

Tobacco recovery *is* recovery.

Media Toolkit



PENNSYLVANIA

Statewide Tobacco-Free
Recovery Initiative

Our Mission

The mission of the Pennsylvania Statewide Tobacco-Free Recovery Initiative is to facilitate partnerships among academia, state agencies, county public health departments, treatment providers, and recovery advocates to advance recovery-oriented, evidence-based tobacco use disorder interventions in behavioral health services.

We provide a variety of strategic support to community providers and recovery peer networks, including media campaigns, education, training, and technical assistance.

Guiding Principles

Treating tobacco concurrently with other behavioral disorders is safe and maximizes treatment outcomes. Due to a bidirectional relationship between tobacco craving/withdrawal and the use of opioids and other substances, tobacco interventions integrated into substance use disorder treatment are associated with sustained drug and alcohol recovery. Tobacco abstinence can help decrease anxiety and depression, as well as improve overall mood and quality of life

Person-centered tobacco use disorder interventions align with harm-reduction strategies and do not interfere with treatment access. Proposed clinical performance standards reflect American Society of Addiction Medicine guidelines and comprise pathways of care that account for individual readiness and self-determination.

Addressing tobacco in behavioral health demonstrates a commitment to health justice. Tobacco use among Pennsylvanians with mental and substance use disorders is three times higher than it is among the general population. They have disproportional tobacco-related health disparities and inadequate access to appropriate tobacco treatment services. A tobacco intervention approach tailored to vulnerable populations shows support for human rights and helps to mitigate societal stigma.

Our Vision

We envision a behavioral health system that allows all Pennsylvanians to thrive in their recovery and fully recognizes that addressing tobacco serves to maximize treatment outcomes, reduce social stigma, and mitigate health disparities.

**It's time to change
the way our
behavioral health
system handles
tobacco.**

Contacts

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tobaccofreerecoverpa.com

Objectives

Inform those in recovery:

- In a survey of Pennsylvanians in recovery, more than 70% said learning tobacco-free coping skills helped.
- Learning tobacco-free coping skills increased the chance of long-term recovery by 25%.

Inspire them:

- To learn tobacco-free coping skills.
- To enable them to go tobacco-free.

Improve the lives of recovering adults:

- Improve their chances of long-term recovery.
- Improve their sense of mental well-being.
- Decrease depression and anxiety.
- Reduce social stigma.

Increase interaction:

- Encourage those in recovery to get free help by either:
 - Talking with us over the phone at **1-800-QUIT NOW**.
 - Getting more information at **tobaccofreerecoverypa.com**.

Media Plan

National Recovery Month Partnerships

In September, 2023 the following groups will promote our efforts across Pennsylvania via social media and the placement of printed marketing materials.

- Pennsylvania State Alliance of YMCAs
- National Pan-Hellenic Council (NPHC)
- Esperanza

Traditional media:

Radio – Pennsylvania NPR stations

Video – Select ABC and FOX stations; Comcast targeted digital

Point of Sale – Mesmerize digital screens in bodegas, conveniences stores, and mini-marts

Digital:

Keywords and text ads – Google SEM

Video – Facebook/Instagram, YouTube, Hulu, AdTheorent

Banner ads – AdTheorent, PulsePoint

In-feed native ads – Pulsepoint

Overall, over 9 million estimated total impressions will be served to patient and provider targets.

Timing:

Paid media will run September to December 2023

A woman with long dark hair, wearing a light green long-sleeved top, is sitting and talking to another person whose back is to the camera. She is holding a clipboard and a pen. The background is a dark blue wall with a window. The overall lighting is dim and blue-toned.

Media

Assets

Posters

You're starting a new life in recovery.
Learn how to make it last.



Tobacco recovery is recovery. Let's talk about it.

Learning tobacco-free coping skills increases your chance of long-term recovery from substance use disorders by **25%**, while decreasing feelings of depression, anxiety and stress. Get free help at tobaccofreerecoverypa.com and **1-800-QUIT-NOW**.



Better your chance for long-term recovery.
Learn to go tobacco-free.




Tobacco recovery is recovery. Let's talk about it.

Learning tobacco-free coping skills increases your chance of long-term recovery from substance use disorders by **25%**. Get free help at tobaccofreerecoverypa.com and **1-800-QUIT-NOW**.




Help improve your mental well-being while you're in recovery.
Learn tobacco-free coping skills.



Tobacco recovery is recovery. Let's talk about it.

