

**JUNE  
2020**

# **TOBACCO MESSAGING DURING COVID-19**

**SOCIAL MEDIA TOOLKIT**

**ash**  
scotland  
Taking Action on Smoking and Health

**Public Health**   
Scotland

# HELP SPREAD OUR MESSAGE

There was a need to develop one point of reference where the public (and professionals) could access up to date and consistent 'headline' information about tobacco during the COVID-19 pandemic.

This information is now live on NHS Inform at [nhsinform.scot/covid-19-tobacco-advice](https://nhsinform.scot/covid-19-tobacco-advice)

Working in partnership, Public Health Scotland, NHS 24 and ASH Scotland have created this toolkit to help communicate this information wider. Social media assets have been developed, directing the user to the NHS Inform content and other sources of support.

This document provides suggested posts and assets for you to use and share on your channels from today. We've not provided a schedule, as we hope you can regularly feed these messages in to your planned activity throughout the coronavirus outbreak.

# OBJECTIVES & TARGET AUDIENCE

## Objectives

During COVID-19/self isolation:

- People are aware that health conditions that may be caused by smoking could exacerbate the symptoms of COVID-19 meaning that people who smoke may have worse outcomes than non-smokers
- People understand that stopping smoking is one of the best actions they can take to improve their health
- People know where to get support and advice to stop smoking
- People smoking at home know about the harm to others from second-hand smoke

## Target Audience

- Those looking to quit
- Those in the process of quitting
- Those continuing to smoke



# TOBACCO MESSAGING

- The assets provided have been scaled for Facebook, Twitter and Instagram
- Caption sizes vary – some may not be suitable for Twitter (limit of 280 characters).

# ASSET 1

## SUGGESTED CAPTIONS:

The Coronavirus outbreak has changed daily life for us all. Some of us may be smoking more as a result. However, smoking forces your heart to work much harder and stops your lungs from working properly, making you feel worse in the long term. It also increases hand-to-mouth contact which can spread the virus. If you have concerns about smoking at this time visit [nhsinform.scot/covid-19-alcohol-advice](https://nhsinform.scot/covid-19-alcohol-advice)

**OR**

People who smoke are more likely to suffer from health issues that may require more regular visits to the hospital. They can also suffer more harmful symptoms from a COVID-19 infection. If you have concerns about smoking at this time visit [nhsinform.scot/covid-19-tobacco-advice](https://nhsinform.scot/covid-19-tobacco-advice)



# ASSET 2

## SUGGESTED CAPTIONS:

Since the COVID-19 outbreak, you may have found yourself smoking more frequently. Stopping or reducing the amount you smoke can have some immediate health benefits. For more information on the benefits visit [bit.ly/2A4biis](https://bit.ly/2A4biis)

ADVICE DURING COVID-19

### SMOKING DURING COVID-19

- People who smoke are more likely to suffer from health issues that may require more regular visits to the hospital and can suffer more harmful symptoms from a COVID-19 infection.
- Stopping smoking at any time is one of the best things you can do for your health.
- You will feel some benefits immediately and put yourself in a better place to deal with illnesses affecting your breathing and lungs.

# ASSET 3

## SUGGESTED CAPTIONS:

Are you smoking more during lockdown? It is important to understand the negative impact this has on you and others in your household. Visit [nhsinform.scot/covid-19-tobacco-advice](https://nhsinform.scot/covid-19-tobacco-advice) for more tips on how to manage your smoking during these difficult and uncertain times.

ADVICE DURING COVID-19

### SMOKING DURING COVID-19

- Smoking increases hand-to-mouth contact which can spread the virus. Don't share tobacco products and take care to wash your hands before and after smoking.
- Smoking tobacco produces second-hand smoke that harms those you live with, so it is best to smoke outside. If this isn't possible, open a window.

Visit [nhsinform.com/covid-19-tobacco-advice](https://nhsinform.com/covid-19-tobacco-advice) for more tips on managing your smoking at this time.

