
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.
Tobacco interventions integrated into substance use disorder treatment are associated with sustained drug and alcohol recovery. Learning tobacco-free coping skills is correlated with reduced anxiety, less depression, and an improvement 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 evidence-based 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 addresses tobacco.

Contacts

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PENNSYLVANIA
Statewide Tobacco-Free
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tobaccofreerecoverpa.com

Objectives

To Inform:

- In a survey of Pennsylvanians in recovery, more than 70% said learning tobacco-free coping skills was helpful to their mental health or substance use recovery.
- Learning tobacco-free coping skills increased the probability of long-term recovery by 30%.

To Inspire:

- Learning tobacco-free coping skills is safe.
- Learning tobacco-free coping skills is achievable.

To Improve:

- Probability of long-term recovery.
- Sense of mental well-being.
- Depression and anxiety.
- Social stigma reduction.

To Increase Interaction:

- Get free help by either:
  - Talking with us by phone at **1-800-QUIT NOW**.
  - Getting more information at **tobaccofreerecoverypa.com**.

Media

Assets

Posters

English

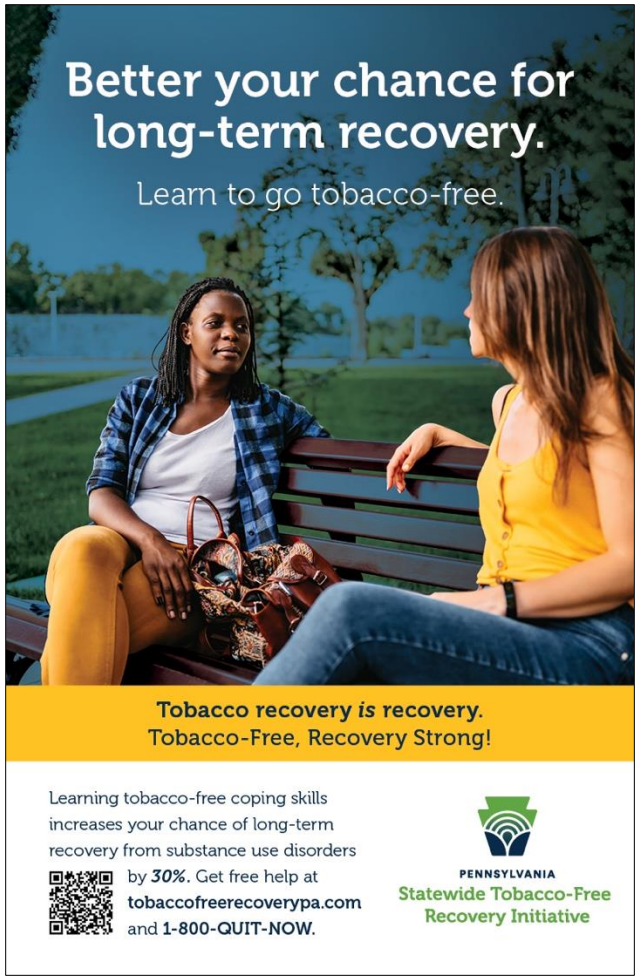
Message 1

Download content here.

Posters

English

Message 2



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Posters *Spanish*

Message 1

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Posters *Spanish*

Message 2

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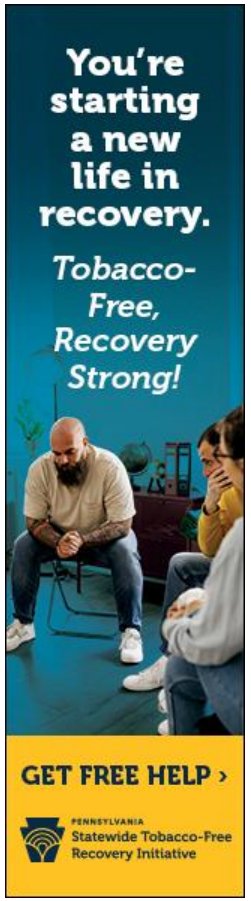
Banner Ads

