



## TOBACCO/VAPE

### GRAPHIC 1



**CAPTION:** When you are ready to quit vaping, the NYS Quitline is ready to help with free services, including the Learn2QuitNY text program, and Quit Coach Chat. Call 1-866-NY-QUITS (1-866-697-8487), text QUITNOW to 333888, or visit [www.nysmokefree.com](http://www.nysmokefree.com). Free starter kits of nicotine replacement therapy are available for eligible New Yorkers.

### GRAPHIC 2



**CAPTION:** It is important for parents, teachers and coaches to talk to young people to keep them from vaping and help them quit. You can find free resources to help [here: cdc.gov/tobacco/basic\\_information/e-cigarettes/index.htm](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm). For more information visit: [health.ny.gov/prevention/tobacco\\_control/campaign/e-cigarettes/](http://health.ny.gov/prevention/tobacco_control/campaign/e-cigarettes/)

### GRAPHIC 3



**CAPTION:** Help is available to quit vaping. NYS youths (13-17) and young adults (18-24) can text DropTheVape to 88709 to sign up to receive age-appropriate supportive and motivating text messages to encourage quit efforts from This is Quitting. Learn more at [health.ny.gov/prevention/tobacco\\_control/campaign/e-cigarettes/](http://health.ny.gov/prevention/tobacco_control/campaign/e-cigarettes/)



#### GRAPHIC 4



#### FACEBOOK/INST

**CAPTION:** Far more youths and young adults use e-cigarettes than compared to adults. In response, the Department has developed free posters, palm cards, and rack cards for middle schools and high schools/young adults: [health.ny.gov/publications/4208/n\\_zpub.htm#smoking\\_and\\_tobacco\\_use](https://health.ny.gov/publications/4208/n_zpub.htm#smoking_and_tobacco_use) Learn more here: [https://health.ny.gov/press/releases/2024/2024-01-11\\_vaping.htm](https://health.ny.gov/press/releases/2024/2024-01-11_vaping.htm)

#### TWITTER/X

**CAPTION:** Far more youths and young adults use e-cigarettes than compared to adults. Find free posters, palm cards, and rack cards for middle schools and high schools/young adults here: [health.ny.gov/publications/4208/n\\_zpub.htm#smoking\\_and\\_tobacco\\_use](https://health.ny.gov/publications/4208/n_zpub.htm#smoking_and_tobacco_use) Learn more here: [https://health.ny.gov/press/releases/2024/2024-01-11\\_vaping.htm](https://health.ny.gov/press/releases/2024/2024-01-11_vaping.htm)

#### GRAPHIC 5



**CAPTION:** About one-quarter of all cancer deaths in NYS could be attributed to smoking, according to a recent report. That's almost 8,000 New Yorkers each year. See the association between tobacco use and cancer, and trends in smoking: [health.ny.gov/statistics/diseases/cancer/docs/tobacco\\_related\\_cancers\\_report\\_2016-2020.pdf](https://health.ny.gov/statistics/diseases/cancer/docs/tobacco_related_cancers_report_2016-2020.pdf) For help quitting: [nysmokefree.com/](https://nysmokefree.com/)



## GRAPHIC 6



**CAPTION:** Tobacco use is linked to 12 different cancers. The result is that more than half of all cancer deaths in NYS are among people diagnosed with tobacco-related cancers. Learn more about tobacco-related cancers and trends in smoking:

[health.ny.gov/statistics/diseases/cancer/docs/tobacco\\_related\\_cancers\\_report\\_2016-2020.pdf](https://health.ny.gov/statistics/diseases/cancer/docs/tobacco_related_cancers_report_2016-2020.pdf) Find help quitting: [nysmokefree.com/](https://nysmokefree.com/)

## GRAPHIC 7



**CAPTION:** "When I was growing up in Brooklyn...there was advertising for menthol cigarettes in minority neighborhoods everywhere you looked...I thought they were safer. You don't want to be like me. You don't want to have a massive heart attack at the age of 36."

[cdc.gov/tobacco/campaign/tips/index.html](https://cdc.gov/tobacco/campaign/tips/index.html)



## RESPIRATORY VIRUS

### GRAPHIC 1



**CAPTION:** Infants and young children are among those who are at greater risk for getting seriously ill from the flu. Here are tips for parents to protect children: [health.ny.gov/publications/2423/](https://health.ny.gov/publications/2423/)

### GRAPHIC 2



## Public Health Toolkit Social Media



**CAPTION:** Someone with RSV can have a runny nose, coughing or fever similar to the common cold, but it can result in pneumonia for those who are vulnerable, like the very young or old. Protect against RSV: [health.ny.gov/diseases/communicable/respiratory\\_syncytial\\_virus/](https://health.ny.gov/diseases/communicable/respiratory_syncytial_virus/)

### GRAPHIC 3



Responder2

**CAPTION:** People with underlying health conditions and those over 65 are at higher risk for hospitalization and even death from COVID-19. Learn about prevention, symptoms and when to talk to a health care provider: [coronavirus.health.ny.gov/prevention-symptoms](https://coronavirus.health.ny.gov/prevention-symptoms)

### GRAPHIC 4



## Public Health Toolkit Social Media



**CAPTION:** Flu, COVID-19, RSV – they are similar respiratory viruses, and yet affect you differently. See an overview of the symptoms, and most importantly, learn how to prevent infections: [health.ny.gov/diseases/communicable/respiratory\\_syncytial\\_virus/understanding.htm](https://health.ny.gov/diseases/communicable/respiratory_syncytial_virus/understanding.htm)

### GRAPHIC 5



**CAPTION:** For some people COVID-19 is more than a short-term illness. They experience what is called long COVID when symptoms don't go away after initial recovery. Learn about who is most at risk and what to do about it: [health.ny.gov/diseases/long\\_covid/](https://health.ny.gov/diseases/long_covid/)

### GRAPHIC 6



## Public Health Toolkit Social Media



**CAPTION:** Long COVID can be a debilitating condition when COVID-19 infection leads to long-lasting physical and/or mental symptoms. Even a mild case of COVID-19 can bring on long COVID. Learn about symptoms and how to protect yourself: [health.ny.gov/diseases/long\\_covid/](https://health.ny.gov/diseases/long_covid/)