

# EVERY TRY COUNTS

## PARTNER TOOLKIT

AUGUST 2018



## Thank you for your interest in partnering with Every Try Counts!

This toolkit has resources to help you promote the campaign and support smokers in your community on their journey to quitting for good.

Before you get started, please review Appendix A to check whether you are located in a control county or within 100 miles of a control county. FDA is currently conducting an outcome evaluation to determine the campaign's impact in 15 treatment markets and 15 control markets throughout the U.S. To understand the campaign's effectiveness in designated treatment markets, no partner may place materials within 100 miles from the center of a control market to prevent exposure, which could affect the evaluation. If you are located in one of the control counties, the campaign and these materials are not yet available for your use. We look forward to sharing these materials and the findings from the study when the evaluation is complete. For more information about the evaluation study, see Appendix A and feel free to contact [TobaccoCampaigns@fda.hhs.gov](mailto:TobaccoCampaigns@fda.hhs.gov) with any questions. If Every Try Counts cannot be shared in your county at this time, please check out FDA's other tobacco education programs and find free printed items to order and download to help people in your community quit smoking or prevent them from ever starting at [digitalmedia.hhs.gov/tobacco](http://digitalmedia.hhs.gov/tobacco).

# INTRODUCTION

Thank you for supporting Every Try Counts. This partner toolkit offers background information and the ideas and tools you need to bring the campaign to life in your community. Below, please find a list of resources we have available to help you inspire smokers to take small steps toward quitting.

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U.S. FOOD & DRUG  
ADMINISTRATION



# EVERY TRY COUNTS



## CAMPAIGN OVERVIEW

Every Try Counts is the U.S. Food and Drug Administration's (FDA) smoking cessation campaign for adults who want to quit smoking but have been unsuccessful. Quitting successfully can take many tries, and FDA wants to help smokers see past quit attempts as steps toward success instead of seeing them as failures. Every Try Counts will motivate smokers to celebrate each quit attempt, inspire them to keep trying, and provide resources for taking small steps toward quitting.

### WHY THIS IS IMPORTANT

Cigarette smoking remains the leading cause of preventable disease and death in the United States, causing 480,000 deaths every single year. Approximately two out of three adult smokers, more than 22 million people, say they would like to quit.

### HOW EVERY TRY COUNTS WORKS

Every Try Counts is designed for smokers ages 25–54 who want to quit smoking cigarettes and have tried to quit in the past year. The campaign launched in 35 U.S. counties on January 1, 2018. These counties were chosen based on high smoking prevalence and availability of advertising in convenience stores and gas stations. FDA partnered with the National Institutes of Health's National Cancer Institute (NCI) to develop the [EveryTryCounts.gov](http://EveryTryCounts.gov) website, which features NCI cessation resources and content designed to further encourage steps toward quitting.

### BENEFITS FOR EVERY TRY COUNTS PARTNERS

As an Every Try Counts partner, you are part of a network of companies, nonprofit organizations, and government agencies that are improving the health of people living in their communities.

#### AS A PARTNER, YOU RECEIVE:

- Access to free science-based information and messaging to encourage smoking cessation
- Access to free high-quality campaign resources including educational and motivational materials to hand out at community health fairs, include in employee wellness programs, distribute to customers, or share in other ways to inspire neighbors, co-workers, and clientele to continue trying to quit smoking until they quit for good

If you want to learn more about Every Try Counts and explore our resources, visit [EveryTryCounts.gov](http://EveryTryCounts.gov).

#### Reference:

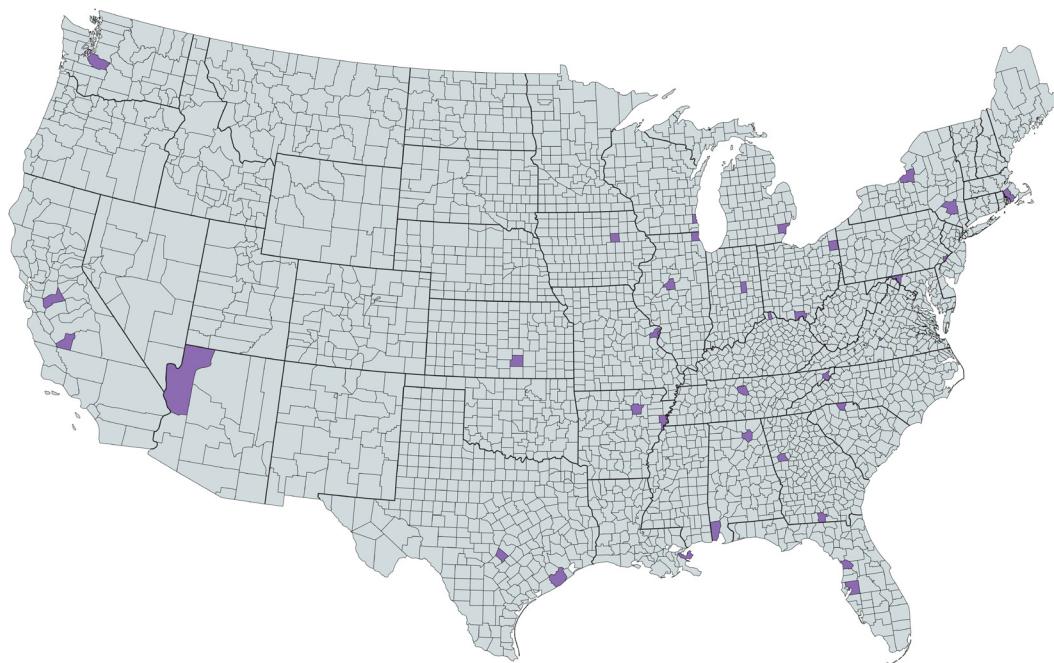
Centers for Disease Control and Prevention (CDC). Quitting smoking among adults – United States, 2000–2015. *Morbidity and Mortality Weekly Report*. 2017;65(52):1457–1464.