Patient *Better Chance Version 1A*



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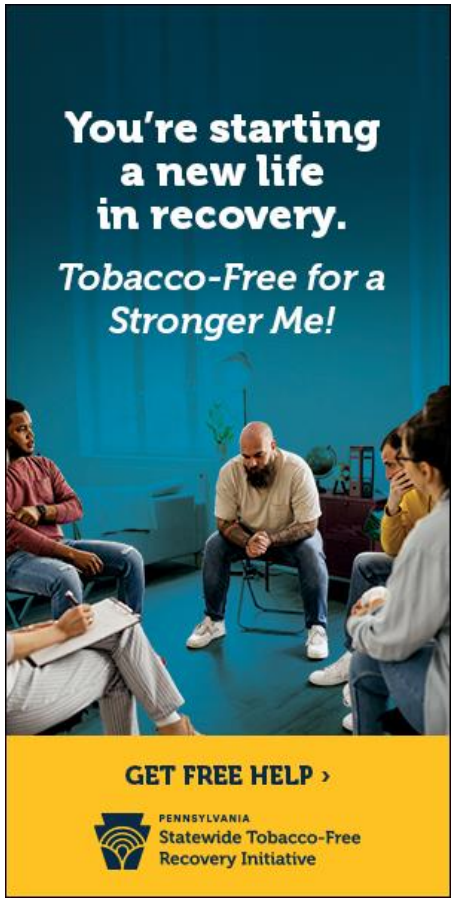
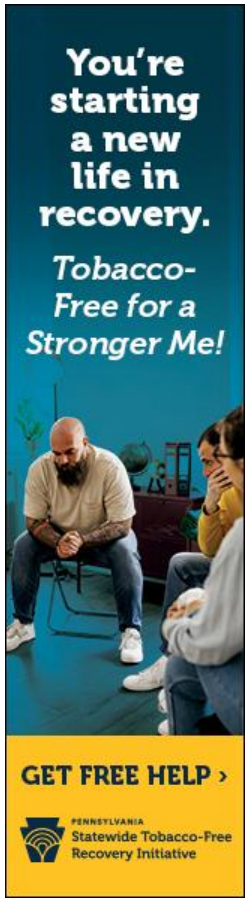
Banner Ads

Patient *Better Chance Version 1B*





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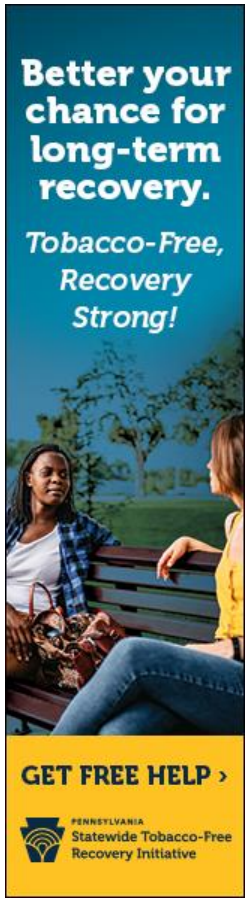
Banner Ads

Patient *Better Chance Version 2A*



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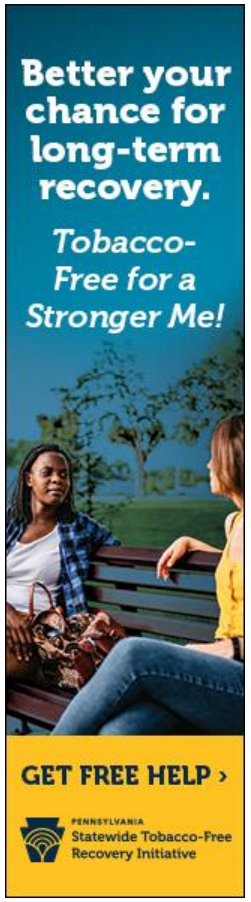
Banner Ads

