

# Tobacco recovery *is* recovery.

## Media Toolkit

Version 2



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 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.

# Guiding Principles

## **1. Treating tobacco concurrently with other behavioral disorders is safe and maximizes treatment outcomes.**

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

## **2. Person-centered tobacco use disorder interventions do not interfere with treatment access or retention.**

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

## **3. 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 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 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

## **Thierry Fortune, MBA**

*Community Engagement, Media & Design,  
Division of Chronic Disease & Injury Prevention  
Philadelphia Department of Public Health*

**215-685-5670**

## **Ryan Coffman, MPH, CHES, CTTS-M**

*Tobacco Policy and Control Program Manager,  
Philadelphia Department of Public Health*

**ryan.coffman@phila.gov**

**215-685-5620**



PENNSYLVANIA

**Statewide Tobacco-Free  
Recovery Initiative**

**[tobaccofreerecoverpa.com](http://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](http://tobaccofreerecoverypa.com)**.

# FY23 Media Plan

In September, 2023, for National Recovery Month, the following groups promoted 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

## **Timing:**

Paid media ran September to December 2023

## **Results:**

11,880,572 Digital Impressions

33,698 Clicks

0.28% CTR – with Google SEM & Banner Ads above benchmark

82% VTR – with YouTube & Hulu above benchmark

# FY24 Media Plan

We'll reach our target audience of people in recovery across Pennsylvania using both traditional and printed media tactics.

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

## **Traditional media:**

**Radio** – 150+ community stations across the state

**Video** – Select broadcast TV stations across the state

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

## **Digital:**

**Keywords and text ads** – Google SEM

**Video** – Facebook/Instagram, YouTube, Division-D

**Banner ads** – AdTheorent, PulsePoint

**In-feed native ads** – Pulsepoint

Overall, over 11 million estimated total impressions will be served to patient and provider targets.

## **Timing:**

Paid media will run July through December 2024

# FY25 Media Plan

We will reach our target audience of people in recovery across Pennsylvania using both traditional and digital media tactics.

- TV: Pennsylvania Association of Broadcasters
- Radio: Pennsylvania Association of Broadcasters
- Digital: Google Search, Facebook/Instagram, YouTube, AdTheorent Programmatic Display with retargeting, Display and Native with Pulse Point (provider target)

## Traditional media:

**Video** – 32+ Stations, 1,500+ :30 Spots

- **Erie:** ESEE-DT; WFXP-DT; WICU-DT; WJET-DT; WSEE-DT
- **Harrisburg/Lancaster/Lebanon/York:** EHP-DT; GHP-DT; WGAL-DT; WHP-DT; WHTM TV; WPMT TV
- **Jtown/Altoona/S.Col:** WATM-DT; WTAJ-DT; WWCP-DT
- **Philadelphia:** EPHL TV; EPVI-DT; GPHL TV; WBPH-DT; WCAU-DT; WFMZ-TV; WPHL TV; WTVE-DT
- **Pittsburgh:** EPXI-DT; PCNC-TV; WPXI-DT; WTAE-DT
- **WB-Scranton:** WBRE-DT; WNEP-DT; WOLF TV; WQMY TV; WSWB TV; WYOU-DT

**Radio** – 225+ Stations, 7,000+ :30 Spots

- 225+ community radio stations across the state

## Digital:

**Keywords and text ads** – Google SEM

- Patient Targeting

**Video** – Facebook/Instagram

- Patient & Provider Targeting

**Video** –YouTube

- Patient Targeting

**Display Banners/Retargeting**– AdTheorent

- Patient Targeting

**Display Banners/Native ads** – Pulse Point

- Provider Targeting

## Timing:

Paid media will run August 18th through December 7th, 2025

# Media

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.

Assets

# Posters

English

Message 1

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

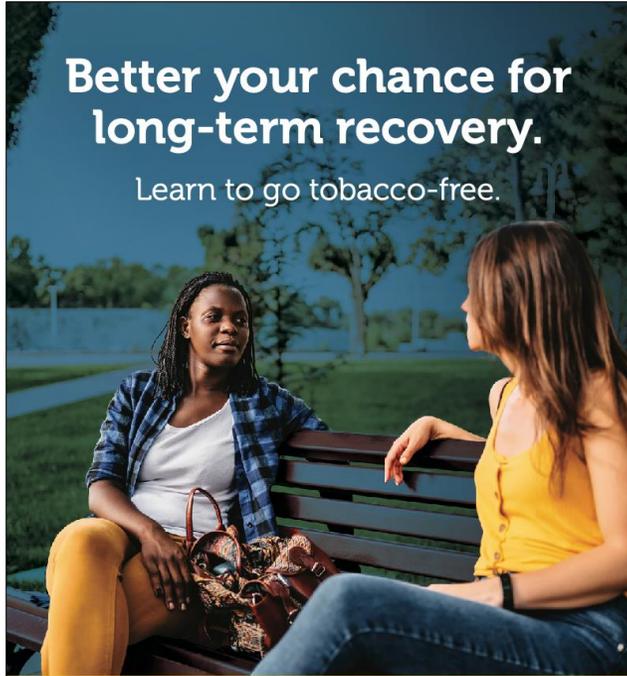


**Tobacco recovery is recovery.**  
Tobacco-Free for a Stronger Me!

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](https://tobaccofreerecoverypa.com) and 1-800-QUIT-NOW.



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



**Tobacco recovery is recovery.**  
Tobacco-Free for a Stronger Me!

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



**When you are tobacco- or vape-free, recovery can be easier.**



**Tobacco recovery is recovery.**  
Tobacco-Free for a Stronger Me!

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](https://tobaccofreerecoverypa.com) and 1-800-QUIT-NOW.



