



QSQM Tool Kit





Quit & Stay Quit Monday (QSQM) Tool Kit

Table of Contents

Why Monday Is a Prime Day to Quit Smoking Video

Making Monday the Time to Quit

Quit & Stay Quit Monday Checklist

Crush It on Monday Flyer

WV Tobacco Quitline Information

Other Tobacco Cessation Resources

After Quit & Stay Quit Program

Contact Us



Why Monday is a Prime Day to Quit Smoking Video

<https://www.youtube.com/watch?v=AMFhvdeGvxE>

2:05 minutes



Making Monday the Time to Quit

Starting the Quit & Stay Quit Program

Quitting the use of tobacco is one of the most important health decisions an individual can make. The 12-week social media calendar is designed to support individuals as they begin to contemplate and prepare to quit tobacco using the Quit and Stay Quit approach to cessation. The program encourages smokers to use Monday as the day to create a quit plan or set a quit date and can help them to see each new week as a recurring opportunity to start fresh.

By using this progressive series of resources, your audience can start each week with a clear goal and actionable steps to support them as they quit smoking. When used together with the QSQM series, program participants will be equipped with the tools to quit tobacco, build a support team, and keep their quit. Research shows that people who commit to healthy behavior change on Monday describe a higher likelihood of continuing that activity for the rest of the week.

The toolkit includes 12-weeks of visual assets with links to supplementary articles and actionable steps designed to introduce tobacco users to the benefits of quitting, the physical and physiological changes they can anticipate, and the essential elements to a successful quit plan. In addition to the weekly materials, we recommend that participants who are attempting to quit utilize the Monday Check-in tool [Quit and Stay Quit Monday Weekly Check-in Tool \(mondaycampaigns.org\)](https://www.mondaycampaigns.org) to reflect on learnings from the prior week and refocus on the weeks and months to come.

Use this toolkit to supplement on-going tobacco cessation programs that your business or worksite may have in place. The materials are meant to be shared through a variety of different digital and print communication channels, if possible. The social media posting graphics and URL web addresses can be cut-and-pasted into digital messaging such as email, company websites, or social media feeds, or printed out for signage and bulletin boards. We recommend using Monday as the day to send out these weekly cues because research shows individuals are more likely to adopt healthy habits towards the beginning of the week.

12 Week Social Media Calendar

Week 1

Join the Monday quitters movement.
To get started call 1-800-QUIT-NOW.

QUIT & STAY QUIT MONDAY WEST VIRGINIA

Text at 304-583-4010

Week 2

Here's what happens when you quit smoking.
To get started call 1-800-QUIT-NOW.

You'll see improvement in your vision.

You'll feel your energy levels increase.

You'll get stronger faster.

QUIT & STAY QUIT MONDAY WEST VIRGINIA

Text at 304-583-4010

Week 3

What can you do with the money you save by not smoking?
Start saving and call 1-800-QUIT-NOW.

1 DAY \$10 Streaming service for a month.

1 WEEK \$70 A dinner date.

1 MONTH \$300 A new bike.

1 YEAR \$3,650 A vacation.

QUIT & STAY QUIT MONDAY WEST VIRGINIA

Text at 304-583-4010

Week 4

Save your lungs from cigarette smoke.
To get started call 1-800-QUIT-NOW.

Smoke-free lungs are better at defeating infection. In 9 months your risk of lung infection will decrease.

Smoke-free lungs are stronger. In 1 month your lung endurance will increase.

Smoke-free lungs breathe easier. Enjoy increased energy levels within 9 months.

QUIT & STAY QUIT MONDAY WEST VIRGINIA

Text at 304-583-4010

Week 5

Set a date for success.
This Monday, call 1-800-QUIT-NOW.

QUIT & STAY QUIT MONDAY WEST VIRGINIA

Text at 304-583-4010

Week 6

Quit Monday to regain your ability to combat disease.
Learn more by calling 1-800-QUIT-NOW.