# EVERY TRY COUNTS



## WHEN AND WHERE

Every Try Counts launched in the 35 markets highlighted below in January 2018. We're looking forward to expanding our reach beyond these counties with your partnership to help us promote the campaign and support smokers in your community, who are on their journey to quitting for good. Please review Appendix A before getting started, to check whether you are located in a control county or within 100 miles of a control county, which will confirm your eligibility to use the campaign in your community.



LAUNCHED: JANUARY 1, 2018 IN 35 COUNTIES AROUND THE U.S.

Mobile County, AL  
Marshall County, AL  
Independence County, AR  
Mohave County, AZ  
Kings County, CA  
Stanislaus County, CA  
Citrus County, FL  
Hillsborough County, FL  
Lowndes County, GA

Coweta County, GA  
Black Hawk County, IA  
Tazewell County, IL  
Lake County, IL  
Madison County, IN  
Sedgwick County, KS  
Kenton County, KY  
St. Bernard Parish, LA  
Bristol County, MA

Washington County, MD  
Wayne County, MI  
St. Louis County, MO  
Trumbull County, OH  
Scioto County, OH  
Ulster County, NY  
Oswego County, NY  
Philadelphia County, PA  
Cherokee County, SC

Wilson County, TN  
Carter County, TN  
Brazoria County, TX  
Crittenden County, TX  
Hays County, TX  
Lynchburg City, VA  
Pierce County, WA  
Milwaukee County, WI

# EVERY TRY COUNTS



## PARTNER ACTIVITY IDEAS

Try these activities to bring Every Try Counts to your community.

You can help adult smokers celebrate each quit attempt and inspire them to keep trying and quit for good.

- Hang campaign posters. Consider breakrooms, bathrooms, bulletin boards, and elevators. Posters are available for order and printing.
- Include information about Every Try Counts in internal emails, newsletter, or listservs. You can use or personalize the pre-written newsletter text in this toolkit.
- Share social media messages about Every Try Counts. We offer some example messages in this toolkit.
- Organize a challenge that motivates smokers to practice quitting, such as a challenge to resist one or two cravings a day. Participants can share how they beat or delayed cravings.
- Create an Every Try Counts bulletin board to celebrate successes. Offer campaign materials as giveaways. You can order materials for free.
- Invite local health department staff to hold a smoking cessation class at your facility.
- Pitch local media outlets with a story about why you support Every Try Counts in your community. We make pitching easy with story ideas and template press releases, which are available in this toolkit.

# EVERY TRY COUNTS



## CAMPAIGN RESOURCES

You can promote Every Try Counts within your community using free campaign resources.

### EVERYTRYCOUNTS.GOV

The campaign website, [EveryTryCounts.gov](http://EveryTryCounts.gov), offers tools and tips to help smokers take small steps toward quitting. On the website, you will find:

- Free text messaging programs that help smokers build the skills and confidence they need for their next quit.
- A mobile app to track cravings by time and location, identify triggers and find ways to deal with them, cope with stress and bad moods, and monitor progress.
- Daily challenges designed to help smokers practice quitting. For example, smokers can create a calendar reminder that challenges them to drive into work without smoking.
- Live online assistance from the National Cancer Institute's LiveHelp service. English and Spanish-speaking trained counselors are available to provide information and support for quitting Monday through Friday from 9 a.m. to 9 p.m. ET.

