Coalition for a Smoke-Free Tomorrow
Social Media Toolkit – January 2018

Please tag the Coalition for a Smoke-Free Tomorrow in all our social media posts!
Facebook: www.facebook.com/smokefreetomorrow/
Twitter: @smokefreeky

Tobacco Tax Increase

- Hashtags
  - #smokefree4youth
  - #smokefree4babies
  - #smokefreeteens
  - #KYcigtax
  - #buckup4health
  - #KYGA2018 (Kentucky General Assembly 2018
- Suggested Facebook Posts
  - Voter support for raising Kentucky's cigarette tax by $1 is strong – 69 percent – and stretches across all political parties http://bit.ly/2AqcaIR #buckup4health #kycigtax
  - 7 in 10 Kentucky voters support raising the state cigarette tax by $1 to reduce youth smoking and improve health http://bit.ly/2AqcaIR #buckup4health #kycigtax
  - A significant jump in cigarette prices leads to lower smoking rates, reduced health care costs and a healthier workforce. Learn more about Kentucky's new Coalition for a Smoke-Free Tomorrow and check out this infographic: http://bit.ly/2CeYG7K #kycigtaxwin #buckup4health
  - Kentucky's new Coalition for a Smoke-Free Tomorrow is working to decrease smoking rates, reduce health care costs and improve workforce health. A $1 increase in the state tobacco tax is a win for all three goals. http://bit.ly/2CeYG7K #kycigtaxwin #buckup4health
  - 18.2 percent of Kentucky high school youth smoked cigarettes or cigars in 2017, more than double the national average. Kentucky's new Coalition for a Smoke-Free tomorrow is advocating for a $1 increase in the state tobacco tax to keep 23,200 youth from becoming adult smokers. http://bit.ly/2CeYG7K #smokefreeyouth #buckup4health
  - 20.6 percent of Kentucky women smoke during pregnancy. It's a tough addiction to break, but a significant increase in the cigarette tax is part of the solution. Kentucky's new Coalition for a Smoke-Free tomorrow is advocating for a $1 increase in the state tobacco tax to help 5,900 Kentucky newborns enter the world healthier because their moms quit smoking http://bit.ly/2CeYG7K #smokefree4babies #buckup4health
- Suggested Twitter Legislator Tags
  - Sen. Julie Raque Adams - @jrajra
  - Rep. Addia Wuchner - @addiawuchner
  - Rep. David Osborne - @reposborne
  - Rep. Jonathan Shell - @JShellKY
  - Sen. Robert Stivers - @kysenatepres
  - Sen. Jimmy Higdon - @SenatorJimmy
  - Sen. Ralph Alvarado - @Alvarado4Senate
- Suggested Tweets

    - Voter support for raising KY cigarette tax by $1 is strong, bipartisan http://bit.ly/2AqcaIR #buckup4health #kycigtax
    - 7 in 10 Kentucky voters support raising cigarette tax by $1 to reduce youth smoking, improve health http://bit.ly/2AqcaIR #buckup4health #kycigtax
    - When cigarette prices go up significantly, smoking goes down; $1 tax increase will keep 23,200 Kentucky teens from becoming adult smokers http://bit.ly/2CeYG7K @smokefreeky #smokefreeyouth #cigtaxKY
    - When cigarette prices go up significantly, smoking goes down; $1 tax increase will mean 5,900 healthier Kentucky newborns whose moms quit smoking @smokefreeky http://bit.ly/2CeYG7K #smokefree4babies #cigtaxKY
    - When cigarette prices go up significantly, health care costs go down; $1 tax increase will save Kentucky $21.6 million over 5 years @smokefreeky http://bit.ly/2CeYG7K #buckup4health
    - When #cigarette prices go up significantly, lives are saved; $1 tax increase will prevent 14,800 Kentuckians premature deaths @smokefreeky http://bit.ly/2CeYG7K #buckup4health #kycigtax
    - Kentucky business supports raising tobacco taxes to improve workforce health #KYcigtax #buckup4health
- Photo and Graphic Links to Include with Posts
    - Infographic: Cost of Smoking: http://bit.ly/2CeYG7K
    - Coalition for a Smoke-Free Tomorrow logo: http://bit.ly/2CeZgSP
    - Chart showing that, as cigarette prices go up, cigarette sales go down: http://bit.ly/2CfpJQg
    - Dangers of smoking during pregnancy: http://bit.ly/2CfGvfq
- Video Links
    - We will add videos of Ben Chandler and others talking about the tax to include here.

