Toolkit: World No Tobacco Day 2020

Thank you for your interest in promoting World No Tobacco Day (WNTD) – May 31, 2020. Commercial tobacco use remains the leading cause of preventable death and disease in Washington – more than alcohol, suicide, illegal drugs, motor vehicles, homicide, and AIDS combined. With the rise in popularity of vapor products, the tobacco landscape continues to evolve with new ways to get addicted to nicotine.

In 2018, about 12 percent of Washington adults and five percent of 10th graders still smoke cigarettes. Each year, 8,300 Washington residents die from smoking, and 1,800 Washington youth start smoking on a daily basis. Certain populations – including people who identify as American Indian/Alaska Native or LGB, and individuals in low-income households – are at greater risk of tobacco use and the resulting health effects. Meanwhile, use of vapor products, has risen dramatically among youth and young adults; among 10th graders, it rose from near zero in 2010 to 21% in 2018.

The goals of WNTD are to raise awareness on the harmful and deadly effects of tobacco and vapor use and secondhand smoke exposure and vape emissions, and to discourage the use of tobacco in any form. The focus of this year’s WNTD is to protect youth from industry manipulation and prevent them from using tobacco and nicotine. For more information, visit the [World Health Organization (WHO) website](https://www.who.int/news-room/events/detail/2020/12/18/default-calendar/world-no-tobacco-day-2020-protecting-youth-from-industry-manipulation-and-preventing-them-from-tobacco-and-nicotine-use).

This is an important time to take steps in promoting quitting smoking due to the global pandemic we have surrounding COVID-19. Initial research has shown that people who smoke may be more likely to develop serious complications from this virus.

Your organization can play an important role during WNTD by:

* Sharing information about vapor products and the impact on youth;
* Educating employees about nicotine addiction and tobacco-related health disparities;
* Promoting employee tobacco cessation benefits.

In this customizable toolkit, you’ll find campaign elements, options, and resources that allow you to design a tobacco and vapor product awareness campaign based on your own organizational culture. It is outlined in three simple steps that provide campaign elements:

1. Choose your WNTD activities;
2. Design an email campaign from template messages;
3. Download and distribute promotional materials.

**Step 1: Choose your WNTD activities.**

* Screen an educational film about nicotine addiction. The Department of Health Tobacco and Vapor Product Prevention & Control Program (TVPPCP) recommends the documentary, *Addiction Incorporated*. View the trailer [here](https://youtu.be/WHbhn6TP1rA), and the full film [here](https://www.youtube.com/watch?v=edFut7OKtkE). Learn how to purchase or rent a shorter, 35-minute version of the film [here](http://bullfrogfilms.com/catalog/addin.html).
* Host a lunch discussion about vapor products and youth. TVPPCP recommends using content from the [Surgeon General’s website](https://e-cigarettes.surgeongeneral.gov/).
* Launch an employee-led tobacco cessation initiative. Identify tobacco cessation champions and ask if they would like to become support group facilitators. For facilitator training, TVPPCP recommends the American Lung Association’s [Freedom From Smoking®](https://www.lung.org/stop-smoking/join-freedom-from-smoking/become-a-facilitator.html) program.
* Celebrate WNTD. Download, print, and distribute the resources listed in Step 3.

**Step 2: Design a series of campaign emails from the following template messages.** You can modify the messages and change the send-out dates to align with planned activities identified in Step 1.

**Week One**

Subject: World No Tobacco Day is May 31, 2020!

Send-out date: Wednesday, May 6, 2020

Message: By now, you probably know that one in five 10th graders in Washington uses vapor products, or e-cigarettes. But did you know that each year in Washington, approximately 1,800 youth start smoking and will continue smoking into adulthood? This month, we will be sharing important information about tobacco and vapor products leading up to World No Tobacco Day (WNTD).

Each year, the World Health Organization (WHO) and global partners celebrate WNTD on May 31, and this year, WHO is raising awareness of the need to protect youth from tobacco industry manipulation and preventing them from using tobacco and nicotine.

Visit the [WHO website](https://www.who.int/news-room/events/detail/2020/12/18/default-calendar/world-no-tobacco-day-2020-protecting-youth-from-industry-manipulation-and-preventing-them-from-tobacco-and-nicotine-use) to find out more about WNTD. If you would like to learn more about tobacco and vapor products, you can visit the [Department of Health website](http://www.doh.wa.gov/YouandYourFamily/Tobacco).

If you use tobacco and you’re ready to quit, visit the [Living tobacco-free webpage](https://www.hca.wa.gov/employee-retiree-benefits/living-tobacco-free-pebb) to learn about your PEBB benefits. If you’re not ready to quit, that’s okay – we will provide more information about tobacco cessation later this month.

**Week Two**

Subject: WNTD 2020: Where did JUUL go?

Send-out date: Wednesday, May 13, 2020

Message: If you have children, you should know that tobacco use prevention is no longer just about cigarettes. In Washington State, one in five 10th graders is using vapor products, most of which contain nicotine. Nicotine, in any form, is harmful to the developing brain. Vapor products are the most common nicotine product used by youth. Many popular ones among youth right now look like USB drives, are easy to conceal, come in flavors, and emit aerosol that is difficult to detect. While JUUL used to be the most popular vapor product among youth, other fully-disposable (meaning you throw the entire product away after one use) are making their way into the hands of our youth. Last year, the U.S. Surgeon General called the surge in youth vapor product use an “epidemic.”