In a recent survey of Pennsylvanians in recovery, more than **70%** said learning tobacco-free coping skills is helpful to mental health or substance use recovery. Get free help at tobaccofreerecoverypa.com and **1-800-QUIT-NOW**.



Download content [here](#).

Brochure

PA STFRI Supportive Partners



For a full list of supportive partners visit us at:

TOBACCOFREERECOVERYPA.COM

PA STFRI is supported by the Pennsylvania Department of Health through a grant from the Centers for Disease Control and Prevention



Get Involved



TobaccoFreeRecoveryPA.com
1-800-QUIT-NOW



Pennsylvania Statewide Tobacco-Free Recovery Initiative

Tobacco-Free recovery *is* Recovery.

Let's talk about it.



Our Mission

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PA STFRI provides a variety of strategic support to community providers and recovery peer networks including:

- ✓ Media Campaigns
- ✓ Education
- ✓ Training
- ✓ Technical Assistance

Guiding Principles

01 Treating tobacco concurrently with other behavioral disorders is safe & maximizes treatment outcomes.

Due to a bidirectional relationship between tobacco craving and withdrawal and the use of opioids and other substances, tobacco interventions integrated into SUD treatment are associated with sustained drug and alcohol recovery. Tobacco abstinence is correlated to decreased anxiety, depression, and improvements in overall mood and quality of life.

02 Person-centered tobacco use disorder interventions align with harm reduction strategies & do not interfere with treatment access.

Proposed clinical performance standards reflect American Society of Addiction Medicine guidelines and comprise pathways of care that account for individual readiness and self-determination.

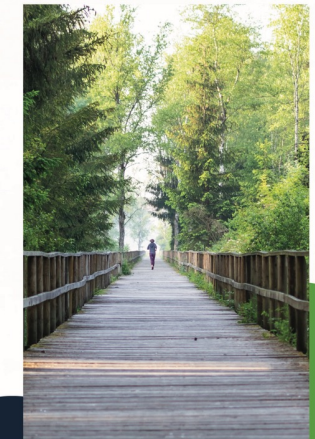
03 Addressing tobacco in behavioral health demonstrates a commitment to health justice.

Tobacco use among Pennsylvanians with mental and substance use disorders is 3X higher than the general population. They have disproportional tobacco-related health disparities and inadequate access to appropriate tobacco treatment services. A systems tobacco intervention approach tailored to vulnerable populations shows support for human rights and helps to mitigate societal stigma.

Our Vision

We envision a behavioral health system that fully recognizes that addressing tobacco serves to maximize treatment outcomes, reduce social stigma, mitigate health disparities, and allows all Pennsylvanians to thrive in their recovery.

It's time to change the way our behavioral health system handles tobacco.



Download content [here](#).

Banner Ads

Patient



You're starting a new life in recovery.
Going tobacco-free can make it last.

GET FREE HELP >  PENNSYLVANIA
Statewide Tobacco-Free
Recovery Initiative



Better your chance for long-term recovery.
Learn to go tobacco-free.

GET FREE HELP >  PENNSYLVANIA
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Improve mental well-being in recovery.
Learn tobacco-free coping skills.

GET FREE HELP >  PENNSYLVANIA
Statewide Tobacco-Free
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Download content [here](#).

Banner Ads


Provider



Tobacco treatment
helps recovery
patients reach
their goals.


LEARN MORE >

 PENNSYLVANIA
Statewide Tobacco-Free
Recovery Initiative



Treating
someone in
recovery?
Going tobacco-free
can make it last.

LEARN MORE >

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Mesmerize Screens


597x768



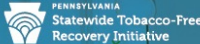
You're starting a new life in recovery.
Learning tobacco-free coping skills can make it last.

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Let's talk about it. Get free help at tobaccofreerecoverypa.com
or call **1-800-QUIT-NOW**.



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Organic Social Media Posting

Instructions

Facebook

Before posting, please download the Facebook images and save them to your desktop on your computer. Once you've done that:

- Go to the Facebook page you would like to use to post the content. Make sure you're using the correct Facebook page.
- Using the post copy provided, copy and paste the text into the "What's on your mind?" section.
- Next, select "Photo/Video," next to "Add to your post."
- Upload the image you saved to your computer. Please note that the image should be sized as a square.
- Select "Post," and the content will be published immediately.

Instagram

Please note that these steps must be completed on a mobile device. We recommend that you email yourself the images you want to use and save them to your device's photo library before opening your Instagram app and completing the steps below.