Patient *Better Chance Version 2B*



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Banner Ads

Patient *Improve Version 3A*

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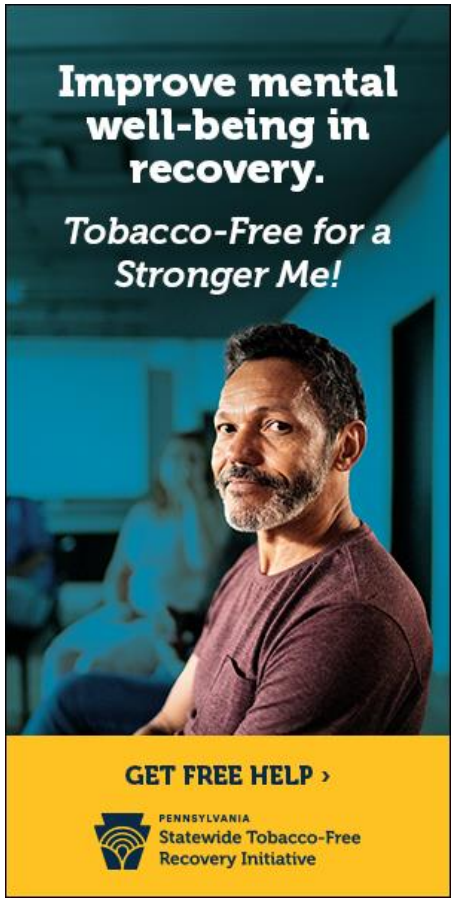
Banner Ads

Patient *Improve Version 3B*



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Banner Ads

Provider

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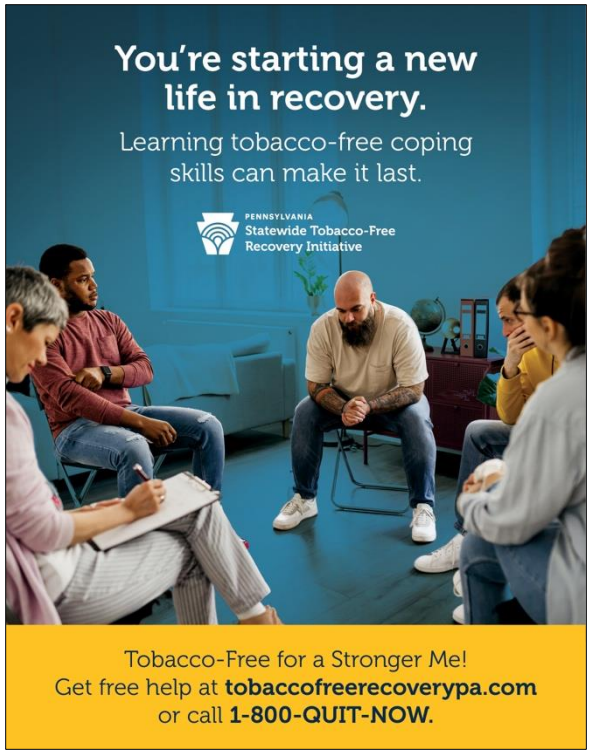
Digital Screens

597x768 *Message 1*



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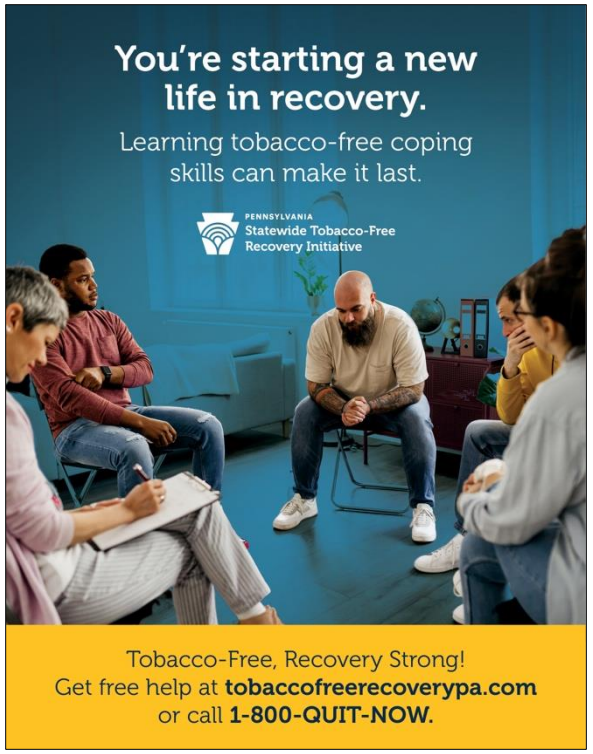
Digital Screens

