضربات قلبك إلى المستوى الطبيعي.
- بعد مرور 12 ساعة من الإقلاع عن التدخين:** ينخفض مستوى أول أكسيد الكربون في دمك إلى المعدل الطبيعي.
- بعد مرور أسبوعين إلى 3 أشهر من الإقلاع عن التدخين:** يبدأ خطر إصابتك بمرض القلب بالانخفاض. تبدأ وظيفة الرئة لديك بالتحسن.
- بعد مرور شهر إلى 9 أشهر من الإقلاع عن التدخين:** يقل السعال وضيق التنفس لديك.
- بعد مرور عام واحد على الإقلاع عن التدخين:** ينصّب خطر الإصابة بأمراض القلب الناجمة لديك نصف الخطر الذي يتعرض له المدخنون.
- بعد مرور 5 إلى 15 عامًا من الإقلاع عن التدخين:** ينخفض خطر إصابتك بالسكري البانكرياتية إلى نفس مستوى خطر إصابة غير المدخنين. ينصّب خطر إصابتك بسرطان الفم أو الحلق أو المريء نصف خطر إصابتك بسرطان المدخن.
- بعد مرور 10 سنوات من الإقلاع عن التدخين:** ينصّب خطر الوفاة بسبب سرطان الرئة لديك نحو نصف خطر الوفاة لدى المدخن.
- بعد مرور 15 عامًا من الإقلاع عن التدخين:** ينصّب خطر الإصابة بأمراض القلب الناجمة لديك بمعدل المستوى الطبيعي لدى الشخص غير المدخن.

**الإقلاع للأبد**  
اتصل على 1-866-QUIT-YES.  
لرؤية زيارة الموقع الإلكتروني [www.quities.org](http://www.quities.org)

[unfriendtobacco.com](http://unfriendtobacco.com)

أصبح هذا المشروع ممكنًا بفضل التمويل من وزارة الصحة العامة (Department of Public Health) في إيلينوي، بموافقة من American Lung Association من موقع cdc.gov.



**戒烟益处**

戒掉烟草或电子烟，将是你人生中最重要健康决定之一。戒烟不仅会让你和所爱之人立刻受益，还能带来长期益处。戒烟可能很困难，但并非不可能！

**您知道吗？**

- 戒烟20分钟后:** 心率降至正常水平。
- 戒烟12小时后:** 血液中的一氧化碳水平降至正常。
- 戒烟2周到3个月:** 患心脏病和肺癌的风险开始下降。肺功能开始改善。
- 戒烟1至9个月:** 咳嗽和呼吸急促现象减少。
- 戒烟1年后:** 罹患心脏病的风险是吸烟者的一半。
- 戒烟5至15年后:** 中风的风险降至非吸烟者的水平。罹患口腔癌、咽喉癌或食道癌的风险是吸烟者的一半。
- 戒烟10年后:** 因肺癌而死亡的风险为吸烟者的一半。罹患膀胱癌的风险是吸烟者的一半。罹患食管癌、喉癌、肾脏或胰腺癌的风险降低。
- 戒烟15年后:** 罹患心脏病的风险与非吸烟者相同。

**戒烟有益。**  
拨打 1-866-QUIT-YES。  
访问 [www.quities.org](http://www.quities.org)。

[unfriendtobacco.com](http://unfriendtobacco.com)

该项目由伊利诺伊州公共卫生部 (Department of Public Health) 资助。经美国肺协会 (American Lung Association) 许可。来源: cdc.gov。



Cook County DEPT. of Public Health

**BUILDING HEALTHIER COMMUNITIES**



## Sample Newsletter Copy

Did you know that lung cancer is the leading cause of cancer deaths in Illinois? Cigarette smoking is the direct cause of about 85% of all lung cancers. Communities of color and low-income populations are disproportionately targeted by the tobacco industry, leading to higher rates of addiction and tobacco-related diseases such as cancer, heart disease, and lung conditions.

Every person deserves a future free from tobacco's harm. That's why Cook County Department of Public Health launched UnfriendTobacco.com, a new website dedicated to educating and empowering individuals and communities to break free from tobacco and vaping.

Access resources, fact sheets, and support at [UnfriendTobacco.com](https://unfriendtobacco.com).

## Related National Health Observances

- April 1: Take Down Tobacco Day
  - Social: #TakeDownTobacco
  - For more information: TakeDownTobacco.org
- May 31: World No Tobacco Day
  - Social: #TobaccoExposed
  - For more information: [www.who.int/campaigns/world-no-tobacco-day](http://www.who.int/campaigns/world-no-tobacco-day)
- November 21: The Great American Smokeout (a national day when people quit smoking)
  - Social: #GreatAmericanSmokeout #AmericanCancerSociety
  - For more information: [www.cancer.org/cancer/risk-prevention/tobacco/great-american-smokeout.html](http://www.cancer.org/cancer/risk-prevention/tobacco/great-american-smokeout.html)



## Sample Article to Share (under 500 words)

### New Website Empowers Cook County Residents to Live Tobacco-Free

Lung cancer is the leading cause of cancer deaths in Illinois, and cigarette smoking is the direct cause of about 85% of all lung cancers. Each year, thousands of lives are lost due to tobacco-related diseases, with communities of color and low-income populations facing the highest burden. The tobacco industry continues to target youth and vulnerable groups with flavored products, menthol cigarettes, and aggressive marketing, making it even harder for individuals to quit.

To address this ongoing public health issue, Cook County Department of Public Health has launched UnfriendTobacco.com, a new website designed to educate and empower residents. The website provides critical information on the dangers of tobacco and vaping, as well as tools and resources to help individuals quit and support tobacco-free communities.

Tobacco-related illnesses disproportionately impact certain populations due to targeted advertising, reduced access to healthcare, and systemic inequalities. Many tobacco-related deaths and diseases are preventable, yet millions of Americans continue to suffer from addiction and its devastating effects. By providing accessible education and cessation resources, UnfriendTobacco.com aims to break these cycles and support individuals in leading healthier lives.

Quitting tobacco and vaping can be challenging, but it is possible with the right support. Many free resources are available to help people quit, including counseling, nicotine replacement therapy, and community-based programs. Education and awareness also play a crucial role in preventing tobacco use among youth and advocating for policies that promote clean air and healthier environments.



## Sample Article (cont.)

The launch of UnfriendTobacco.com represents an important step in combating tobacco-related health disparities and ensuring that everyone, regardless of background, has the opportunity to live tobacco-free. The website serves as a hub for information on the harms of tobacco, support for quitting, and advocacy for stronger tobacco control policies.

Every person deserves a chance at a healthier future, free from tobacco's harms. Visit [UnfriendTobacco.com](https://UnfriendTobacco.com) to learn more and take action today.

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