For more information about how to talk to your kids about tobacco and vapor products, download the tip sheet for parents, ‘[Talk with Your Teen About E-cigarettes](https://e-cigarettes.surgeongeneral.gov/documents/SGR_ECig_ParentTipSheet_508.pdf).’, also available in [Spanish.](https://e-cigarettes.surgeongeneral.gov/documents/SGR_ECig_ParentTipSheet_Spanish_508.pdf)

If you would like to learn more about tobacco and vapor products, you can visit the [Department of Health website](http://www.doh.wa.gov/YouandYourFamily/Tobacco) or [youthnow.me/schools](http://www.youthnow.me/schools). If you use tobacco and you’re ready to quit, visit the [Living tobacco-free webpage](https://www.hca.wa.gov/employee-retiree-benefits/living-tobacco-free-pebb) to learn about your PEBB benefits.

**Week Three**

**Subject:** Let’s go tobacco-free on World No Tobacco Day!

**Send-out date:** Wednesday, May 20, 2020

**Message:** Did you know that nicotine, a primary ingredient in tobacco, is just as addictive as cocaine, and possibly even heroin? It’s no wonder that quitting tobacco is so difficult; most people try to quit several times before they are able to quit for good. So, it is very important for people to *never quit quitting*!

For employees ready to quit: Research shows that a combination of cessation counseling and medication is more effective than either counseling or medication alone, and PEBB medical plans cover both. In addition to living tobacco-free, you can also save the money that you would use to buy tobacco and pay the monthly tobacco use premium surcharge. Be sure to calculate [how much money you could save](https://smokefree.gov/quit-smoking/why-you-should-quit/how-much-will-you-save) if you were to quit smoking, *in addition* to the PEBB premium surcharge.

Visit the [Living tobacco-free webpage](https://www.hca.wa.gov/employee-retiree-benefits/living-tobacco-free-pebb) to learn about your PEBB benefits and join millions of people, worldwide, and make a quit plan in celebration of World No Tobacco Day on Sunday, May 31. You can even earn points in [SmartHealth](http://smarthealth.hca.wa.gov/). Look for the ‘Quit Tobacco’ tile.

**Week Four**

**Subject:** World No Tobacco Day is Sunday!

**Send-out date:** Friday, May 29, 2020

**Message:** World No Tobacco Day is Sunday! If you use tobacco and are ready to make a quit attempt, visit the [Living tobacco-free webpage](https://www.hca.wa.gov/employee-retiree-benefits/living-tobacco-free-pebb) to learn about your PEBB benefits and join millions of people going tobacco-free. Don’t forget to log your quit attempt in [SmartHealth](http://smarthealth.hca.wa.gov/)! Look for the ‘Quit Tobacco’ tile.

Learn more about the harms of tobacco and vapor product use, and how important it is to protect yourself and your family from tobacco by visiting the [Washington State Department of Health website](https://www.doh.wa.gov/YouandYourFamily/Tobacco).

**Step 3: Download and distribute promotional materials.**

* World No Tobacco Day 2020 promotional materials will soon be posted on the [WHO website](https://www.who.int/news-room/events/detail/2020/12/18/default-calendar/world-no-tobacco-day-2020-protecting-youth-from-industry-manipulation-and-preventing-them-from-tobacco-and-nicotine-use). For now, you can view last year’s promotional materials featuring tobacco and lung health [here](https://www.who.int/news-room/campaigns/world-no-tobacco-day/world-no-tobacco-day-2019/campaign-materials).
* Tobacco cessation promotional materials are available on the HCA website:
	+ [hca.wa.gov/about-hca/washington-wellness/living-tobacco-free-pebb](http://www.hca.wa.gov/about-hca/washington-wellness/living-tobacco-free-pebb)
* Infographics about vapor products can quickly convey important information to parents:
	+ How much do you know about the epidemic? (FDA & Scholastic) [scholastic.com/youthvapingrisks/pdfs/YoutheCigarettePreventionInfographicFINAL.PDF](http://www.scholastic.com/youthvapingrisks/pdfs/YoutheCigarettePreventionInfographicFINAL.PDF)
	+ Vaping Facts and Misperceptions (FDA & Scholastic)

[scholastic.com/youthvapingrisks/VapingMisperceptions\_infographic\_middleschool.pdf](http://www.scholastic.com/youthvapingrisks/VapingMisperceptions_infographic_middleschool.pdf)

* + E-Cigarettes Shaped Like USB Flash Drives: Information for Parents, Educators, and Health Care Providers (CDC)

[cdc.gov/tobacco/infographics/youth/pdfs/e-cigarettes-usb-flash-508.pdf](http://www.cdc.gov/tobacco/infographics/youth/pdfs/e-cigarettes-usb-flash-508.pdf)

Please also visit HCA’s Living Tobacco Free webpage for the full tobacco Toolkit and additional resources: [Living Tobacco Free PEBB](https://www.hca.wa.gov/about-hca/washington-wellness/living-tobacco-free-pebb)