597x768 *Message 2*



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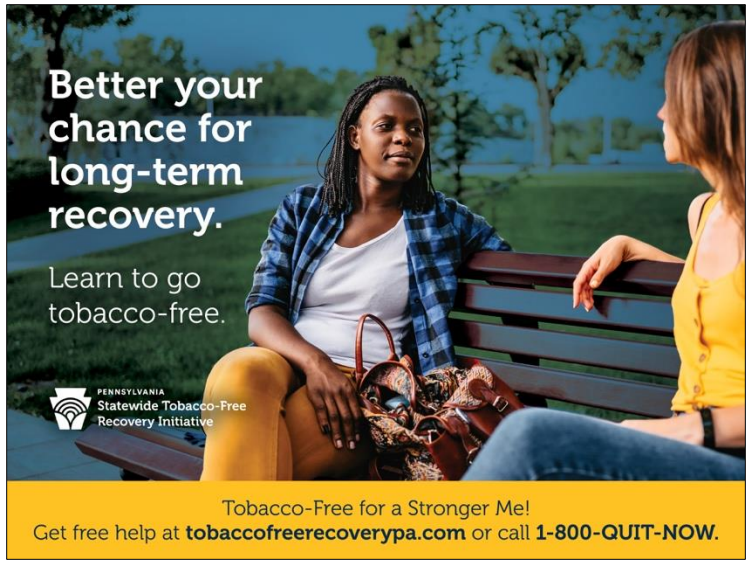
Digital Screens

1024x768 *Message 1*



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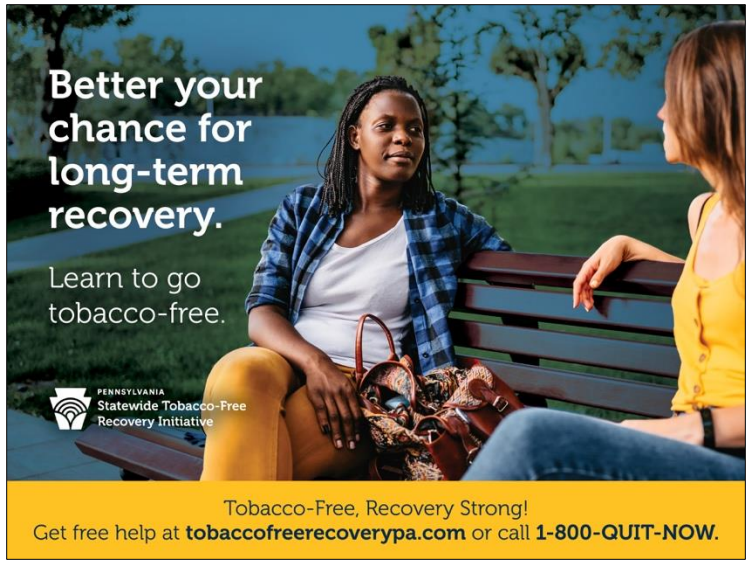
Digital Screens

1024x768 *Message 2*



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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

#tobaccofreestrongerme

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

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#TobaccoFree

#PASTFRI

#TobaccoRecoveryIsRecovery

#tobaccofreerecoverystrong

Social Channels/Handles

Facebook: Tobacco Recovery is Recovery

Tobacco recovery *is* recovery.

