



Oklahoma Tobacco Helpline

Sjonna Paulson, APR

Director of Health Communication
Oklahoma Tobacco Settlement
Endowment Trust



The Problem

- Each year, 7,500 Oklahomans die from a smoking-related illness.
- Smoking costs Oklahoma \$1.62 billion in related healthcare costs each year.
- 23.7% adults in Oklahoma smoke. (BRFSS 2013)

The Oklahoma Tobacco Helpline (OTH)

A free 24/7 service to all Oklahomans

- Free quit coaches
- Free nicotine replacement therapy (NRT)
- Two quit attempts in a twelve month period
- Spanish coaches available
- Hard of hearing services available
- Web coaching, Quit Guide, Email and Text available



The Oklahoma Tobacco Helpline (OTH)

- Primarily funded by:
 - The Tobacco Settlement Endowment Trust (TSET)
- In partnership with:
 - The Oklahoma State Department of Health (OSDH)
 - The Centers for Disease Control and Prevention (CDC)
- Contracts for use in place with:
 - The Oklahoma Health Care Authority
 - Oklahoma Employees Group Insurance Division



The Oklahoma Tobacco Helpline (OTH)

- Since 2003, the OTH has served more than 275,000 Oklahomans.
- An estimated \$18 million is saved each year in direct medical costs from tobacco users who have quit with the help of the OTH.
- More than 40% of callers are uninsured.
- More than 60% of callers have an income of less than \$20,000.



The Oklahoma Tobacco Helpline (OTH)

- OTH has an approximate 34% quit rate for callers who receive multiple coaching calls
- Number 1 reach (as measured by NAQC in 2013)



OTH Program Evaluation

- Satisfaction survey
- Secret shopper
- Outcome survey (7 month follow up survey)
- Dashboards with data to inform program planning
- Media evaluation



Media Campaign

Greta Anglin

Group Account Director
VI Marketing and Branding



Target Audience

- Primary:
 - Tobacco users aged 35-64
 - Blue collar / low-socioeconomic status
- Secondary:
 - Pregnant women, men, African-Americans and Native Americans
- Tertiary:
 - Young adults are targeted through digital and social with specific campaigns

Current Campaign Objectives

- 30,000 OTH registrants in FY16.
- Decrease smoking prevalence to 18% by 2020.
- Increase serious quit attempts from 58.5% to 65% of current adult smokers by FY18.
- Increase awareness of new service offerings (new campaign Fall 2015).

Media Tracking Data

- 28% of respondents were able to recall and describe a specific OTH ad.
- 41% described the Visual Echo (smoking and pregnancy) campaign ads, followed by 21% James Capps (smokeless tobacco testimonial), and 9% OTH info cards.
- 70% of respondents said they were aware of a free service in Oklahoma to help people quit smoking.
- 27% recalled “Oklahoma Tobacco Helpline” or “1-800-QUITNOW” as the name of the service.
- Most Oklahomans who smoke or live with a smoker are aware of the Helpline.



Media Tracking Data

- Non-daily smokers are less likely to recall the name of the Helpline than daily smokers.
- Female gender, smoking, and younger age are significantly associated with recall of the Helpline.
- Exposure to the Helpline ads is high among smokers and people who live with smokers.
- Ads are memorable, especially to their target audience of smokers.
- Media has a message people approve of, make a strong argument for quitting, and are attention grabbing.