Smoke-Free Laws

- Hashtags
    - #smokefreeky
    - #smokefree[your county or city name]
- Suggested Facebook Posts
    - Only about one-third of Kentuckians are protected from secondhand smoke in the workplace through comprehensive smoke-free laws in their communities. Are you protected? http://bit.ly/2C4x3ij #smokefreeky
    - Comprehensive smoke-free laws that cover all workplaces, including restaurants, bars, and bingo halls, lead to better health for infants and children due to the spillover effect these laws have in reducing smoking inside homes. Are your community's children protected? http://www.nber.org/papers/w23995 #smokefreeky
    - Comprehensive smoke-free laws that cover all workplaces, including restaurants, bars, and bingo halls, are associated with lower lung cancer rates in Kentucky. Are you protected? http://bit.ly/2zAQVnK #smokefreeky
- Suggested Twitter Legislator Tags
    - Sen. Julie Raque Adams - @jrajra
    - Rep. Addia Wuchner - @addiawuchner
    - Sen. Ralph Alvarado - @Alvarado4Senate
- Suggested Tweets

    - Comprehensive smoke-free laws are associated w/ with lower #LungCancer rates in Kentucky http://bit.ly/2zAQVnK @kysmokefree #smokefreeky
    - Elected officials can reduce #lungcancer in their communities by enacting comprehensive smoke-free workplace laws http://bit.ly/2zAQVnK @kysmokefree #smokefreeky
    - Comprehensive smoke-free workplace laws improve both infant and child health due to spillover effect of reducing smoking inside the home http://www.nber.org/papers/w23995 #smokefreeky @kysmokefree
    - Only a third of Kentuckians are protected from secondhand smoke through comprehensive smoke-free laws http://bit.ly/2C4x3ij @kysmokefree #smokefreeky
    - All babies deserve a strong start in life. Comprehensive smoke-free laws protect unborn babies from the harms of secondhand smoke #smokefreeky #smokefree4babies
    - All KY kids deserve to breathe clean air. Comprehensive smoke-free laws protect kids from the harms of secondhand smoke #smokefreeky #smokefree4youth #smokefreeteens
- Photo and Graphic Links to Include with Posts
    - Coalition for a Smoke-Free Tomorrow Infographic: Hahn, et al study re comprehensive smoke-free laws and lung cancer incidence http://bit.ly/2CiZV3o
    - Coalition for a Smoke-Free Tomorrow logo: http://bit.ly/2CeZgSP
    - Kentucky Center for Smoke-free Policy (KCSP) Map of smoke-free laws in Kentucky communities: http://bit.ly/2lliMCR
    - KCSP Graphic: It's not the Smoker. It's the smoke. http://bit.ly/2pNxU1h
- Video Links
    - WKYT TV story re smoke-free laws and lung cancer: http://bit.ly/2C2OjV8
    - Video of Ellen Hahn talking about smoke-free laws?

Tobacco Cessation

- Hashtags
    - #quittingispossible
    - #quitnowKY
    - #tobaccofree
    - #smokefree
- Suggested Facebook Posts
    - The Kentucky QuitLine helps more than 450 people a day in their journey to quit tobacco. Learn more about how we can help you quit tobacco—and why quitting is so important. http://bit.ly/2pNzwrA
    - Thinking of quitting smoking and looking for strategies that work? Check out the KET program "Calling It Quits: Real Help to Stop Smoking" http://bit.ly/2ChvzR0
- Suggested Twitter Legislator Tags
    - Sen. Julie Raque Adams - @jrajra
    - Rep. Addia Wuchner @addiawuchner
- Suggested Tweets
    - Quitting smoking is hard, but every try counts. There's free help available. http://bit.ly/2zGRuvT #quittingispossible #quitnowky @kytobaccofree
    - Not ready to quit smoking yet? What now? http://bit.ly/2gO6kK8 #quittingispossible @kytobaccofree

    - Different ways of looking at your reasons for quitting tobacco http://bit.ly/2BNFJ8H #quittingispossible #quitnowky #tobaccofee
- Photo and Graphic Links to Include with Posts
    - Kentucky Quit Now logo and phone number on tobacco barn: http://bit.ly/2zGyA8a
    - KET Smoking and Health program screen shot: http://bit.ly/2C4CUUP
    - Coalition for a Smoke-Free Tomorrow logo: http://bit.ly/2CeZgSP
- Video Links
    - Quit Now Kentucky "Need Help?" video: http://bit.ly/2BOTuE8
    - KET program "Beyond Cold Turkey: Effective Strategies for Quitting Tobacco Use": http://bit.ly/2CdX91M
    - KET program "Calling It Quits: Real Help to Stop Smoking": http://bit.ly/2ChvzR0
    - KET program "Tobacco-Free Kentucky Kids": http://bit.ly/2C3ARk2