Download content [here](#).

# Posters

English

Message 2

## You're starting a new life in recovery.

Learn how to make it last.



**Tobacco recovery is recovery.  
Tobacco-Free, Recovery Strong!**

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](https://tobaccofreerecoverypa.com) and 1-800-QUIT-NOW.



PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

## Better your chance for long-term recovery.

Learn to go tobacco-free.



**Tobacco recovery is recovery.  
Tobacco-Free, Recovery Strong!**

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



PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

## When you are tobacco- or vape-free, recovery can be easier.



**Tobacco recovery is recovery.  
Tobacco-Free, Recovery Strong!**

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](https://tobaccofreerecoverypa.com) and 1-800-QUIT-NOW.



PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

Download content [here](#).

# Posters *Spanish*

Message 1

**Está comenzando una nueva vida de recuperación.**

Descubra lo que puede hacer para que dure.



**Es posible *recuperarse* del consumo de tabaco. ¡Vivir sin tabaco me hace más fuerte!**

Aprender habilidades para sobrellevar la ausencia de tabaco aumenta las probabilidades que tiene de recuperarse a largo plazo de trastornos por consumo de sustancias en un **25 %**, al tiempo que disminuyen los sentimientos de depresión, ansiedad y estrés. Para obtener ayuda gratuita, visite [tobaccofreerecoverypa.com](http://tobaccofreerecoverypa.com) y llame al **1-800-QUIT-NOW**.



**Aumente sus posibilidades de recuperarse a largo plazo.**

Aprenda a vivir sin fumar.



**Es posible *recuperarse* del consumo de tabaco. ¡Vivir sin tabaco me hace más fuerte!**

Aprender habilidades para sobrellevar la ausencia de tabaco aumenta las probabilidades que tiene de recuperarse a largo plazo de trastornos por consumo de sustancias en un **25 %**. Para obtener ayuda gratuita, visite [tobaccofreerecoverypa.com](http://tobaccofreerecoverypa.com) y llame al **1-800-QUIT-NOW**.



**Si no consume tabaco ni vapea, la recuperación puede ser más fácil.**



**Es posible *recuperarse* del consumo de tabaco. ¡Vivir sin tabaco me hace más fuerte!**

En una encuesta reciente realizada a residentes de Pensilvania en recuperación, más del **70 %** dijo que aprender habilidades para sobrellevar la ausencia de tabaco es útil para la salud mental o para la recuperación por consumo de sustancias. Para obtener ayuda gratuita, visite [tobaccofreerecoverypa.com](http://tobaccofreerecoverypa.com) y llame al **1-800-QUIT-NOW**.



Download content [here](#).

# Posters *Spanish*

Message 2

**Está comenzando una nueva vida de recuperación.**

Descubra lo que puede hacer para que dure.



**Es posible *recuperarse* del consumo de tabaco. ¡Sin tabaco, más fuerte es la recuperación!**

Aprender habilidades para sobrellevar la ausencia de tabaco aumenta las probabilidades que tiene de recuperarse a largo plazo de trastornos por consumo de sustancias en un **25 %**, al tiempo que disminuyen los sentimientos de depresión, ansiedad y estrés. Para obtener ayuda gratuita, visite [tobaccofreerecoverypa.com](http://tobaccofreerecoverypa.com) y llame al **1-800-QUIT-NOW**.



**Aumente sus posibilidades de recuperarse a largo plazo.**

Aprenda a vivir sin fumar.



**Es posible *recuperarse* del consumo de tabaco. ¡Sin tabaco, más fuerte es la recuperación!**

Aprender habilidades para sobrellevar la ausencia de tabaco aumenta las probabilidades que tiene de recuperarse a largo plazo de trastornos por consumo de sustancias en un **25 %**. Para obtener ayuda gratuita, visite [tobaccofreerecoverypa.com](http://tobaccofreerecoverypa.com) y llame al **1-800-QUIT-NOW**.



**Si no consume tabaco ni vapea, la recuperación puede ser más fácil.**



**Es posible *recuperarse* del consumo de tabaco. ¡Sin tabaco, más fuerte es la recuperación!**

En una encuesta reciente realizada a residentes de Pensilvania en recuperación, más del **70 %** dijo que aprender habilidades para sobrellevar la ausencia de tabaco es útil para la salud mental o para la recuperación por consumo de sustancias. Para obtener ayuda gratuita, visite [tobaccofreerecoverypa.com](http://tobaccofreerecoverypa.com) y llame al **1-800-QUIT-NOW**.



Download content [here](#).

# Brochure

## PA STFRI Supportive Partners



**Get Involved**



TobaccoFreeRecoveryPA.com  
1-800-QUIT-NOW

**Let's talk about it.**

**PA STFRI Supportive Partners**

American Lung Association, PMHQA, National Behavioral Health Network, UCSF Smoking Cessation Leadership Center, National Center of Excellence for Tobacco-Free Recovery, GAUDENZIA, Merakey, PRO-A, ALPINE SPRINGS.

For a full list of supportive partners visit us at: [TOBACCOFREERECOVERYPA.COM](http://TOBACCOFREERECOVERYPA.COM)

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



## 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 other substances, tobacco interventions integrated into SUD treatment is associated with sustained drug and alcohol recovery. Tobacco abstinence is correlated to decreased anxiety, depression, and improvements to overall mood and quality of life.

### 02

Person-centered tobacco use disorder interventions do not interfere with treatment access or retention.

