



Rhode Island Tobacco Control Program World No Tobacco Day – PR Activities

Traditional Media

Broadcast – TV

5/13-31 – Verizon Media runs Surgeon General PSA across network channels (frequency: 300)

5/16-31 – Cox Media runs Surgeon General PSA across network channels (frequency: 100)

5/31 – Cox Media runs 5 crawls on The Weather Channel

Video PSA available at: <http://health.ri.gov/news>

Broadcast – Radio

5/18-31 – WEEI (103.7FM Sports Radio) runs :30 PSA

5/19-31 – WCTK (98.1 Cat Country) runs :60 PSA

5/20-31 – WJZS (99.3 Variety) runs :60 PSA

Social Media

Facebook

5/31 (9:00AM) – HEALTH & community partners post the following message as a status update and request all “friends” do the same: *Today is World No Tobacco Day. I’m pledging to live tobacco-free and help smokers in my life quit. QuitNowRI.com*

5/31 (12:00PM) – HEALTH & community partners post the following message to their pages and request “friends” do the same: *3 months after you quit smoking, your lung function improves up to 30%. But right now, you’re one day closer to emphysema. Today is World No Tobacco Day. Take a stand. Quit. Visit www.QuitNowRI.com or call 1-800-QUIT-NOW for help. Reposting of this message is strongly encouraged and appreciated.*

LinkedIn

5/31 (9:00AM) – HEALTH & community partners post the following message as a status update: *Today is World No Tobacco Day. I’m pledging to live tobacco free and help smokers in my life quit. QuitNowRI.com*

Twitter

5/31 (10:00AM) – HEALTH & community partners tweet the following message: *Today is World No Tobacco Day. Take a stand. Quit. Visit www.QuitNowRI.com for help.*

5/31 (10:15AM - optional) – Tweet the following message: *3 mos. after you quit smoking, lung function improves 30%. But right now, you’re one day closer to emphysema. 1-800-QUIT-NOW*

SMS

5/31 (9:00AM) – HEALTH & community partners send the following message to their personal networks and request friends forward the message to their own network: *Today is World No Tobacco Day. Take a stand. Quit. Call 1-800-QUIT-NOW for help. Save a life. Please forward this message to your text network.*

Listserv

5/31 (9:00AM) – HEALTH sends the following e-blast to L2k provider listserv re: available cessation materials. Community partners are asked to send a similar blast to all healthcare provider listservs to which they are subscribed: *Today is World No Tobacco Day. The Rhode Island Department of Health wants to ensure that all Rhode Islanders are aware of the dangers associated with tobacco use and exposure and have the resources they need to quit – and stay quit. Recently, the Department launched www.QuitNowRI.com – a website dedicated to helping smokers in Rhode Island access local quit resources. The launch of the site coincides with the launch of 1-800-QUIT-NOW (1-800-784-8669) – a toll-free helpline that provides callers with access to*

individualized tobacco treatment services. Help us spread the word about these new resources! Please take a moment to remove any old tobacco cessation advertisements in your office (flyers, brochures, etc.) that were sponsored by the Department and replace them with new materials available for order on our website, www.health.ri.gov. Quitting is hard, but it's not impossible. Help your patients take the first step.

Community Media\Guerilla Marketing

5/31-6/3 – Participating community partners distribute cessation information (flyers, brochures) to pre-determined community venues

5/31-6/3 – CHisPA distributes information to Central Falls' locations re: the quitline referral program available at Progresso Latino

Local Events

TCCI – Pawtucket

5/27 – Poetry Slam Contest to raise awareness around the dangers of tobacco use among middle-schoolers. Winners of the contest are featured at a 6/1 PawSox game

Disparity – Chariho

5/27 – Students at Chariho High School distribute quit materials to fellow students

TCCI – Woonsocket

5/30 – Distribute quit materials during Memorial Day parade

RITCN, TCCI & Disparity

5/31 – Demonstration and Presentation @ State House Rotunda