QUIT & STAY QUIT MONDAY WEST VIRGINIA

Text at 304-583-4010

Week 7

When the going gets tough, the tough turn to a pro.
To get started call 1-800-QUIT-NOW.

QUIT & STAY QUIT MONDAY WEST VIRGINIA

Text at 304-583-4010

Week 8

What's your motivation to quit?
Call 1-800-QUIT-NOW and let us know.

QUIT & STAY QUIT MONDAY WEST VIRGINIA

Text at 304-583-4010

Week 9

This Monday, who ya gonna call?
Try us, call 1-800-QUIT-NOW.

QUIT & STAY QUIT MONDAY WEST VIRGINIA

Text at 304-583-4010

Week 10

Free nicotine replacement therapy can help!
Call us at 1-800-QUIT-NOW.

QUIT & STAY QUIT MONDAY WEST VIRGINIA

Text at 304-583-4010

Week 11

5 ways quitters can beat cravings.
To find out more, call 1-800-QUIT-NOW.

HYDRATE EAT A HEALTHY SNACK MEDITATE

CALL A QUIT BUDDY TAKE A WALK

QUIT & STAY QUIT MONDAY WEST VIRGINIA

Text at 304-583-4010

Week 12

A new chance to quit every week.
To get started call 1-800-QUIT-NOW.

QUIT & STAY QUIT MONDAY WEST VIRGINIA

Text at 304-583-4010

Social Media Postings Copy & Paste

Week 1

Intro to QSQM/The Monday Campaigns



Example social media:

Join a community of quitters! Monday is the perfect day to commit to thinking about quitting - there are 52 Mondays each year, giving you 52 chances to quit, recommit, and stay quit.

<https://www.mondaycampaigns.org/quit-stay-quit/join-monday-quitters-movement>

Week 2

What happens when you quit/physical?



Example social media:

Being tobacco free improves all aspects of your life - especially how your body feels and functions. This Monday, learn how your physical and mental health can improve when you quit for good.

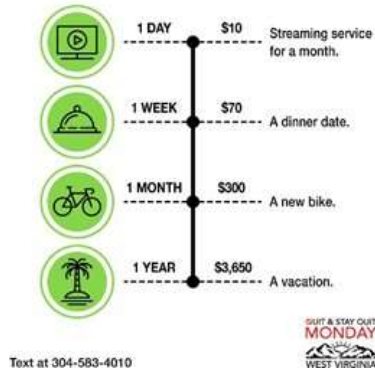
<https://www.mondaycampaigns.org/quit-stay-quit/heres-happens-quit-smoking>

Week 3

Smoking is a habit that literally burns money.

What can you do with the money
you save by not smoking?

Start saving and call 1-800-QUIT-NOW.



Example social media:

Smoking is a habit that literally burns money. This Monday, think about all the things you could do with the money you will save when you quit!

<https://www.mondaycampaigns.org/quit-stay-quit/want-to-save-money-quit-smoking>

Week 4

Give your Lungs a break

Save your lungs from
cigarette smoke.

To get started call 1-800-QUIT-NOW.



Example social media:

While quitting smoking won't turn back time, it will give your lungs the opportunity to recover from the damage done to them. Visit our blog to learn how your lungs begin to repair themselves once you give up smoking.

<https://www.mondaycampaigns.org/quit-stay-quit/help-your-lungs-heal-with-a-monday-quit>

Week 5
Thinking about quitting?

Set a date for success.

This Monday, call 1-800-QUIT-NOW.



Text at 304-583-4010



Example social media:

Thinking about quitting? Set a date to call the WV Tobacco Quitline this Monday - it's the perfect day to take the first step towards quitting and staying quit! And if you're not ready this Monday, there's another Monday right around the corner.

<https://www.mondaycampaigns.org/quit-stay-quit/succeed-set-quit-date-monday>

Week 6
Give your immune system a boost.

Quit Monday to regain your ability to combat disease.

Learn more by calling 1-800-QUIT-NOW.