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 three times 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 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 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.

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

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

## 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 *Better Chance Version 1 A*



**You're starting a new life in recovery.**  
*Tobacco-Free, Recovery Strong!*

**GET FREE HELP >**

PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative



**You're starting a new life in recovery.**  
*Tobacco-Free, Recovery Strong!*

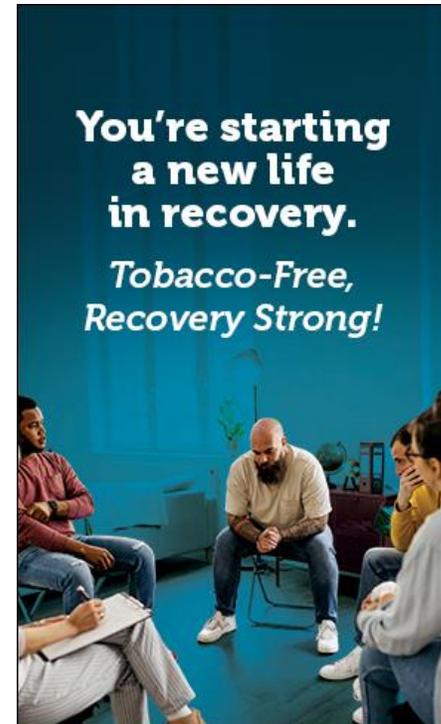
**GET FREE HELP >**

PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative



**You're starting a new life in recovery.**  
*Tobacco-Free, Recovery Strong!*

PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative



**You're starting a new life in recovery.**  
*Tobacco-Free, Recovery Strong!*

**GET FREE HELP >**

PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative



**You're starting a new life in recovery.**  
*Tobacco-Free, Recovery Strong!*

**GET FREE HELP >**

PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

Download content [here](#).

# Banner Ads

## Patient *Better Chance Version 1 B*



**You're starting a new life in recovery.**  
*Tobacco-Free for a Stronger Me!*

**GET FREE HELP >**

PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative



**You're starting a new life in recovery.**  
*Tobacco-Free for a Stronger Me!*

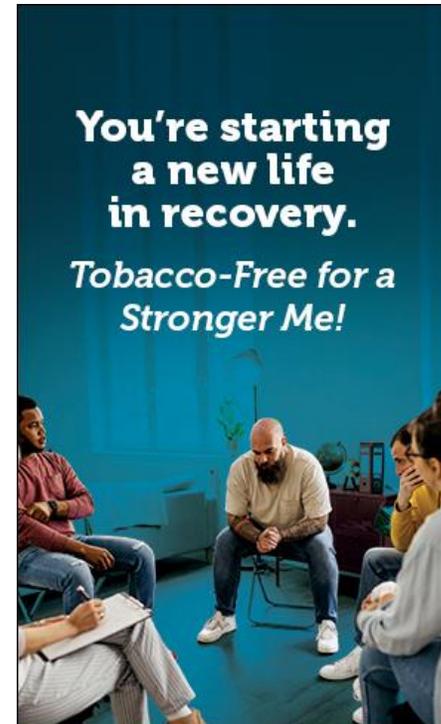
**GET FREE HELP >**

PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative



**You're starting a new life in recovery.**  
*Tobacco-Free for a Stronger Me!*

PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative



**You're starting a new life in recovery.**  
*Tobacco-Free for a Stronger Me!*

**GET FREE HELP >**

PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative



**You're starting a new life in recovery.**  
*Tobacco-Free for a Stronger Me!*

**GET FREE HELP >**

PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

Download content [here](#).

# Banner Ads

## Patient *Better Chance Version 2 A*



**Better your chance for long-term recovery.**  
*Tobacco-Free, Recovery Strong!*

**GET FREE HELP >**

PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative



**Better your chance for long-term recovery.**  
*Tobacco-Free, Recovery Strong!*

**GET FREE HELP >**

PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

**Better your chance for long-term recovery.**  
*Tobacco-Free, Recovery Strong!*

PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative



**Better your chance for long-term recovery.**  
*Tobacco-Free, Recovery Strong!*

**GET FREE HELP >**

PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative



**Better your chance for long-term recovery.**  
*Tobacco-Free, Recovery Strong!*

**GET FREE HELP >**

PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

Download content [here](#).

# Banner Ads

## Patient *Better Chance Version 2 B*



**Better your chance for long-term recovery.**  
*Tobacco-Free for a Stronger Me!*

**GET FREE HELP >**

PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative



**Better your chance for long-term recovery.**  
*Tobacco-Free for a Stronger Me!*

**GET FREE HELP >**

PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

**Better your chance for long-term recovery.**  
*Tobacco-Free for a Stronger Me!*

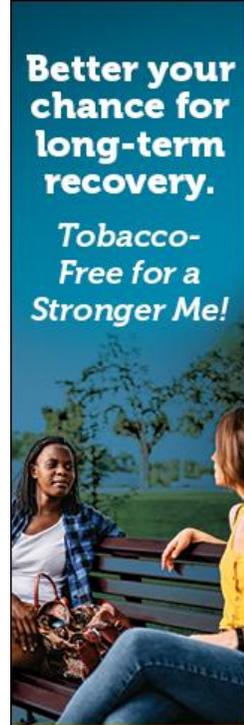
PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative



**Better your chance for long-term recovery.**  
*Tobacco-Free for a Stronger Me!*

**GET FREE HELP >**

PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative



**Better your chance for long-term recovery.**  
*Tobacco-Free for a Stronger Me!*

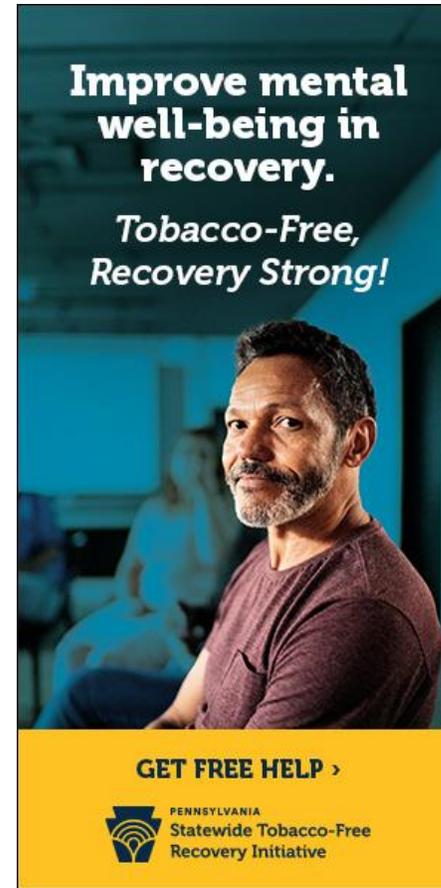
**GET FREE HELP >**

PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

Download content [here](#).

# Banner Ads

## Patient *Improve Version 3 A*



Download content [here](#).

# Banner Ads

## Patient *Improve Version 3 B*



Improve mental well-being in recovery.  
*Tobacco-Free for a Stronger Me!*

**GET FREE HELP >**

PENNSYLVANIA  
Statewide Tobacco-Free Recovery Initiative



Improve mental well-being in recovery.  
*Tobacco-Free for a Stronger Me!*

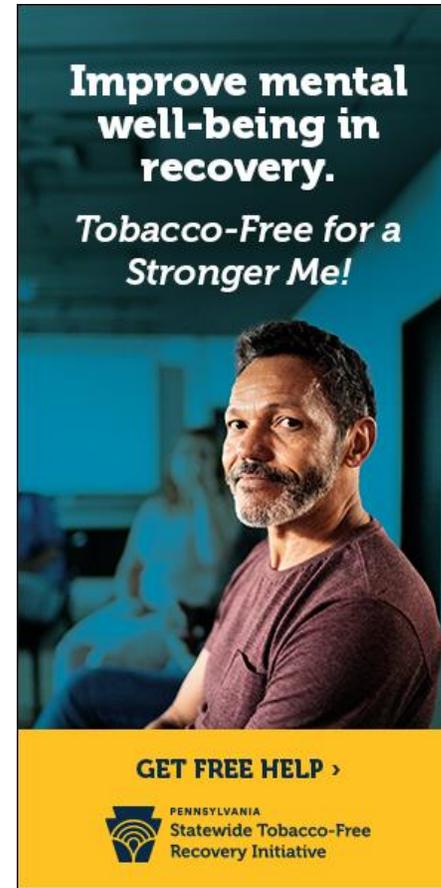
**GET FREE HELP >**

PENNSYLVANIA  
Statewide Tobacco-Free Recovery Initiative



Improve mental well-being in recovery.  
*Tobacco-Free for a Stronger Me!*

PENNSYLVANIA  
Statewide Tobacco-Free Recovery Initiative



Improve mental well-being in recovery.  
*Tobacco-Free for a Stronger Me!*

**GET FREE HELP >**

PENNSYLVANIA  
Statewide Tobacco-Free Recovery Initiative



Improve mental well-being in recovery.  
*Tobacco-Free for a Stronger Me!*

**GET FREE HELP >**

PENNSYLVANIA  
Statewide Tobacco-Free Recovery Initiative

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 >**

 PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative



*Going tobacco-free*  
*improves the chance of*  
*long-term recovery by 25%.*

**LEARN MORE >**

 PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative



*Going tobacco-free*  
*improves the chance of*  
*long-term recovery by 25%.*

**LEARN MORE >**

 PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

Download content [here](#).

# Digital Screens

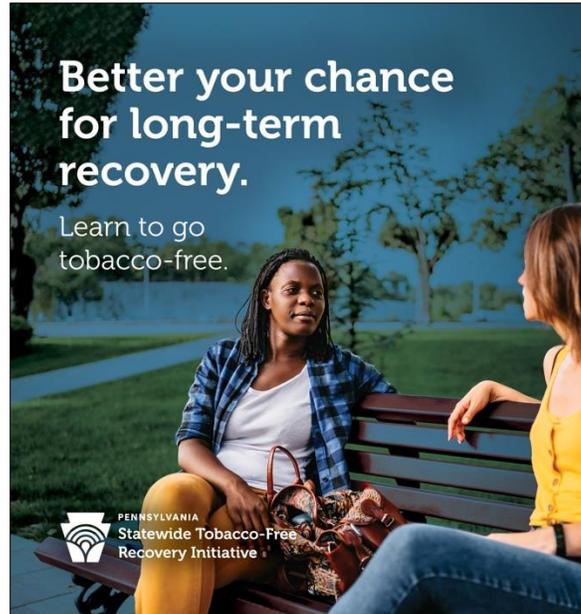
597x768 *Message 1*



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

 PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

Tobacco-Free for a Stronger Me!  
Get free help at [tobaccofreerecoverypa.com](https://tobaccofreerecoverypa.com)  
or call **1-800-QUIT-NOW.**



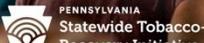
**Better your chance for long-term recovery.**  
Learn to go tobacco-free.

 PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

Tobacco-Free for a Stronger Me!  
Get free help at [tobaccofreerecoverypa.com](https://tobaccofreerecoverypa.com)  
or call **1-800-QUIT-NOW.**



**When you are tobacco- or vape-free, recovery can be easier.**

 PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

Tobacco-Free for a Stronger Me!  
Get free help at [tobaccofreerecoverypa.com](https://tobaccofreerecoverypa.com)  
or call **1-800-QUIT-NOW.**

Download content [here.](#)

# Digital Screens

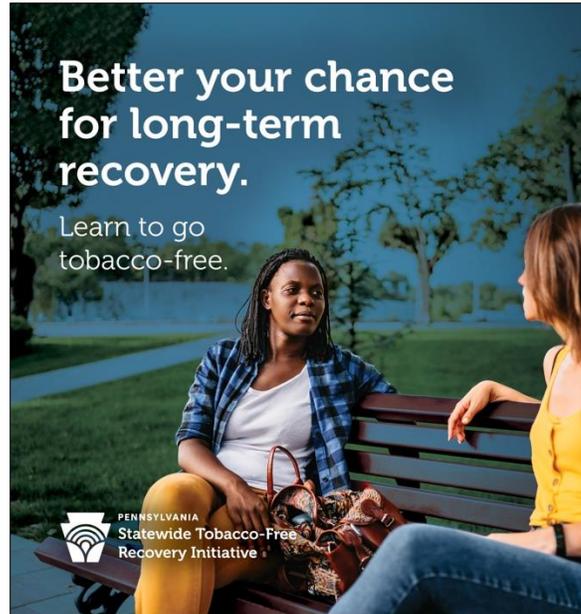
597x768 *Message 2*



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

 PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

Tobacco-Free, Recovery Strong!  
Get free help at [tobaccofreerecoverypa.com](https://tobaccofreerecoverypa.com)  
or call **1-800-QUIT-NOW.**



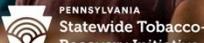
**Better your chance for long-term recovery.**  
Learn to go tobacco-free.

 PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

Tobacco-Free, Recovery Strong!  
Get free help at [tobaccofreerecoverypa.com](https://tobaccofreerecoverypa.com)  
or call **1-800-QUIT-NOW.**



**When you are tobacco- or vape-free, recovery can be easier.**

 PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

Tobacco-Free, Recovery Strong!  
Get free help at [tobaccofreerecoverypa.com](https://tobaccofreerecoverypa.com)  
or call **1-800-QUIT-NOW.**

Download content [here.](#)

# Digital Screens

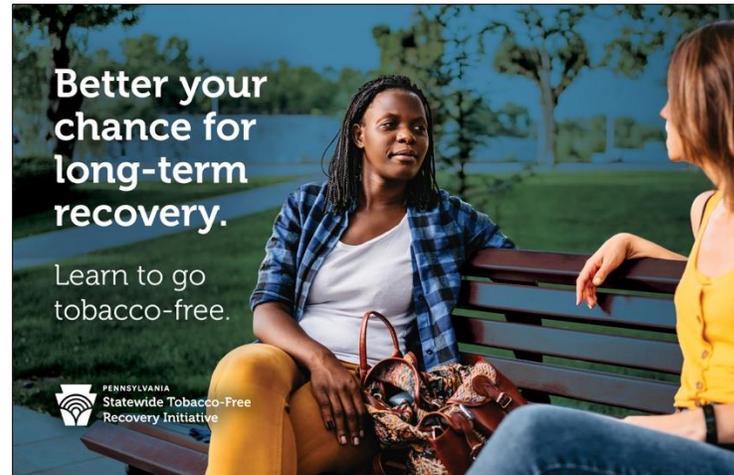
1024x768 *Message 1*



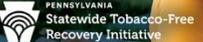
**You're starting a new life in recovery.**  
Learning tobacco-free coping skills can make it last.

 PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

Tobacco-Free for a Stronger Me!  
Get free help at [tobaccofreerecoverypa.com](https://tobaccofreerecoverypa.com) or call **1-800-QUIT-NOW.**



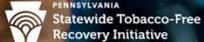
**Better your chance for long-term recovery.**  
Learn to go tobacco-free.

 PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

Tobacco-Free for a Stronger Me!  
Get free help at [tobaccofreerecoverypa.com](https://tobaccofreerecoverypa.com) or call **1-800-QUIT-NOW.**



**When you are tobacco- or vape-free, recovery can be easier.**

 PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

Tobacco-Free for a Stronger Me!  
Get free help at [tobaccofreerecoverypa.com](https://tobaccofreerecoverypa.com) or call **1-800-QUIT-NOW.**

Download content [here](#).

# Digital Screens

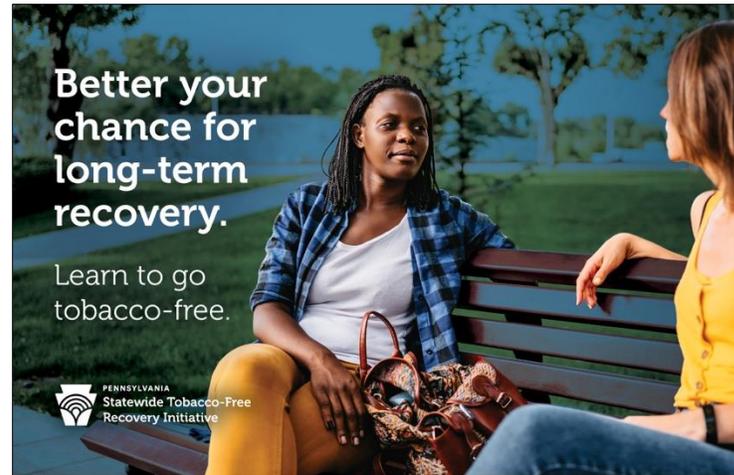
1024x768 *Message 2*



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

 PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

Tobacco-Free, Recovery Strong!  
Get free help at [tobaccofreerecoverypa.com](https://tobaccofreerecoverypa.com) or call **1-800-QUIT-NOW.**



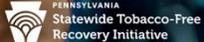
**Better your chance for long-term recovery.**  
Learn to go tobacco-free.

 PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

Tobacco-Free, Recovery Strong!  
Get free help at [tobaccofreerecoverypa.com](https://tobaccofreerecoverypa.com) or call **1-800-QUIT-NOW.**



**When you are tobacco- or vape-free, recovery can be easier.**

 PENNSYLVANIA  
Statewide Tobacco-Free  
Recovery Initiative

Tobacco-Free, Recovery Strong!  
Get free help at [tobaccofreerecoverypa.com](https://tobaccofreerecoverypa.com) or call **1-800-QUIT-NOW.**

Download content [here](#).



# 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.**  
Tobacco-Free  
for a Stronger Me!



PENNSYLVANIA

Statewide Tobacco-Free  
Recovery Initiative

# Campaign Links, Handles and Hashtags

## Hashtags

#PATobaccoRecovery

#Recovery

#RecoverySupport

#TobaccoFree

#PASTFRI

#TobaccoRecoveryIsRecovery

## Social Channels/Handles

Facebook:

[Tobacco Recovery is Recovery](#)

**Tobacco recovery *is*  
recovery.**

**Tobacco-Free,  
Recovery Strong!**



PENNSYLVANIA

Statewide Tobacco-Free  
Recovery Initiative

A group of five people are sitting in a circle in a meeting room. In the center, a bald man with a beard and tattoos is looking down with his hands clasped. To his left, a man in a purple shirt is looking towards him. To his right, a man in a yellow shirt is looking towards the center. In the foreground, a woman in a grey shirt is looking towards the center. The room has a blue wall, a globe, and some office supplies on a table in the background.

# Campaign Social Media Messages

Participant Options

# Campaign Social Media Messages

## Participant *1A*

**Facebook:** You're not alone in your recovery. FREE support is available at [tobaccofreerecoverypa.com](http://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](http://tobaccofreerecoverypa.com).

*First comment:* #PATobaccoRecovery #Recovery  
#RecoverySupport #TobaccoFree



Download content [here](#).

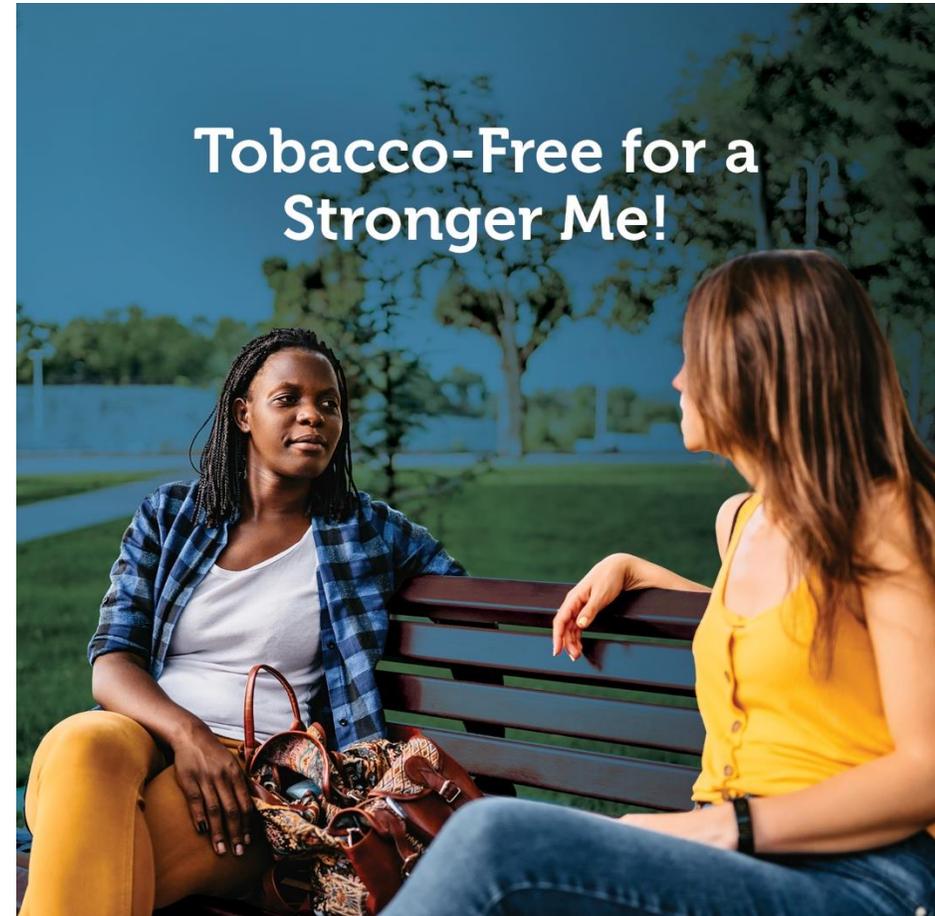
# Campaign Social Media Messages

## Participant *1B*

**Facebook:** You're not alone in your recovery. FREE support is available at [tobaccofreerecoverypa.com](http://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](http://tobaccofreerecoverypa.com).