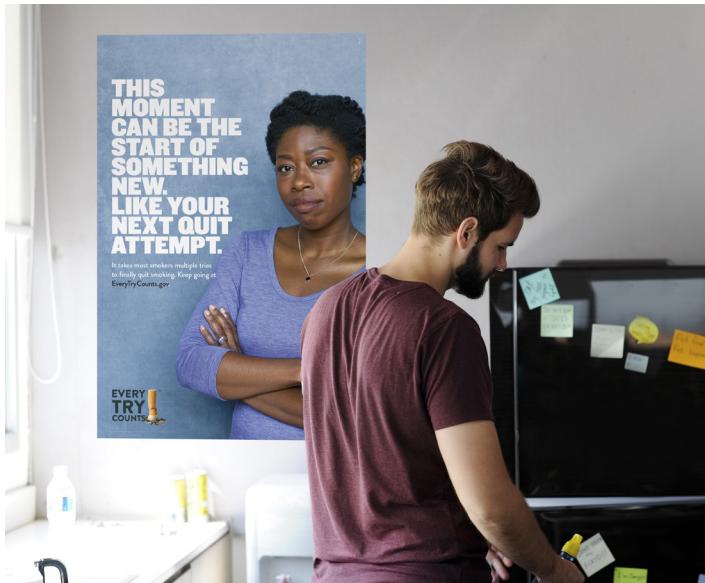


# EVERY TRY COUNTS™



## CAMPAIGN RESOURCES

You can promote Every Try Counts within your community using free campaign resources.



### TIP CARDS & POSTERS

Help change the way smokers think about past quit attempts and inspire them to keep trying with our tip cards and posters. You can order these free motivational materials from FDA.

### COFFEE SLEEVES

Does your organization have a cafeteria or a coffee cart? Order free Every Try Counts coffee sleeves to encourage smokers to enjoy their coffee without a cigarette. Smoke-free coffee and lunch breaks can help smokers take small steps toward quitting for good.

### FRAME MAGNETS

Remind smokers why they want to quit with Every Try Counts magnetic frames. For example, smokers can frame pictures of loved ones or other inspirational pictures to motivate them to practice quitting.

[These materials can be ordered for free through the FDA's Tobacco Education Resources page](#)

# EVERY TRY COUNTS

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## SOCIAL MEDIA MESSAGES - FACEBOOK

Share social media messages about Every Try Counts.



When it comes to quitting smoking, if at first you don't succeed—try, try, try, try again.

Quitting smoking is possible, but it may take several tries to quit for good.

Keep going at [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov).



Every time you put out a cigarette is a new chance to try quitting again.

With each quit, you learn more about what works for you and get closer to quitting for good.

Keep going at [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov).



[Insert organization name] is proud to be partnering with the Every Try Counts campaign.

Together, we want to help smokers take small steps toward quitting.

Learn more about the campaign at [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov).



New partner alert! We're bringing the Every Try Counts campaign to our community. Our goal is to inspire smokers to practice quitting.

Learn more about the campaign: [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov).

# EVERY TRY COUNTS



## SOCIAL MEDIA MESSAGES - TWITTER

Share social media messages about Every Try Counts.



Trying to quit smoking? If at first you don't succeed—try, try, try again.  
[www.EveryTryCounts.gov](http://www.EveryTryCounts.gov) #EveryTryCounts



Quitting smoking is possible, but it may take several tries to quit for good.  
Keep going at [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov). #EveryTryCounts



With each quit, you learn more about what works for you and get closer to quitting for good.  
Keep going at [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov). #EveryTryCounts



Proud to be partnering with the Every Try Counts campaign. Together, we'll help smokers take small steps toward quitting. [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov) #EveryTryCounts



New partner alert! We're bringing #EveryTryCounts to our community to inspire smokers to practice quitting. [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov)



I know quitting smoking can be hard, but don't forget that #EveryTryCounts (Full disclosure: I'm X days smoke-free and loving life!) <http://bit.ly/2FpJcMs>



Technology helps make our lives easier in so many ways, so why not allow it to help with your attempts to quit smoking? Download the app to help with your journey to a tobacco-free life: <https://apple.co/2HeaZ2I>.



With the resources from @US\_FDA's #EveryTryCounts campaign, #**[STATE DEMONYM]** can try to quit smoking—even if you may have failed in the past. **[LINK LOCAL COVERAGE WHERE POSSIBLE]**

[Additional social messages can be found in Appendix C](#)

# EVERY TRY COUNTS

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## NEWSLETTER TEMPLATE TEXT

Share information about Every Try Counts through your newsletter, blog, or website with the pre-written text below. Feel free to edit the text to make it fit for your organization.

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### OPTION 1

Exciting news! [Insert organization name] is now partnering with the U.S. Food and Drug Administration to bring Every Try Counts to our community. Every Try Counts is a campaign that helps adult smokers quit.