Text at 304-583-4010



Example social media:

Smoking acts as a double-edged sword against your immune system. It increases your risk of getting disease, while reducing your ability to fight it off. Quitting helps your body reverse the negative effects of cigarette smoke and regain its ability to combat disease.

<http://ow.ly/Tt1q50AFBOn>

Week 7

This Monday, call the West Virginia Tobacco Quitline!

**When the going gets tough,
the tough turn to a pro.**

To get started call 1-800-QUIT-NOW.



Text at 304-583-4010



Example Social Media:

This Monday, call the West Virginia Tobacco Quitline, to talk with a professional and access free medications and support to help you move towards quitting for good!

<https://www.mondaycampaigns.org/quit-stay-quit/use-monday-access-professional-resources>

Week 8

This Monday, write down your reasons for quitting

**What's your
motivation to quit?**

Call 1-800-QUIT-NOW and let us know.



Text at 304-583-4010



Example Social Media:

This Monday, write down your reasons for quitting and staying quit. Is it your family, your health, or even your pets? Call 1-800-Quit-Now and let them know you have found your motivation!

<https://www.mondaycampaigns.org/quit-stay-quit/take-moment-get-motivated-monday>

Week 9
Reach out for support.

**This Monday,
who ya gonna call?**

Try us, call 1-800-QUIT-NOW.



Text at 304-583-4010



Social Media Example:

This Monday, call, text, for support and manage stress. Call 1-800-Quit-Now or visit <https://wvtobaccoquitline.com/>
<https://www.mondaycampaigns.org/quit-stay-quit/monday-get-extra-support-help-quit>

Week 10
This Monday make a plan to go tobacco-free!

**Free nicotine replacement
therapy can help!**

Call us at 1-800-QUIT-NOW.



Text at 304-583-4010



Social Media Example:

This Monday make a plan to go tobacco-free, if you need help making a quit plan or accessing tobacco quit medications, call the WV Quitline at 1-800-Quit-Now or visit:

<https://wvtobaccoquitline.com/>
<https://www.mondaycampaigns.org/quit-stay-quit/new-ways-to-make-your-nicotine-replacement-therapy-more-effective>

Week 11

Learning how to manage cravings



Social Media Example:

Even if you are not ready to quit yet, learning how to manage cravings can help prepare you for when you do quit!

<https://www.mondaycampaigns.org/quit-stay-quit/kick-cravings-by-staying-busy>

Week 12

A new chance every Monday to quit or recommit to quit!



Social Media Example:

A new chance every week: With 52 Mondays each year, every week brings a new chance for you to quit or recommit to quit! Get started at <http://ow.ly/GRzt50HgFty>



Check List

Gearing Up

- Select a coordinator who will oversee the 12-week program
- Schedule a kick-off announcement to launch the campaign.
- Be sure to use the [Quit and Stay Quit Monday Video](https://www.youtube.com/watch?v=AMFhvdeGvxE&t=7s) on YouTube at (<https://www.youtube.com/watch?v=AMFhvdeGvxE&t=7s>) in your announcement and describe why your organization is interested in the Quit Monday campaign.
- Print and post weekly QSQM posters in high traffic areas (breakroom, waiting rooms, restrooms, front-desk/lobby, etc.).
- Review the QSQM social media calendar so you're informed about what digital and print materials to share each week.

Off to the Races!

- If your business manages several channels (Facebook, email, website) ensure that the same message is distributed across all of them during that week.
- Throughout the campaign, check email, website, and social media data to see how the campaign is performing

Winding Down

- Congratulate quitters on participating for 12 weeks, and encourage them to continue their commitment to quitting by subscribing to the [QSQM weekly newsletter](http://iQuitMonday.org/subscribe-to-our-newsletter):
<http://iQuitMonday.org/subscribe-to-our-newsletter>

CRUSH IT ON M[®]NDAY

Quit smoking on Monday, then use each following Monday to recommit to your quit. It's like getting 52 chances a year to become smoke free.



PLEDGE TO BE A MONDAY QUITTER

Get a fresh start on the week.
And commit 100% to quit.