*First comment:* #PATobaccoRecovery #Recovery #RecoverySupport #TobaccoFree



Download content [here](#).

# Campaign Social Media Messages

## Participant 2A

**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](http://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](http://tobaccofreerecoverypa.com) for FREE support.

*First comment:* #PATobaccoRecovery #Recovery  
#RecoverySupport #TobaccoFree



Download content [here](#).

# Campaign Social Media Messages

## Participant *2B*

**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](http://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](http://tobaccofreerecoverypa.com) for FREE support.

*First comment:* #PATobaccoRecovery #Recovery  
#RecoverySupport #TobaccoFree



Download content [here](#).

# Campaign Social Media Messages

## Participant 3A

**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](http://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](http://tobaccofreerecoverypa.com).

*First comment:* #PATobaccoRecovery #Recovery  
#RecoverySupport #TobaccoFree



Download content [here](#).

# Campaign Social Media Messages

## Participant *3B*

**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](http://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](http://tobaccofreerecoverypa.com).

*First comment:* #PATobaccoRecovery #Recovery  
#RecoverySupport #TobaccoFree



Download content [here](#).

# Campaign Social Media Messages

## Participant *Spanish V1*

**Facebook:** ¿Cómo puede aumentar sus probabilidades de #recuperarse a largo plazo del consumo de sustancias? Si no consume tabaco ni vapea, la recuperación PUEDE ser más fácil. Obtenga ayuda GRATUITA hoy mismo en tobaccofreerecoverypa.com o llamando al 1-800-QUIT-NOW. #RecuperacióndetabacoenPA

**Instagram:** ¿Cómo puede aumentar sus probabilidades de #recuperarse a largo plazo del consumo de sustancias? Si no consume tabaco ni vapea, la recuperación PUEDE ser más fácil. Obtenga ayuda GRATUITA hoy mismo en tobaccofreerecoverypa.com o llamando al 1-800-QUIT-NOW. #RecuperacióndetabacoenPA

*Primer comentario: #Apoyoderecuperación #Sintabaco*



Download content [here](#).

# Campaign Social Media Messages

## Participant *Spanish V2*

**Facebook:** ¿Cómo puede aumentar sus probabilidades de #recuperarse a largo plazo del consumo de sustancias? Si no consume tabaco ni vapea, la recuperación PUEDE ser más fácil. Obtenga ayuda GRATUITA hoy mismo en tobaccofreerecoverypa.com o llamando al 1-800-QUIT-NOW. #RecuperacióndetabacoenPA

**Instagram:** ¿Cómo puede aumentar sus probabilidades de #recuperarse a largo plazo del consumo de sustancias? Si no consume tabaco ni vapea, la recuperación PUEDE ser más fácil. Obtenga ayuda GRATUITA hoy mismo en tobaccofreerecoverypa.com o llamando al 1-800-QUIT-NOW. #RecuperacióndetabacoenPA

*Primer comentario: #Apoyoderecuperación #Sintabaco*



Download content [here](#).

# Campaign Social Media Messages

## Recovery is Recovery Videos



Download content [here](#).

# Campaign Social Media Messages

## 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 clipboard. She is holding a pen in her right hand and the clipboard in her left. The background is a blurred office setting with other people, all overlaid with a semi-transparent teal color. The overall scene suggests a professional meeting or a collaborative work environment.