Quitting is possible. It may take several tries to be successful, but every quit attempt is a step in the right direction. With every try, you learn something new about what does and doesn't work for you and get closer to quitting for good.

We're here to help you practice quitting. For starters, visit [EveryTryCounts.gov](http://EveryTryCounts.gov) to find tips for dealing with cravings and sign up for challenges and motivational text messages. [Insert organization name] also has many resources to help you on your quit journey. We offer [insert your organization's offerings and provide information about how your community can access those offerings].

The bottom line is: don't give up. You haven't failed as long as you keep trying — and we're here to support you every step of the way.

# EVERY TRY COUNTS

<sup>TM</sup>

## NEWSLETTER TEMPLATE TEXT

Share information about Every Try Counts through your newsletter, blog, or website with the pre-written text below. Feel free to edit the text to make it fit for your organization.

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### OPTION 2

If you've tried to quit smoking, congratulations! That alone is a big achievement. It may take several tries before you ultimately quit for good. But with every try, you learn something new about what does and doesn't work for you.

Every Try Counts, a campaign developed by the U.S. Food and Drug Administration, is here to help you keep trying with online tips and tools. Visit [EveryTryCounts.gov](http://EveryTryCounts.gov) to:

- Sign up for text message programs to help you build the skills and knowledge you need to quit.
- Accept challenges to practice quitting, like having a smoke-free coffee break.
- Get tips on dealing with cravings.
- Download an app to help you fight cravings when and where they happen.
- Talk to a doctor or pharmacist who can provide information and support for quitting.

It's never too late to quit smoking, so don't give up. Take one small step toward quitting today. Start moving in a healthier direction at [EveryTryCounts.gov](http://EveryTryCounts.gov).

# EVERY TRY COUNTS

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## NEWSLETTER TEMPLATE TEXT

Share information about Every Try Counts through your newsletter, blog, or website with the pre-written text below. Feel free to edit the text to make it fit for your organization.

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### OPTION 3

Exciting news! [Insert organization name] is now partnering with the U.S. Food and Drug Administration to bring Every Try Counts to our community. Every Try Counts is a campaign that helps adult smokers take steps toward quitting.

When it comes to quitting smoking, if at first you don't succeed — try, try, try again.

It takes most smokers multiple tries to finally quit smoking. Don't give up. With each quit, you learn more about what works for you and get closer to quitting for good. Keep going with the tips and tools on [EveryTryCounts.gov](http://EveryTryCounts.gov).

## **HOW TO USE THE PRESS RELEASE TEMPLATE**

Using Appendix B, the press release below can be customized with your organization's information, local smoking data, and county/state information. Please feel free to include information on your own programming and resources. This press release can be distributed to all local media, including newspapers, broadcast, and online resources as a way to announce your partnership with FDA.

If your community has a uniquely compelling story to share, please see the next section, "News Story Ideas," for more information on whom to contact and how to generate additional coverage.

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## **LOCAL RELEASE**

### **FOR IMMEDIATE RELEASE**



#### **FDA 'Every Try Counts' Smoking Cessation Campaign: Ads at (County Name) Stores Encourage (State) Smokers to Keep Quitting**

***'Every Try Counts' campaign encourages smokers to rethink their next pack of cigarettes at the most critical of places — where they buy them***

(County Name, State Name) – The FDA's new "Every Try Counts" ads at (County Name) convenience stores and gas stations focus on positive messages for those trying to quit smoking. The county is one of 35 chosen by FDA because of its high smoking rate.

A recent study found (XX) percent of adults in the county are smokers. That figure is more than (XX) percentage points higher than the 2017 national average of 13.9 percent, according to the Centers for Disease Control and Prevention.

"This campaign offers smokers motivational messages with the intention of building confidence and instilling the belief within each smoker that they are ready to try quitting again," said Mitch Zeller, J.D., director of the FDA's Center for Tobacco Products. "We need to celebrate each quit attempt smoker's make and encourage them to keep trying. Every try does indeed count and it takes most smokers many, many attempts until they are able to quit for good."

Tobacco advertising in retail environments can generate a strong urge to smoke, prompting a relapse among those attempting to quit. "Every Try Counts" ads in and around retail locations where smokers face a multitude of triggers and that typically feature cigarette advertisements will encourage smokers to rethink their next pack of cigarettes at the most critical of places: where they are purchased.

The campaign also seeks to compel more smokers to make additional quit attempts because quitting is often very difficult. In 2015, 55.4 percent of adult smokers made a quit attempt; but, unfortunately, only 7.4 percent were successful.