Tobacco-Free,
Recovery Strong!

PENNSYLVANIA
Statewide Tobacco-Free
Recovery Initiative

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. Combining #tobacco recovery with alcohol or drug recovery increases your chance of success by 30%. #PATobaccoRecovery

Instagram: #DYK combining #tobacco recovery with alcohol or drug recovery increases your chance of success by 30%? Plus, you'll decrease anxiety and more. Get FREE help today at tobaccofreerecoverypa.com.

First comment: #PATobaccoRecovery #Recovery #RecoverySupport #TobaccoFree

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Campaign Social Media Messages

Participant *1B*

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 30%. #PATobaccoRecovery

Instagram: #DYK combining #tobacco recovery with alcohol or drug recovery increases your chance of success by 30%? Plus, you'll decrease anxiety and more. Get FREE help today at tobaccofreerecoverypa.com.

First comment: #PATobaccoRecovery #Recovery #RecoverySupport #TobaccoFree

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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 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

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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 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

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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. #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

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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. #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

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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

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Campaign Social Media Messages

Recovery *is* Recovery Videos

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Recovery *is* Recovery Videos

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Campaign Social Media Messages

Provider Options

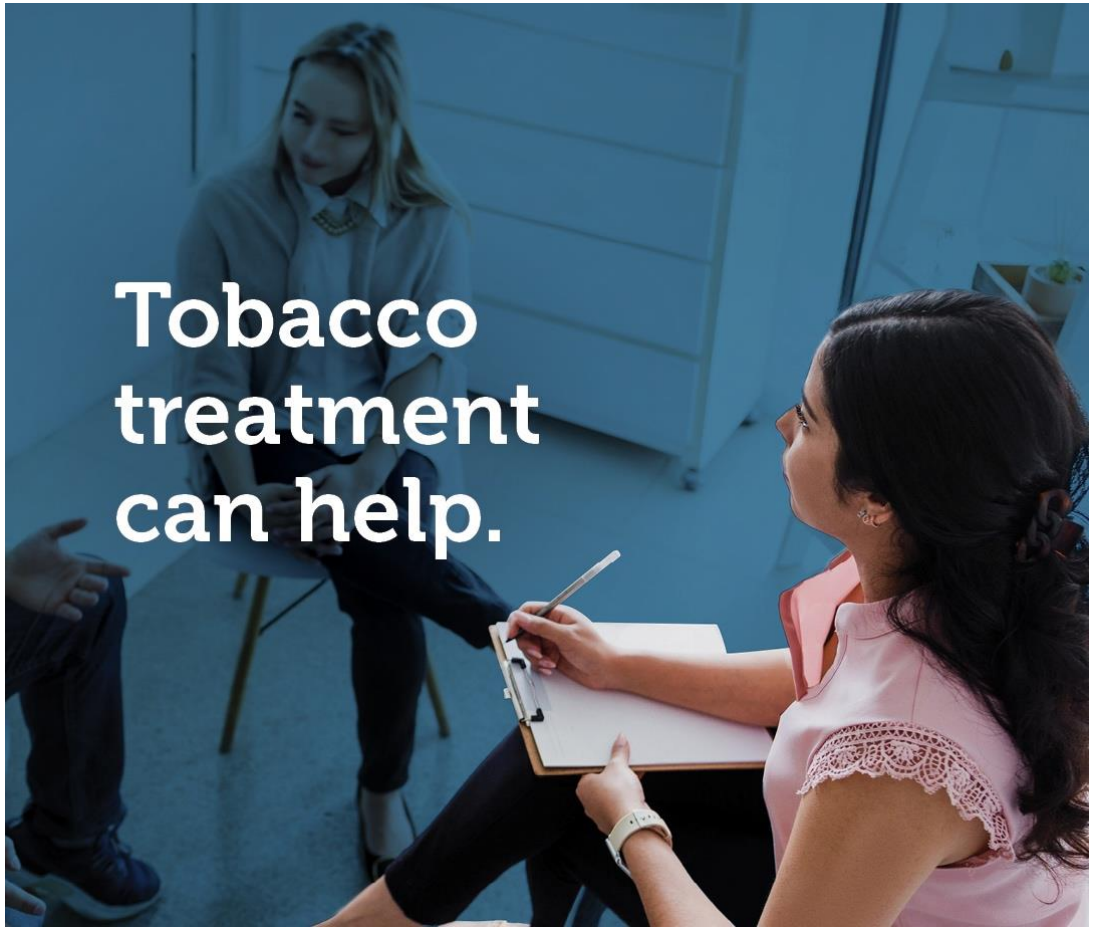
Campaign Social Media Messages

Provider 1

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

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

First comment: #PATobaccoRecovery #Recovery #RecoverySupport #TobaccoFree



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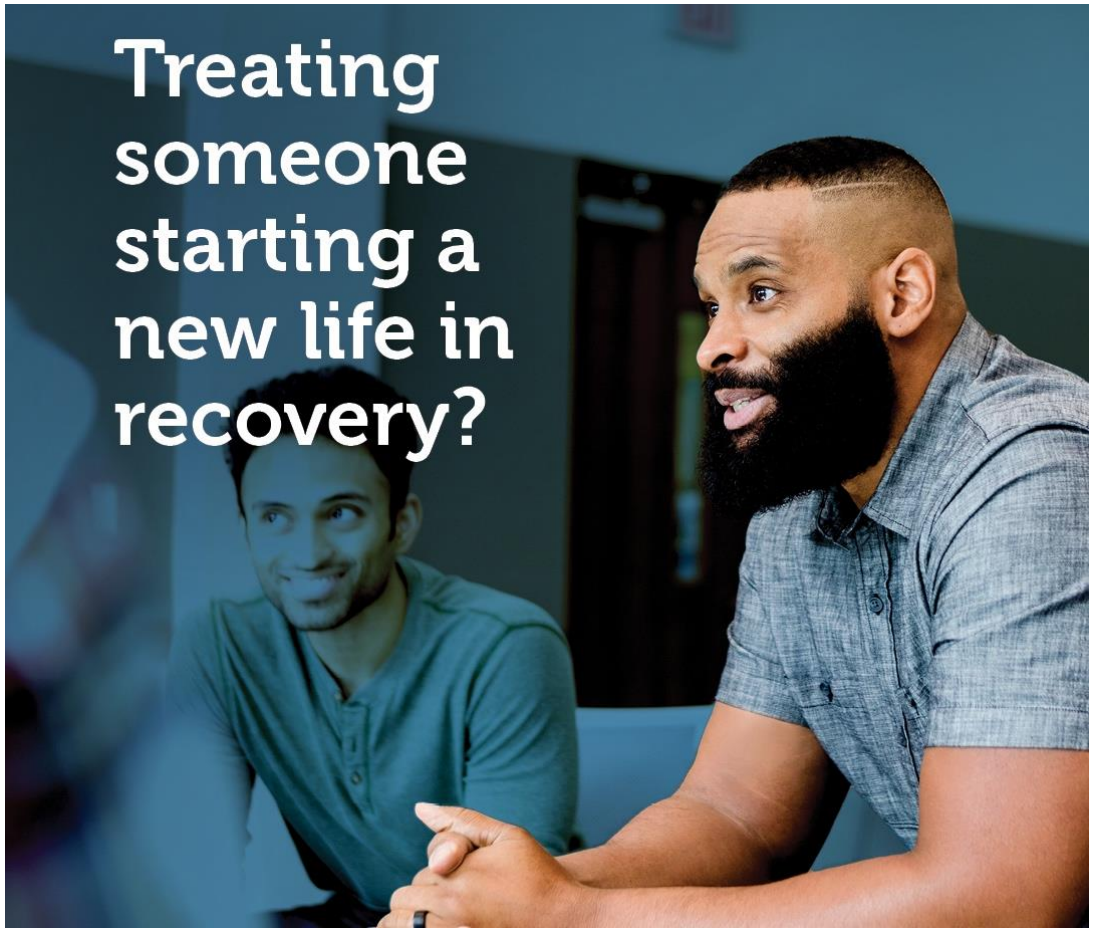
Campaign Social Media Messages

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 30%. 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 30%. More via tobaccofreerecoverypa.com.