# Campaign Social Media Messages

Provider Options

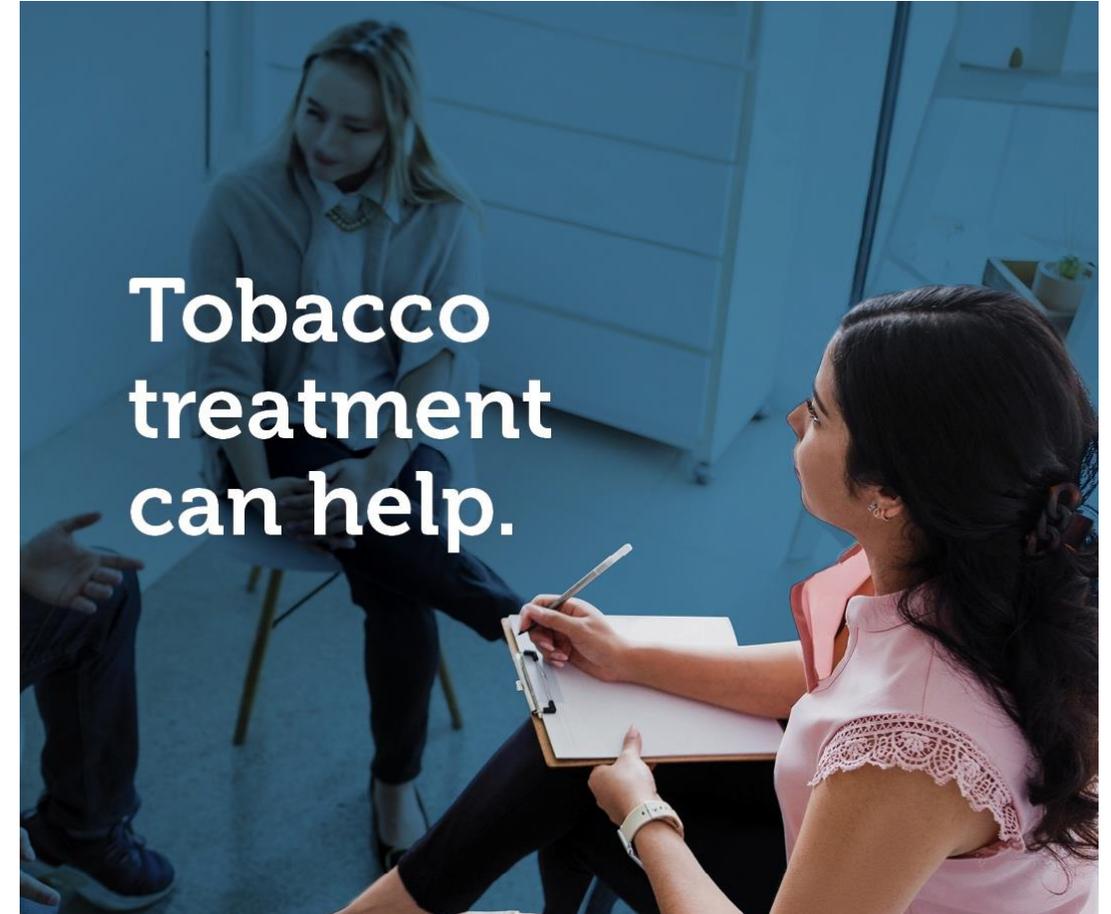
# Campaign Social Media Messages

## Provider 1

**Facebook:** Help patients make recovery last by equipping them with tobacco-free coping skills. Visit [tobaccofreerecoverypa.com](http://tobaccofreerecoverypa.com). #PATobaccoRecovery

**Instagram:** Help patients make recovery last by equipping them with tobacco-free coping skills. Visit [tobaccofreerecoverypa.com](http://tobaccofreerecoverypa.com).

*First comment:* #PATobaccoRecovery #Recovery #RecoverySupport #TobaccoFree



Download content [here](#).

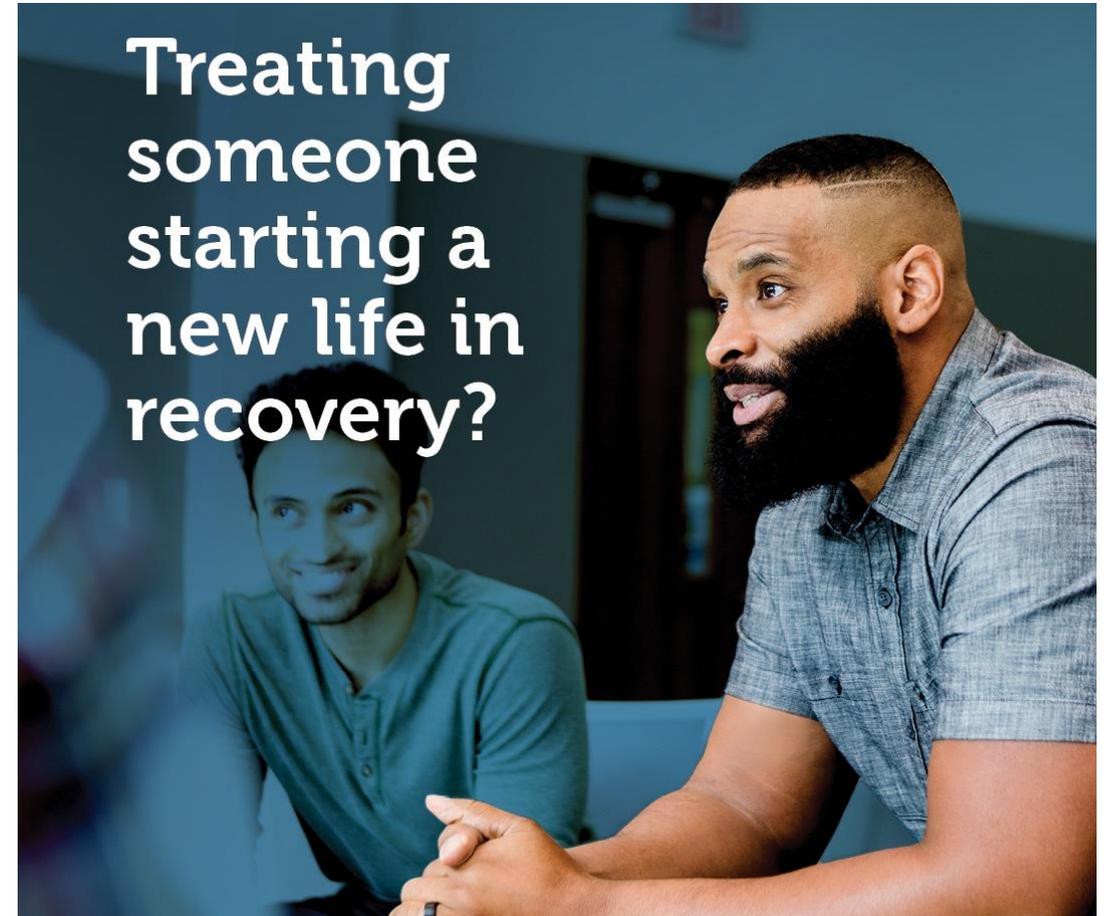
# Campaign Social Media Messages

## 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](http://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](http://tobaccofreerecoverypa.com).

*First comment:* #PATobaccoRecovery #Recovery  
#RecoverySupport #TobaccoFree



Download content [here](#).

# Campaign Social Media Messages

## 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](http://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](http://tobaccofreerecoverypa.com).

*First comment:* #PATobaccoRecovery #Recovery  
#RecoverySupport #TobaccoFree



Download content [here](#).



# Thank You

Media Toolkit



PENNSYLVANIA

Statewide Tobacco-Free  
Recovery Initiative