#### **LEARN THE FACTS ABOUT SMOKING IN THE U.S AND THE BENEFITS OF QUITTING.**

- An estimated 5.8 million smokers ages 25-54 in the U.S. who visit convenience stores have tried to quit smoking in the past year, but were unsuccessful.
- Industry data suggests that 86 percent of total cigarette sales occur at convenience stores.
- Cigarette smoking remains the leading cause of preventable disease and death in the United States, causing 480,000 deaths each year.
- Quitting smoking has numerous health benefits. For example, quitting smoking can lower a person's risk of getting cancer, including cancers of the mouth, throat, and esophagus.
- The sooner a person quits, the sooner their body begins to heal. Within 20 minutes, their heart rate begins to drop. Twelve hours after quitting smoking the carbon monoxide level in their blood drops to normal.
- About two to four years after quitting smoking, a person's risk for stroke is the same as people who have never smoked.

To see FDA's announcement of the campaign, [go here](#).

# EVERY TRY COUNTS

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## NEWS STORY IDEAS

Local media is a great way to connect with smokers interested in quitting, public officials, and others that are all potential partners in the fight to end smoking. Let us help you pitch your story to your local media and create compelling content with a story about why Every Try Counts is in your community.

Below are ideas for stories and opportunities to engage the media and create your own compelling content. If your community has a story or message that needs to be spread, and you would like some help, please contact [TobaccoCampaigns@fda.hhs.gov](mailto:TobaccoCampaigns@fda.hhs.gov).

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### OPTION 1 - The Attempts

Every quit attempt is different and important. Put them on display and highlight how members of the community managed to avoid their next pack (or not). What small steps did you take to quit? How did you skip your last smoke break? Ask the tough questions. Highlight the smoker that has quit many, many times. Talk about what worked, what didn't, and most of all, provide reassurance that #EveryTryCounts.

### OPTION 2 - The Local Advocate

Know a local advocate that helped someone in the community quit smoking cigarettes for good? Highlight their accomplishments, the educational tools used and the trials and tribulations faced on the road to a tobacco-free lifestyle. Couple this local hero with the statistics and details we've pointed out in the local press release.

# EVERY TRY COUNTS



## NEWS STORY IDEAS

Local media is a great way to connect with smokers interested in quitting, public officials, and others that are all potential partners in the fight to end smoking. Let us help you pitch your story to your local media and create compelling content with a story about why Every Try Counts is in your community.

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### OPTION 3 - The Parent

Smokers often find themselves in convenience stores filled with junk food, sugary sodas, and tobacco products. While kids have always loved their sweets, they aren't so keen on what lies behind the counter. Since 2005, high school students have cut their tobacco use by more than double the number of their adult counterparts. Know a parent who is trying to or recently quit? Get together at a local convenience store running Every Try Counts ads and explore the triggers, alternatives, and challenges from both customer and retailer perspectives. Ask a reporter to come to document the experience.



## APPENDIX A - RESEARCH & EVALUATION METHODS

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The Every Try Counts campaign is grounded in scientific research and uses evidence-based practices proven to reduce tobacco use. Every Try Counts is aimed at encouraging cigarette smokers to quit through messages of support that underscore the health benefits of quitting. These messages will be displayed in and around gas stations or convenience stores—retail locations where smokers face a multitude of triggers and that typically feature cigarette advertisements. The Every Try Counts campaign targets smokers ages 25–54 who have attempted to quit smoking in the last year but were unsuccessful.

Every Try Counts will be evaluated through a multi-year outcome evaluation study to determine the campaign's effectiveness in affecting targeted tobacco-related knowledge, attitudes and beliefs, and changes in motivation to quit smoking among the target audience. The longitudinal study will follow a group of individuals across four waves of data collection starting approximately three months after the campaign is in market.

The evaluation began in Spring 2018 and takes place in 15 treatment markets and 15 control markets throughout the U.S. To understand the campaign's effectiveness in designated treatment markets, no partner may place materials within 100 miles from the center of a control market to prevent exposure which could affect the evaluation. Control markets are outlined below:

St. Clair County, AL	Johnston County, NC
Butte County, CA	Muskogee County, OK
Volusia County, FL	Oklahoma County, OK
St. Joseph County, IN	Monroe County, PA
Floyd County, KY	Brazos County, TX
Wyandotte County, KS	Grayson County, TX
Baltimore City County, MD	Norfolk City County, VA
Anoka County, MN	

For more information or questions please contact [TobaccoCampaigns@fda.hhs.gov](mailto:TobaccoCampaigns@fda.hhs.gov).



## APPENDIX B - ADDITIONAL RESOURCES

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For additional information regarding tobacco use, including data and statistics at both the nationwide and county level, please see the links below. This data can be used to determine specific information regarding smoking rates in your county, how your county compares to the state and national average, related health/lifestyle factors, and much more.

### [Smoking and Tobacco Use Data and Statistics](#)

The Centers for Disease Control and Prevention (CDC) provides national and state tobacco use, prevention, and control data and other information from various sources including CDC surveillance systems, interactive data applications, and reports and fact sheets.