# ASSET 4

## SUGGESTED CAPTIONS:

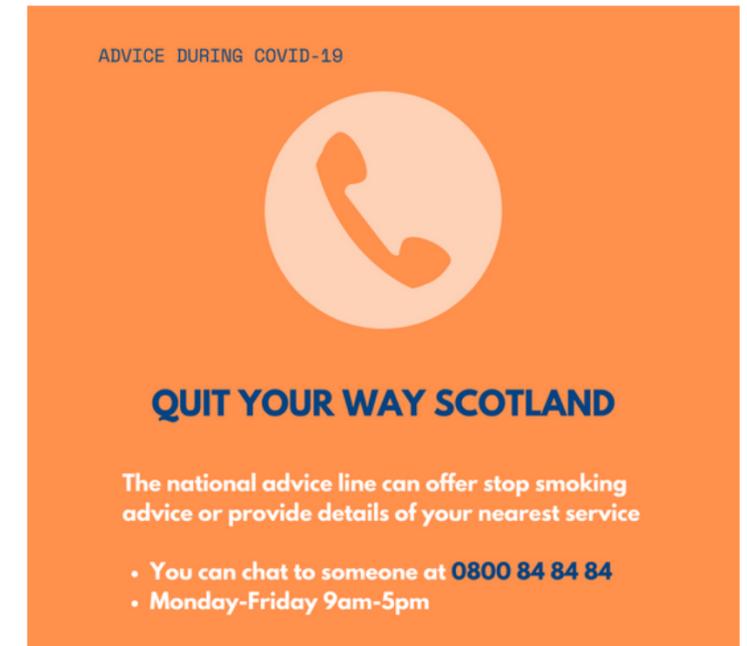
Quit Your Way provides stop smoking advice and details of your nearest service. For more information visit [nhsinform.scot/quityourwayscotland](https://nhsinform.scot/quityourwayscotland)

**OR**

Whether you're ready to stop, just beginning to think about it, or are just looking for information, Quit Your Way Scotland is available. For more information visit [nhsinform.scot/quityourwayscotland](https://nhsinform.scot/quityourwayscotland)

**OR**

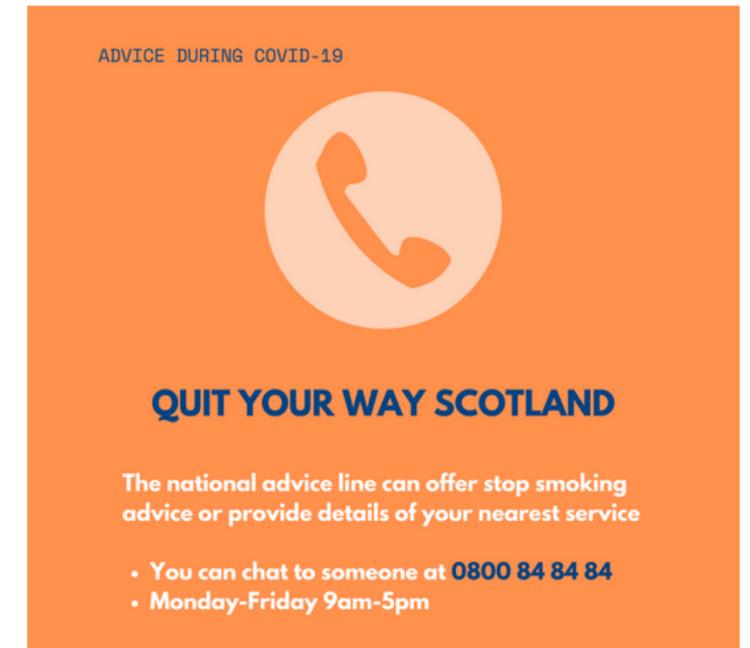
Stopping smoking is one of the best things you can do for your health. It can put you in a better place to deal with illnesses which affect your breathing or lungs such as COVID-19. For more information, call one of the Quit Your Way trained advisors on 0800 84 84 84.



# ASSET 4 (CONT.)

## SUGGESTED CAPTIONS:

Are you quitting using Nicotine Replacement Therapy or Varenicline (Champix)? You should still be able to get prescriptions through your normal route, or in some circumstances delivered to your home. For details of your local services visit the service directory at [bit.ly/2WZNS6Z](https://bit.ly/2WZNS6Z) or call Quit Your Way.



# ASSET 5

## SUGGESTED CAPTIONS:

Although the smoke you can see disappears quickly, the levels of invisible but harmful toxins in the air can be high, for some time afterwards. Second hand smoke can be harmful to the people you live with, so try taking some of these simple steps to reduce the effects. For more information visit [nhsinform.scot/covid-19-tobacco-advice](https://nhsinform.scot/covid-19-tobacco-advice)

OR

If you live with a smoker you could be exposed to more second hand smoke than usual due to lockdown, which can be harmful. Ask them if they can follow some of these steps to help. If you have concerns about second hand smoke visit [nhsinform.scot/covid-19-tobacco-advice](https://nhsinform.scot/covid-19-tobacco-advice)

OR

Second hand smoke can be harmful to the people you live with so try taking some of these simple steps to reduce the effects. For more information visit [nhsinform.scot/covid-19-tobacco-advice](https://nhsinform.scot/covid-19-tobacco-advice)

ADVICE DURING COVID-19

### SECOND HAND SMOKE

Smoking tobacco produces second-hand smoke which can be harmful to those in your household.

Try to:

- Smoke outside or in your garden
- If this isn't possible, smoke in one room and open a window for as long as possible
- You could also consider forms of Nicotine Replacement Therapy such as gum, patches or lozenges

Visit [nhsinform.com/covid-19-tobacco-advice](https://nhsinform.com/covid-19-tobacco-advice) for more tips on managing your smoking at this time.



**If you require any further information  
about this toolkit, please contact:**

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