DO A MONDAY CHECK-IN

Note your progress each week.
Keep it up.



CONNECT WITH OTHERS

Call your quit buddy.
Talk to friends. Gain support.

STAY STRONG

Resist the urge to light up.
Keep gum and candy handy.



REWARD YOURSELF

Give yourself a treat with
the money you've saved.

QUIT AGAIN IF YOU RELAPSE

Recommit each Monday.
Stay at it until you succeed.

For help quitting nicotine in West Virginia,
call 1.800.QUIT.NOW (1.800.866.8784) or text 304.583.4010

The Program – Tobacco Cessation Services



Coaching Calls

- All participants receive **FREE**, confidential coaching calls based on the participant's needs and schedule.
- All participants receive 4 scheduled calls from a coach to assist with the quitting process, and participants have no limit to the number of calls they may initiate to coaches with additional questions or in moments when they need support.
- Coaches provide information, support, and resources to help people quit for good.
- Tobacco users are twice as likely to quit when they have a coach.

Nicotine Replacement

- Depending on eligibility, nicotine replacement is **FREE** or **LOW COST** to participants.
- Eligible participants receive an eight-week supply of nicotine patches, lozenges, or gum (delivered in 4 shipments).
- Pregnant women and anyone under age 18 may be eligible for nicotine replacement with physician approval.

How to Enroll in Services

- West Virginia residents are eligible for services.
- To get started, CALL, TEXT, or EMAIL the WV Tobacco Quitline or FILL out the enrollment form available on-line at <https://wvtobaccoquitline.com/enroll>
- Hours of operation M-F 10 am – 8 pm, Sat-Sun 10 am – 5 pm
- The process is quick and easy
- Get signed up today!
- The first 8-week supply of nicotine replacement therapy ships once the enrollment information is received and the first coaching call is complete.



CALL
1-800-QUIT-NOW



TEXT
1-304-583-4010



EMAIL
WVtobaccoQuitline@WestVirginia.org



Other Tobacco Cessation Services

Smokefree.gov

This website gives you four options. You will choose based on where you are in your quit process, and it will help you get to your goal.

Cancer.org

This website gives you tips on how to stop smoking and stay positive and fight the urges to start back

Lung.org (American Lung Association)

There are both free and paid options to help someone stay motivated or get motivated to quit.

Heart.org

You must go to the site and search for quitting tobacco and that provides you to access to a variety of resources.

Becomeanex.org

This site also helps you go the extra mile if you decide to quit.

Babyandmetobaccofree.org

This WV program provides support to pregnant mothers or those who have quit within 3 months of becoming pregnant.

Ycq2.org

You can quit 2 site provides resources and information to quit. This site has a department of defense support. It discusses helping your hero to quit.

Betobaccofree.hhs.gov

If you need to talk to an expert about what you are going through or how to stop tobacco this site will help. You can have someone to reach 24/7.

www.nicotine-anonymous.org

On this site you can connect with others by going through the same thing through your entire quit process.

Phone apps that have free versions

- Smoke Free
- Quit Now!
- Quit Genius



After Quit & Stay Quit Program

Businesses can “like” and continue to share social media posts from the Quit & Stay Quit Monday WV Facebook page.

<https://www.facebook.com/quitmondaywv>

Businesses are welcome to repeat the 12-week QSQM campaign to promote to their staff and the public.

Recommend participants who are attempting to quit utilize the Monday Check-in tool

[Quit and Stay Quit Monday Weekly Check-in Tool \(mondaycampaigns.org\)](http://mondaycampaigns.org)



How to Contact Us

If someone has questions about the QSQM Campaign, please refer them to our Facebook <https://www.facebook.com/quitmondaywv> or the Quit & Stay Quit Monday webpage on the Coalition for Tobacco Free WV website at <https://wvtobaccofree.com/qsqm>.

To reach us directly, please email us at quitmondaywv@gmail.com and one of our program consultants will get back to you.

Thank you for participating in the
Quit and Stay Quit Monday Campaign!