### [County Health Rankings](#)

The annual County Health Rankings measure vital health factors, including high school graduation rates, obesity, smoking, unemployment, access to healthy foods, the quality of air and water, income inequality, and teen births in nearly every county in America.

# EVERY TRY COUNTS



## APPENDIX C - DAILY HASHTAGS - FACEBOOK

Share social media messages about Every Try Counts.

**MONDAY**  
 MONDAY

Monday motivation! Start the week off right by taking one small step toward quitting. Remember, you haven't failed at quitting if you're still trying. Every Try Counts, our new partner, offers free text message programs with challenges and tips to keep you going: [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov).

**TUESDAY**  
 TUESDAY

Share this #TipTuesday: Fight cravings by keeping your hands busy. You can play with a coin, straw, or rubber band. Get more tips sent straight to your phone every morning. Sign up at [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov).

**WEDNESDAY**  
 WEDNESDAY

Up for a challenge this #WellnessWednesday? The next time you drive to and from work, have a smoke-free ride. Taking small steps helps you learn what does and doesn't work for you so you can quit for good. Our partner Every Try Counts has more challenges: [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov).

**THURSDAY**  
 THURSDAY

This #ThankfulThursday, we're thinking about the rewards you get when you quit smoking. Did you know within 20 minutes your heart rate begins to drop? Our partner Every Try Counts can help you stay on track during your quit journey: [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov).

**FRIDAY**  
 FRIDAY

True or False: About 2 to 4 years after quitting smoking your risk for stroke is the same as people who have never smoked. It's true! Get the answer to this #FridayFact and test your knowledge about how smoking affects your body at [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov).

**SATURDAY**  
 SATURDAY

Try quitting—just for today! This #SmokefreeSaturday, take the Every Try Counts 1-day quit challenge. Remember: You haven't failed at quitting. You just haven't finished the process. Try something new today: [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov).

# EVERY TRY COUNTS™



## APPENDIX C - DAILY HASHTAGS - TWITTER

Share social media messages about Every Try Counts.

MONDAY

#MondayMotivation: Start your week off right by taking one small step toward quitting. You haven't failed at quitting if you're still trying. Keep going at [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov).  
#EveryTryCounts #QuitMonday

MONDAY

Can you resist a cigarette craving for 10 minutes today?  
Challenge yourself to practice quitting!  
[www.EveryTryCounts.gov](http://www.EveryTryCounts.gov) #EveryTryCounts #QuitMonday

TUESDAY

#TipTuesday: Here's advice from our partner #EveryTryCounts: Fight cravings by keeping your hands busy. Play with a coin, straw, or rubber band. Get more tips sent straight to your phone: [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov).

TUESDAY

Your phone can help you get ready to quit smoking. Download a FREE app today from our partner #EveryTryCounts. You can meet your #smokefree goals: <https://apple.co/2HeaZ2I>.  
#TransformationTuesday

WEDNESDAY

#WellnessWednesday: Will you challenge yourself to a smoke-free ride the next time you get in the car? Remember: #EveryTryCounts. [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov)

WEDNESDAY

Want help quitting? Try a free text messaging program! You'll get a new challenge or tip sent to your phone every morning. [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov) #WednesdayWisdom  
#EveryTryCounts #TobaccoFree

# EVERY TRY COUNTS



## APPENDIX C - DAILY HASHTAGS - TWITTER

Share social media messages about Every Try Counts.

THURSDAY

#ThankfulThursday: Quitting smoking adds up to a lot of money in the bank. Try taking one step toward a #smokefree you today. Our partner #EveryTryCounts has tips: [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov).

THURSDAY

#ThankfulThursday: Quitting has rewards. Within 20 minutes your heart rate begins to drop. Get free text messages to help you staying on track --> [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov). #EveryTryCounts

FRIDAY

About 2 to 4 years after quitting smoking your risk for stroke is the same as people who have never smoked. [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov). #FridayFact #EveryTryCounts

FRIDAY

DYK? 12 hours after quitting smoking the carbon monoxide level in your blood drops to normal. Take one small step toward being #smokefree today: [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov). #EveryTryCounts #FridayFact

SAT/SUNDAY

Every time you take a small step toward quitting, you learn more about what works for you. Take one step for #SmokefreeSaturday. [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov) #EveryTryCounts

SAT/SUNDAY

Try quitting—just for today! Sign up for the #EveryTryCounts 1-day quit program. Remember: You haven't failed at quitting. You just haven't finished the process. Try something new at [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov). #SmokefreeSunday #EveryTryCounts

# EVERY TRY COUNTS



## APPENDIX C - HEALTH OBSERVANCES & HOLIDAYS - FACEBOOK

Share social media messages about Every Try Counts.

