

# Helping Women Live Smoke Free

## Social Media Guide

The Helping Women Live Smoke Free Initiative, was developed to support pregnant women and new mothers to smoke less, quit smoking, live smoke-free and avoid second-hand smoke. This guide is to help partners use social media to support and promote tobacco free living with pregnant and postpartum women.

### Who is this guide for?

This guide is for all Family Resource Centres and community partners who use Facebook and/or Twitter social media tools or online communication media in a professional capacity.

### What is a hashtag?

A hashtag is the “#” symbol.

Use hashtags in all social media channels in order to gain momentum and build a community of support. In addition to the hashtags below, please feel free to use hashtags for your FRC or community group.

**Primary Hashtag:** #SmokeFreeMomAndMe **Secondary Hashtag:** #HelpingWomenLiveSmokeFree

- ✓ Hashtags (#) allow people to search for tweets that have a common topic.
- ✓ Hashtags are used to categorize important posts, breaking news and relevant topics.
- ✓ Hashtags are all one word or a series of connected words.
- ✓ Hashtags are used on Twitter and Facebook.

### What is @?

The @ symbol is used to call out usernames in Tweets. This may also be referred to as a mention. You can mention Helping Women Live Smoke Free partners by using the following

- ✓ Alliance for the Control of Tobacco @actnl
- ✓ Smokers’ Helpline @SmokersHelpNL

### When should we start posting?

Start posting and Tweeting any time! This toolkit will be especially valuable during National Non-Smoking Week (annually, third week of January) and World No Tobacco Day (annually, May 31<sup>st</sup>).

### What do we share?

Please feel free to use the social media lines and images developed below. You can copy and paste the text and images from this document, or download them from the SHL website. We encourage you download and add these Social Media Images to your posts, to catch your reader’s eye.

Facebook

Quitting smoking is the best thing you can do to improve your health and give your baby a healthy start! Quitting when you're pregnant means your baby will get more oxygen and nutrients; you have a lower risk of premature birth; and your baby may have few colds, coughs and ear infections. Check out the full list of benefits of quitting for you and your baby at\*insert HWLSF link\* #SmokeFreeMomandMe



Quitting smoking is one of the best things you can do for your health and the health of your baby.

Get the support you need to live smoke-free:

Talk to your Resource Manager or Health Care Provider  
 Connect with the NL Smokers' Helpline  
 Call: 1-800-363-5364  
 Text: 709-706-7502  
[www.smokershelp.nl](http://www.smokershelp.nl)



You may have heard that it is too stressful to quit during

Twitter

Quitting smoking is the best thing you can do to improve your health and give your baby a healthy start!  
#SmokeFreeMomAndMe @SmokersHelpNL



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Looking for support to quit? Contact your Family Resource Centre

pregnancy, this is a myth. The fact is, everyone feels stress from time to time, and there are ways to cope without smoking. Your Family Resource Centre can help.  
#HelpingWomenLiveSmokeFree



or the Smokers' Helpline.  
#HelpingWomenLiveSmokeFree @SmokersHelpNL



Exposure to second-hand smoke (exhaled smoke and the smoke from a burning cigarette) and third hand smoke (smoke particles that build up over time on clothes, hair, skin, toys, carpet and furniture) is harmful for everyone, especially babies and children!

#SmokeFreeMomAndMe



<https://www.canada.ca/en/health-canada/services/smoking-tobacco/avoid-second-hand-smoke/second-hand-smoke/dangers-second-hand-smoke.html>

Make your home and car smoke free.

#SmokeFreeMomAndMe



<https://www.canada.ca/en/health-canada/services/smoking-tobacco/avoid-second-hand-smoke/second-hand-smoke/dangers-second-hand-smoke.html>

Quitting makes cents! When you quit or reduce smoking, you will have more money to spend on yourself and your family. Use the @SmokersHelpline savings calculator to learn what you can save. <https://smokershelp.net/savings-calculator/>



Quitting makes cents! <https://smokershelp.net/savings-calculator/>  
#HelpingWomenLiveSmokeFree

Breastfeeding is important for you and your baby! Even if you smoke breastfeeding is still the healthiest choice. Reduce smoking as much as possible to lessen the amount of nicotine that passes into your breastmilk.#SmokeFreeMomAndMe Learn more at: \*Insert HWLSF Link

Even if you smoke, breastfeeding is still the healthiest choice.  
#SmokeFreeMomAndMe

The health benefits of quitting smoking begin immediately after

What happens when I quit smoking?

<p>your last cigarette. Within minutes of stubbing out a cigarette, your body begins to repair and rejuvenate itself. In many cases, the damage done by tobacco can be completely reversed. #HelpingWomenLiveSmokeFree</p> <p>For more information visit: <a href="https://smokershelp.net/health-benefits-of-quitting/">https://smokershelp.net/health-benefits-of-quitting/</a></p>	<p>#HelpingWomenLiveSmokeFree <a href="https://smokershelp.net/health-benefits-of-quitting/">https://smokershelp.net/health-benefits-of-quitting/</a></p>
<p>There are many ways to quit smoking and many local resources available to help! You are not alone- Your Family Resource Centre and the NL Smokers' Helpline are here for you! #HelpingWomenLiveSmokeFree</p>  <p><a href="https://smokershelp.net">https://smokershelp.net</a></p>	<p>There are many ways to quit smoking and many local resources available to help! #HelpingWomenLiveSmokeFree</p>  <p><a href="https://smokershelp.net">https://smokershelp.net</a></p>
<p>Some nicotine replacement products are approved for use during pregnancy. Contact your healthcare provider for more information and visit <a href="https://smokershelp.net/provincial-smoking-cessation-program-for-individuals-with-low-income/">https://smokershelp.net/provincial-smoking-cessation-program-for-individuals-with-low-income/</a></p>	<p>Some nicotine replacement products are approved for use during pregnancy. Contact your healthcare provider for more information and visit <a href="https://smokershelp.net/provincial-smoking-cessation-program-for-individuals-with-low-income/">https://smokershelp.net/provincial-smoking-cessation-program-for-individuals-with-low-income/</a></p>
<p>Many women may start smoking again after having a baby. It's important to stay smoke free for your health and for the health</p>	<p>It's important to stay smoke free even after your baby arrives! *</p>

of your family. Making a plan to stay smoke free is a great way to prepare yourself. Learn more at : \* \_\_\_\_\_ \*



**I'm living smoke-free, it's healthier for me!**

Get the support you need to live smoke-free:

Talk to your Resource Mother or Health Care Provider  
Connect with the NL Smokers' Helpline  
Call 1-800-363-5964  
Text 709-720-7522  
[www.smokershelp.nl](http://www.smokershelp.nl)



Smoking is an addiction that you can overcome! Talk to your Doctor, Nurse Practitioner or Public Health Nurse or contact the Smokers Helpline for information and support.  
#HelpingWomenLiveSmokeFree



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#HelpingWomenLiveSmokeFree

For more information or support, please contact Melissa Moore???