- Open Instagram and select the "+" icon.
 - It will be on the top in your profile view or at the bottom in your feed (home) view.
- Select "Post."
- Select the image in your photo library on your mobile device. Please note that the image should be sized as a square.
- Click "Next" in the top-right corner.
- Select "Next" in the top-right corner again.
- Copy and paste the text from the copy document into the "Write a Caption" box.
- Click "Share," and the post will be published immediately.

Campaign Links, Handles and Hashtags

Hashtags

#PATobaccoRecovery

#Recovery

#RecoverySupport

#TobaccoFree

#PASTFRI

#TobaccoRecoveryIsRecovery

Social Channels/Handles

Facebook:

[Tobacco Recovery is Recovery](#)

**Tobacco recovery
is recovery.**

Let's talk about it.



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Campaign Social Assets

Patient Options

Campaign Social Assets

Patient 1

Facebook: You're not alone in your recovery. FREE support is available at tobaccofreerecoverypa.com. Combining #tobacco recovery with alcohol or drug recovery increases your chance of success by 25%. #PATobaccoRecovery

Instagram: #DYK combining #tobacco recovery with alcohol or drug recovery increases your chance of success by 25%? Plus, you'll decrease anxiety and more. Get FREE help today at tobaccofreerecoverypa.com.

First comment: #PATobaccoRecovery #Recovery #RecoverySupport #TobaccoFree



Download content [here](#).

Campaign Social Assets

Patient 2

Facebook: How can you better your chance for long-term recovery? Learning tobacco-free coping skills can make it last when recovering from a substance use disorder. Visit tobaccofreerecoverypa.com for FREE support. #PATobaccoRecovery

Instagram: #DYK you can better your chance for long-term recovery? Learning tobacco-free coping skills can make it last. See how by visiting tobaccofreerecoverypa.com for FREE support.

First comment: #PATobaccoRecovery #Recovery #RecoverySupport #TobaccoFree



Download content [here](#).

Campaign Social Assets

Patient 3

Facebook: Did you know tobacco-free coping skills help improve your mental well-being if you're in alcohol or drug recovery? Get FREE support at tobaccofreerecoverypa.com. #PATobaccoRecovery

Instagram: #DYK tobacco-free coping skills help improve your mental well-being if you're in alcohol or drug recovery? Get FREE support at tobaccofreerecoverypa.com.

First comment: #PATobaccoRecovery #Recovery
#RecoverySupport #TobaccoFree



Download content [here](#).

Campaign Social Assets

Recovery *is* Recovery Videos



Download content [here](#).

A woman with dark hair, wearing a pink top with lace detailing on the shoulder, is shown in profile from the side, writing on a white clipboard with a silver pen. She is wearing a light-colored watch on her left wrist. In the background, another person in a light blue shirt is visible, sitting and looking towards the woman. The background is a blurred office setting with a teal wall.

Campaign Social Assets

Provider Options

Campaign Social Assets

Provider 1

Facebook: Help patients make recovery last by equipping them with tobacco-free coping skills. Visit tobaccofreerecoverypa.com. #PATobaccoRecovery

Instagram: Help patients make recovery last by equipping them with tobacco-free coping skills. Visit tobaccofreerecoverypa.com.

First comment: #PATobaccoRecovery #Recovery #RecoverySupport #TobaccoFree



Download content [here](#).

Campaign Social Assets

Provider 2

Facebook: Treating someone starting a new life in recovery? Combining tobacco recovery with alcohol or drug recovery increases their chance of success by 25%. For more info, visit tobaccofreerecoverypa.com. #PATobaccoRecovery

Instagram: Treating someone starting a new life in recovery? Combining tobacco recovery with alcohol or drug recovery increases their chance of success by 25%. More via tobaccofreerecoverypa.com.

First comment: #PATobaccoRecovery #Recovery #RecoverySupport #TobaccoFree



Download content [here](#).

Campaign Social Assets

Provider 3

Facebook: Fact: Tobacco-free coping skills can help improve mental well-being for those in alcohol or drug recovery. See how tobacco recovery is recovery at tobaccofreerecoverypa.com. #PATobaccoRecovery

Instagram: Fact: Tobacco-free coping skills can help improve mental well-being for those in alcohol or drug recovery. See how tobacco recovery is recovery at tobaccofreerecoverypa.com.

First comment: #PATobaccoRecovery #Recovery
#RecoverySupport #TobaccoFree



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Thank You

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