### NEW YEAR'S RESOLUTIONS

 JANUARY

Did you make the #resolution to quit smoking? Congratulations! Our partner Every Try Counts has tips and challenges to help you on your quit journey. Small steps can add up to success! Sign up to get tips and challenges sent to your phone every morning: [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov).

### AMERICAN HEART MONTH

 FEBRUARY

Fact: The sooner you quit, the sooner your body will begin to heal, including your heart. [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov) #AmericanHeartMonth

### VALENTINE'S DAY

 FEBRUARY

Show your heart some love today. Practice quitting by enjoying your morning coffee without your usual cigarette. Find more challenges to help you take small steps toward quitting at [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov).

### KICK BUTTS DAY (MARCH 20, 2019—THIRD WEDNESDAY OF EVERY MARCH)

 MARCH

Try to resist 2 cigarette cravings today for 10 minutes each. Go for a walk or call someone.

Cravings typically only last 5 to 10 minutes. Our partner Every Try Counts has more tips to help you kick butts at [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov). #iKickButts

### ORAL CANCER AWARENESS MONTH

 APRIL

True or False: Quitting smoking can lower your risk of getting cancer, including cancers of the mouth, throat, and esophagus. It's true! Learn more about the health benefits of quitting at [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov). #OralCancerAwareness

# EVERY TRY COUNTS



## APPENDIX C - HEALTH OBSERVANCES & HOLIDAYS - FACEBOOK

Share social media messages about Every Try Counts.

WORLD NO TOBACCO DAY (MAY 31 EVERY YEAR)



It's World No Tobacco Day! We're joining our partner #EveryTryCounts in encouraging you to practice quitting today? Quitting for 24 hours is a major milestone! Find tips to help you build up to quitting for good: [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov).

NATIONAL WOMEN'S HEALTH WEEK (MAY 12-18, 2019—STARTS ON MOTHER'S DAY ANNUALLY)



Happy National Women's Health Week! Will you challenge yourself to take ONE step for better health? Beat your next craving for a cigarette by talking through it. Call or text a friend. [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov).

START OF SUMMER (JUNE 20 OR 21 EVERY YEAR)



New season, fresh start! Summer is a great time to practice quitting. Can you challenge yourself to enjoy your favorite outdoor activity without a cigarette? Build the skills you need for your next quit at [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov).

HEALTHY AGING MONTH



Never quit quitting—no matter your age! It may take a few tries to quit for good, but #EveryTryCounts. Keep trying during Healthy Aging Month with free text messaging programs. Get tips and challenges sent right to your phone. Sign up today: from [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov).

ORAL CANCER AWARENESS MONTH



Use deep breathing to fight cravings and stressful situations. Try 10, slow deep breaths. Get tips from our partner #EveryTryCounts that will help you breathe easier and protect your lungs: [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov).

# EVERY TRY COUNTS



## APPENDIX C - HEALTH OBSERVANCES & HOLIDAYS - FACEBOOK

Share social media messages about Every Try Counts.

GREAT AMERICAN SMOKEOUT (NOVEMBER 15, 2018—THIRD THURSDAY OF EVERY NOVEMBER)

 NOVEMBER

Are you ready for the Great American Smokeout? Download a free app that helps you fight cravings when and where they happen.  
Download it today: <https://apple.co/2HeaZ2I>. #YouGotThis #EveryTryCounts

 DECEMBER

LEADING UP TO NEW YEAR'S EVE

Planning on trying to quit smoking in the new year? Our partner Every Try Counts can help you get a head start!

Learn what does and doesn't work for you by practicing with help from [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov).

# EVERY TRY COUNTS



## APPENDIX C - HEALTH OBSERVANCES & HOLIDAYS - TWITTER

Share social media messages about Every Try Counts.

NEW YEAR'S RESOLUTIONS

 JANUARY

Made the #resolution to quit smoking? Congrats! Our partner #EveryTryCounts has tips and challenges to help you on your quit journey. Small steps can add up to success! [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov)

NEW YEAR'S RESOLUTIONS

 JANUARY

Keep your #resolution to quit smoking this year! Small steps can add up to success. Take one today! Sign up for a free text message program and get challenges and tips sent right to your phone: [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov). #EveryTryCounts

AMERICAN HEART MONTH

 FEBRUARY

Fact: The sooner you quit, the sooner your body will begin to heal, including your #heart. [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov) #AmericanHeartMonth

VALENTINE'S DAY

 FEBRUARY

Your phone can help you get ready to quit smoking. Download a FREE app today from our partner #EveryTryCounts. You can meet your #smokefree goals: <https://apple.co/2HeaZ2I>. #TransformationTuesday

