Toolkit: World No Tobacco Day 2019

Thank you for your interest in promoting World No Tobacco Day – May 31, 2019. 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 2016, despite slow declines, about 14 percent of Washington adults and about six percent of 10th graders still used tobacco. Each year, 8,300 Washington residents die from smoking, and 2,500 Washington youth start smoking on a daily basis. Smoking rates, and the resulting health impacts, are higher among certain groups, especially American Indians/Alaska Natives, Pacific Islanders, people who identify as lesbian, gay, or bisexual, and individuals in low-income households. Meanwhile, use of vapor products, with or without nicotine, has jumped dramatically among youth and young adults; among 10th graders, it rose from near zero in 2010 to about 18% in 2014.

The goals of World No Tobacco Day are to raise awareness on the harmful and deadly effects of tobacco use and secondhand smoke exposure, and to discourage the use of tobacco in any form. For more information, visit the [World Health Organization website](https://www.who.int/news-room/events/detail/2019/05/31/default-calendar/world-no-tobacco-day).

Your organization can play an important role during World No Tobacco Day by:

* Educating employees about nicotine addiction and tobacco-related health disparities;
* Sharing information about vapor products and the impact on youth;
* 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 World No Tobacco Day activities
2. Design an email campaign from template messages
3. Download and distribute promotional materials.

**Step 1: Choose your World No Tobacco Day 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 (tip: find people who have used to smoke and have quit) 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 on the day of the event. 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, 2019!

Send-out date: Wednesday, May 1, 2019

Message:

Did you know that tobacco is associated with six of the ten leading causes of death in our state, and smoking directly causes about one in five of all Washington deaths? 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 featuring the importance of healthy lung function. Lungs play a fundamental role in your ability to breathe, play, exercise, and enjoy your day to day life. Smoking and vaping can reduce the ability of your lungs to function properly.

Visit the [World Health Organization](https://www.who.int/news-room/events/detail/2019/05/31/default-calendar/world-no-tobacco-day) 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 page](https://www.hca.wa.gov/employee-retiree-benefits/living-tobacco-free) 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 2019: Is that a USB drive, or an e-cigarette?

Send-out date: Wednesday, May 8, 2019

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 (also known as e-cigarettes), 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. The most popular one, JUUL, looks a lot like a USB drive, is easy to conceal, comes in flavors, and emits aerosol that is difficult to detect.

The U.S. Surgeon General recently 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).’

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 page](https://www.hca.wa.gov/employee-retiree-benefits/living-tobacco-free) to learn about your PEBB benefits.

**Week Three**

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

**Send-out date:** Wednesday, May 15, 2019

**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) 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 Friday, 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 here!

**Send-out date:** Friday, May 31, 2019

**Message:**

World No Tobacco Day is here! Take the day to celebrate your lungs. Enjoy the outdoors and your ability to breathe by taking a walk through the park or going for a run with family or friends. Your lungs play a fundamental role in your daily life. Tobacco use can cause irreversible damage to your lung function and lead to many respiratory conditions that make breathing more difficult.

Learn more about the risk to your lungs posed by tobacco, and second or third hand smoke exposure, and how important it is to protect yourself and your family from these harms by visiting the [Washington State Department of Health website](https://www.doh.wa.gov/YouandYourFamily/Tobacco).

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) to learn about your PEBB benefits and join millions of people going tobacco-free today. Don’t forget to log your quit attempt in [SmartHealth](http://smarthealth.hca.wa.gov/)! Look for the ‘Quit Tobacco’ tile.

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

* World No Tobacco Day 2019 promotional materials are not yet available, but will soon be posted on the [World Health Organization website](https://www.who.int/news-room/events/detail/2019/05/31/default-calendar/world-no-tobacco-day). For now, you can view last year’s materials, which include posters, banners, infographics, social media materials, and a brochure featuring tobacco and cardiovascular disease [here](https://www.who.int/campaigns/no-tobacco-day/2018/en/).
* PEBB tobacco cessation promotional materials are available on the HCA website: <https://www.hca.wa.gov/about-hca/washington-wellness/living-tobacco-free>
* Infographics about vapor products can quickly convey important information to parents:
  + How much do you know about the epidemic? (FDA & Scholastic)

<http://www.scholastic.com/youthvapingrisks/pdfs/YoutheCigarettePreventionInfographicFINAL.PDF>

* + Teachers and Parents: That USB Stick Might be an E-Cigarette (CDC) <https://www.cdc.gov/tobacco/basic_information/e-cigarettes/teacher-parent/pdfs/parent-teacher-ecig-p.pdf>
  + E-Cigarettes Shaped Like USB Flash Drives: Information for Parents, Educators, and Health Care Providers (CDC)

<https://www.cdc.gov/tobacco/infographics/youth/pdfs/e-cigarettes-usb-flash-508.pdf>