

# Social Media Toolkit - Welcome!

Thank you for supporting the Tobacco & Nicotine: Public Health, Science, Policy, and Law course.

In this toolkit, you will find messaging from the “Tobacco & Nicotine: Public Health, Science, Policy, and Law” landing page, the course logo, downloads to promotional videos, a shortened link to the course description page, and sample social media posts that you are welcome to share through your channels.

Please contact us at [ai-marketing@umich.edu](mailto:ai-marketing@umich.edu) if you have any questions or ideas for additional opportunities to collaborate in support of this course.

# Social Media Toolkit - About

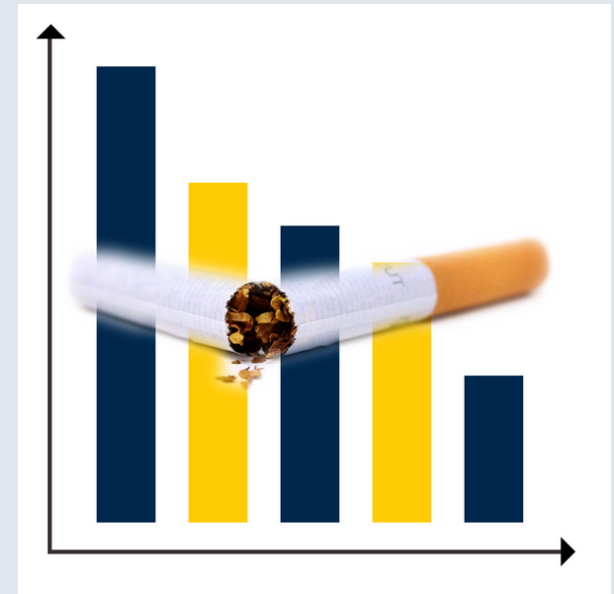
## Course Description

This course provides a strong foundation in the history of smoking and other tobacco and nicotine use; the individual and public health impact; tobacco use prevalence trends in adults, youth, and key subpopulations; and how cigarette smoking came to be, and remains to this day, the leading preventable cause of death in the U.S. and globally, despite the fact that the tobacco control efforts have collectively constituted one of the most successful public health endeavors in our history.

The course also explores the role of the tobacco industry in the epidemic, as well as the pursuit of accountability and industry behavior change through legal action; the rapidly evolving tobacco and nicotine product marketplace, the unique and ever-changing regulatory and other policy challenges that have emerged; and the implications of this rapid change for public health today and in the future.

Hosted by lead instructor Cliff Douglas of the University of Michigan School of Public Health, the course features 19 experts in a range of tobacco control areas and issues. Through a series of lectures, interviews, readings, and assessments, the course tells the story of smoking and tobacco and nicotine product use, focusing on the specific - but not unique - the story of the U.S. while also presenting important information and insights from elsewhere in the world.

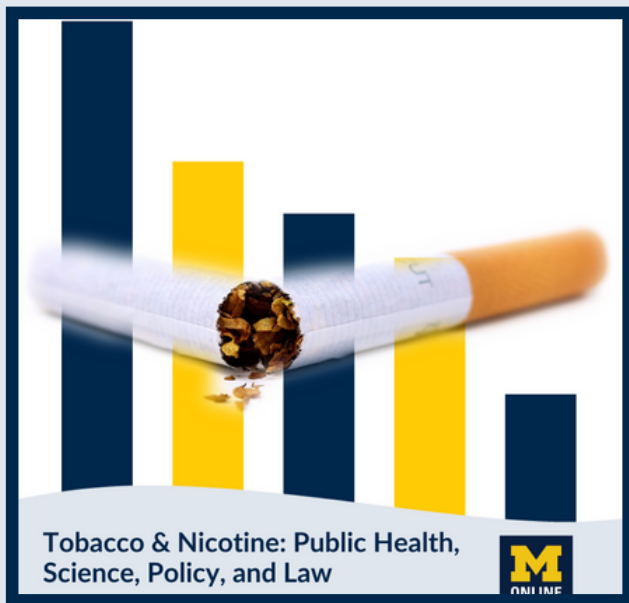
## Course Image



*Click on the image to download.*

# Social Media Toolkit - Media Assets

## Social Image



Click on the image to download.

## Video Files

### A Closer Look at Nicotine



YouTube Link: <https://youtu.be/s77xRZrD0BI>

### Investment of Tax Revenue



YouTube Link: <https://youtu.be/iisTIQgXoNI>

## Quote Cards



"Harm reduction is a set of practical strategies and ideas aimed at reducing negative consequences associated with tobacco use. Harm reduction incorporates a spectrum of strategies that includes safer use, managed use, abstinence, meeting people who use tobacco "where they're at," and addressing conditions of use along with the use itself."

**K. Michael Cummings**  
Professor of Psychiatry & Behavioral Sciences, Medical  
University of South Carolina



K. Michael Cummings Quote Card



"What we have now is a public health opportunity to move smokers, especially those unable or unwilling to quit, down the continuum of risk if they're still seeking nicotine...from the most harmful form of nicotine delivery, to the least harmful forms."

**Mitch Zeller**  
Former Director of the U.S. Food and Drug Administration's  
Center for Tobacco Products



Mitch Zeller Quote Card

Click on the thumbnails to download the image or video.

# Social Media Toolkit - Social Copy

**Short URL:** <https://myumi.ch/Nkepj>

Recommended Hashtags:

**#smokefree**

**#vaping**

**#cigarettes**

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Moving smokers down the continuum of risk - from cigarettes that cause tar-related death - to things like e-cigarettes, smokeless tobacco, and oral nicotine products can help individuals break the habit and lower smoking-related death.

Learn more about harm-reduction-based approaches in “Tobacco & Nicotine: Public Health, Science, Policy, and Law.”

Start learning at: <https://myumi.ch/Nkepj>

**Recommended Content: Mitch Zeller Quote Card**

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Taxing methods have been a successful tactic in generating revenue to put back into tobacco control programs. Learn more about the ways policy and tax reforms can help reduce the impact of tobacco and nicotine on our communities with

“Tobacco & Nicotine: Public Health, Science, Policy, and Law.”

Start learning at: <https://myumi.ch/Nkepj>

**Recommended Content: Investment of Tax Revenue Video**

Policymakers have focused on creating environments for smokers that meet them where they’re at, to help lessen the negative health effects associated with smoking. Learn more about harm-reduction-based approaches in “Tobacco & Nicotine: Public Health, Science, Policy, and Law.”

Start learning at: <https://myumi.ch/Nkepj>

**Recommended Content: K. Michael Cummings Quote Card**

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Understanding the addictive qualities of cigarettes can help us better understand the physical and mental effects these products have on their users. Explore the impact of smoking, tobacco policy, and industry practices with “Tobacco & Nicotine: Public Health, Science, Policy, and Law.”

Join the course at: <https://myumi.ch/Nkepj>

**Recommended Content: A Closer Look at Nicotine Video**

Copy the text to use for social post promotion.

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