KICK BUTTS DAY (MARCH 20, 2019–THIRD WEDNESDAY OF EVERY MARCH)

 MARCH

Challenge: Try to resist 2 cigarette cravings today for 10 minutes each. Go for a walk or call someone. Find more tips to #kickbutts from our partner #EveryTryCounts: [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov). #iKickButts

KICK BUTTS DAY (MARCH 20, 2019–THIRD WEDNESDAY OF EVERY MARCH)

 MARCH

#Kickbutts: Take a drink of water instead of a drag of a cigarette. Next time a craving hits, drink water. [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov). #iKickButts

# EVERY TRY COUNTS™



## APPENDIX C - HEALTH OBSERVANCES & HOLIDAYS - TWITTER

Share social media messages about Every Try Counts.

ORAL CANCER AWARENESS MONTH

 APRIL

T or F: Quitting smoking can lower your risk of getting cancer, including cancers of the mouth, throat, and esophagus. Find the answer: [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov). #OralCancer #OralCancerAwareness #EveryTryCounts

 MAY

It's #WorldNoTobaccoDay: We're joining #EveryTryCounts in encouraging you to practice quitting today. Take the 1-day quit challenge! Quitting for 24 hours is a major milestone! Sign up for the FREE text programFind tips to help you quit for good today: [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov). #Partnership

NATIONAL WOMEN'S HEALTH WEEK (MAY 12-18, 2019 MOTHER'S DAY ANNUALLY)

 MAY

Challenge yourself to take ONE step for better health this #NWHW! Beat your next craving for a cigarette by talking through it. Call or text a friend to beat the craving. [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov). #EveryTryCounts

START OF SUMMER (JUNE 20 OR 21 EVERY YEAR)

 JUNE

New season, fresh start! Summer is a great time to practice #quitting. Build the skills you need for your next quit at [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov). #EveryTryCounts

START OF SUMMER (JUNE 20 OR 21 EVERY YEAR)

 JUNE

Need some #quitspiration? Don't miss out on #summer! Think of social situations you left to smoke—tell yourself "it can wait" when you get an urge today around other people. [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov). #EveryTryCounts

HEALTHY AGING MONTH

 SEPTEMBER

Never quit quitting—no matter your age! It may take a number of tries to quit for good. , but #EveryTryCounts. Keep trying with tips from [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov). #HealthyAgingMonth



U.S. FOOD & DRUG  
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# EVERY TRY COUNTS



## APPENDIX C - HEALTH OBSERVANCES & HOLIDAYS - TWITTER

Share social media messages about Every Try Counts.

HEALTHY AGING MONTH

 SEPTEMBER

You know practice is important—it's true for quitting smoking too! It's never too late to start practicing or to try #quitting again. Get tips and challenges sent right to your phone: [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov). #HealthyAgingMonth #EveryTryCounts

HEALTHY LUNG MONTH

 OCTOBER

Use deep breathing to fight cravings and stressful situations. Try 10 slow, deep breaths. Get tips from our partner #EveryTryCounts to help you breathe easier: [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov). #lunghealth

HEALTHY LUNG MONTH

 OCTOBER

Craving a cigarette? Take a walk. Your lungs will thank you. Plus, exercise will boost your mood. [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov). #lunghealth #EveryTryCounts

GREAT AMERICAN SMOKEOUT (NOVEMBER 15, 2018–THIRD THURS OF EVERY NOVEMBER)

 NOVEMBER

Ready for the #GreatAmericanSmokeout? Download a FREE app to help you fight cravings when and where they happen. <https://apple.co/2HeaZ2I> #YouGotThis #EveryTryCounts

LUNG CANCER AWARENESS MONTH

 NOVEMBER

This moment can be the start of something new. Like your next quit attempt. Practice quitting today for healthier lungs: [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov). #lungcancer #LungCancerAwarenessMonth #GreatAmericanSmokeout #EveryTryCounts

LEADING UP TO NEW YEAR'S EVE

 DECEMBER

Think you might try to quit #smoking in the new year? Our partner #EveryTryCounts can help you get a head start—learn what does and doesn't work for you by practicing. [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov) #TobaccoFree



U.S. FOOD & DRUG  
ADMINISTRATION



EVERY  
TRY  
COUNTS



## APPENDIX C - HEALTH OBSERVANCES & HOLIDAYS - TWITTER

Share social media messages about Every Try Counts.

LEADING UP TO NEW YEAR'S EVE

 DECEMBER

Tried everything to quit, but couldn't? Don't give up! Find tips you can try before your next quit attempt in the new year. [www.EveryTryCounts.gov](http://www.EveryTryCounts.gov) #NewYearNewYou  
#EveryTryCounts #TobaccoFree