First comment: #PATobaccoRecovery #Recovery #RecoverySupport #TobaccoFree



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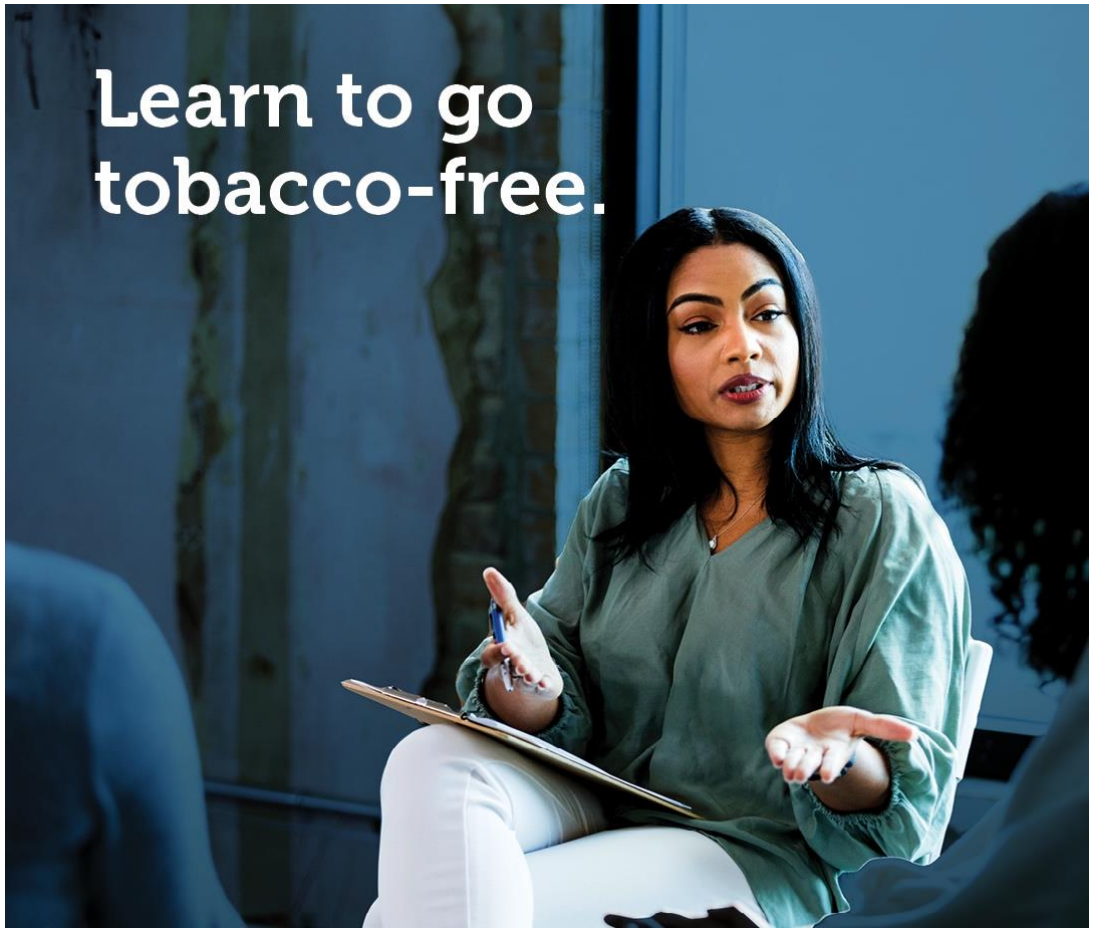
Campaign Social Media Messages

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. #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

Media Toolkit

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