

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 if you have any questions or ideas for additional opportunities to collaborate in support of this course.

Social Media Toolkit - About

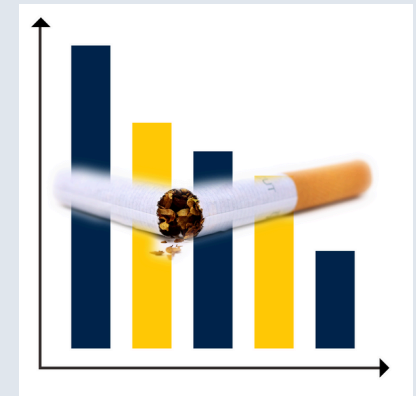
Course Description

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 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.

The course features 18 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 - story of the U.S., while also presenting important information and insights from elsewhere in the world.

Course Image



Course Image w/ Title



Click on the image to download.

Social Media Toolkit - Media Assets

Primary Social Image



Secondary Social Image



Course Promo Video



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Click on the thumbnails to download the image or video.

Social Media Toolkit - Media Assets

Instructor Mitch Zeller Quote Card

Tobacco & Nicotine:
Public Health, Science, Policy, and Law

“What we have now is a **public health opportunity** to move smokers, especially those unable or unwilling to quit, **down the continuum of risk** ... from the most harmful form of nicotine delivery, to the least harmful forms.”



Mitch Zeller

Former Director of the Center
for Tobacco Products
U.S. Food and Drug Administration



Instructor K. Michael Cummings Quote Card

Tobacco & Nicotine:
Public Health, Science, Policy, and Law

“Harm reduction is a set of **practical strategies** and ideas aimed at **reducing negative consequences** associated with tobacco use. ... That includes safer use, managed use, abstinence, ... and addressing conditions of use along with the use itself.”



K. Michael Cummings

Professor of Psychiatry & Behavioral
Sciences
Medical University of South Carolina



Instructor David Mendez Quote Card

Tobacco & Nicotine:
Public Health, Science, Policy, and Law

“Menthol cigarettes facilitate smoking initiation and are **more addictive than regular cigarettes**. The African American population has been bombarded with the marketing of menthol cigarettes.”



David Mendez

Professor, Health Management & Policy
University of Michigan



Learner Dr. Claire Ma Quote Card

Tobacco & Nicotine:
Public Health, Science, Policy, and Law

“As a political scientist with a background in health policy but limited exposure to tobacco control, this course provided me with **valuable context** to quickly understand the “big picture” issues, as well as **current policy and health challenges** in tobacco control.”



Dr. Claire Ma

Postdoctoral Fellow
University of Michigan



Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Michigan Online: <https://myumi.ch/NkepJ>

Coursera: <https://myumi.ch/eg5bZ>

Recommended Hashtags:

#smokefree | #vaping | #cigarettes

Our online course, “Tobacco & Nicotine: Public Health, Science, Policy, and Law,” tells the inspiring public health story of tobacco control in the U.S. Check out this inspiring and award-nominated course trailer for more info: <https://myumi.ch/jZ5kz>

Recommended Content: Course Promo Video

Check out what students have to say about our online course featuring 18 experts in tobacco control. You can enroll now: <https://myumi.ch/eg5bZ>

Recommended Content: Dr. Claire Ma Quote Card

Copy the text to use for social post promotion.



Social Media Toolkit - Social Copy

Michigan Online: <https://myumi.ch/Nkepj>

Coursera: <https://myumi.ch/eg5bZ>

Recommended Hashtags:

#smokefree | #vaping | #cigarettes

Moving smokers down the continuum of risk can help individuals break the habit and lower smoking-related death. Learn more about harm-reduction approaches in our online course: <https://myumi.ch/eg5bZ>

Recommended Content: Mitch Zeller Quote Card

Addressing the smoking epidemic requires us to have a clear understanding of how tobacco companies are targeting communities and creating products that appeal to them. Learn more in the online course “Tobacco & Nicotine: Public Health, Science, Policy, and Law.” Enroll now: <https://myumi.ch/eg5bZ>

Recommended Content: David Mendez Quote Card

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 in our online course: <https://myumi.ch/eg5bZ>

Recommended Content: K. Michael Cummings Quote Card

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