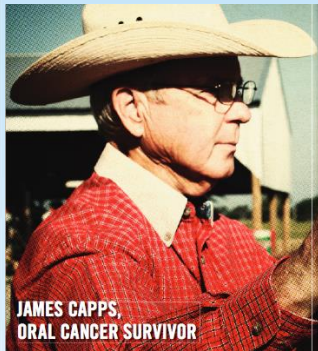
Call Volume Tracking

TSET-OTH			12/29/14-1/4/15	1/5/15-1/11/15	1/12/15-1/18/15	1/19/15-1/25/15	1/26/15-2/1/15	2/2/15-2/8/15	2/9/15-2/15/15	2/16/15-2/22/15	2/23/15-3/1/15	3/2/15-3/8/15	3/9/15-3/15/15	3/16/15-3/22/15	3/23/15-3/29/15
Registrants	TOTAL	AVERAGE WEEKLY													
Total Registrants	6,353	489	447	471	498	464	481	472	446	535	482	468	489	536	564
Web Only Enrollments	1,578	121	171	132	118	123	96	136	136	117	138	97	110	88	116
Referrals by TV/Commercial	1,873	144	127	141	126	104	138	155	132	171	139	130	166	170	174
MEDIA															
TV															
TSWM					Chalkboard					Chalkboard					
OTH							Bryce QT & Brandi HT						Don QT & Lori HT		
SoonerQuit										Visual Echo & SoonerQuit Women Ads					
Specialty Buys				College FB Chalkboard 1/11	NFL Chalkboard 1/12		Superbowl Bryce QT & Brandi HT 2/1			Nascar Don QT & Brandi HT 2/22	Nascar Chalkboard 3/1		March Madness Don QT, Val QT, Val HT, Val QT, Bryce QT, Brandi HT		
RADIO															
OTH			NY Radio												
SoonerQuit										Visual Echo & SoonerQuit Women Ads					
OUT OF HOME															
OTH			Quit Coach Outdoor												
			Gas Stations-Break Away from the Pack												
PRINT															
			NY Statewide Print												
DIGITAL															
OTH			New Year Digital							TWC Digital	Quit Coach Digital				
SoonerQuit			SoonerQuit Women Digital												
SOCIAL MEDIA															
OTH			OTH Monthly Promoted Content												
			OTH New Year Social Ads							TWC Social Campaign					
						OTH SoonerQuit Social Ads								OTH SoonerQuit Social Ads	

Traditional Media Tactics

- Television (network and cable)
- Radio
- Out-of-home – outdoor, theater, gas station advertising
- Print

Sample Campaigns



**“I thought dipping was for cowboys.
I found out cowboys get cancer, too.”**

Oklahoma Tobacco Helpline
1 800 QUIT NOW
1-800-784-8669 OKhelpline.com

TOBACCO STOPS WITH ME.com



**“MY DAUGHTER IS
MY MAIN REASON
FOR QUITTING.”**

Oklahoma Tobacco Helpline
1 800 QUIT NOW
1-800-784-8669 OKhelpline.com

BRYCE AND JORDAN
NO JUDGMENTS. JUST HELP.

Click or call today
for free quit coaching.

 **TSET**



When cigarettes
call your name,
they call your
baby's name, too.

Oklahoma Tobacco Helpline
1 800 QUIT NOW
1-800-784-8669 OKhelpline.com



Oklahoma Tobacco Helpline
1 800 QUIT NOW
1-800-784-8669 OKhelpline.com

TRADITIONAL MEDIA



Attract

DISPLAY



Educate



SOCIAL MEDIA

Engage

SEO



Convert

PPC



Digital Media Tactics - Display

- Time spent with digital increases every year, with mobile being the driving force.
 - Digital display
 - Mobile
 - Rich media placements
 - Pre-roll video
 - Online radio

Digital Media Tactics - Display

Oklahoma's Own

News Weather Sports Video Recipes Share Lifestyle Community Contests

• Flood WARNING in effect for: • Love, OK

WHAT'S YOUR REASON FOR QUITTING?

EXPAND

Top Headlines



Families In Bridge Creek Sick And Tired Of Storm Debris Piles

Nearly two months after a tornado blew through Bridge Creek, some people living there are finding it hard to move forward and forced to look at how...

Jun 21, 2015 9:52 PM

UPDATED Public Memorial Service Set For Bob Barry Jr.

NEW Authorities Search For Missing Wagoner County Teen

Hot And Humid First Full Day Of Summer In Oklahoma

Two More Earthquakes Recorded Sunday Night In Oklahoma

Families In Bridge Creek Sick And Tired Of Storm Debris Piles

Thieves Make Off With Nearly \$10,000 Worth Of Equipment

MORE HEADLINES

Your Weather



View Forecast



Service



Service

Oklahoma's Own

News Weather Sports Video Recipes Share Lifestyle Community Contests

• Flood WARNING in effect for: • Love, OK

"MY DAUGHTER IS MY MAIN REASON FOR QUITTING."

Have a happy, healthy and tobacco-free Father's Day.
Call the Helpline for free quit coaching, and free patches, gum or lozenges.

BRYCE, SHAWNEE

Oklahoma Tobacco Helpline
1 800 QUIT NOW
1-800-784-8669 OKhelpline.com

NO JUDGMENTS. JUST HELP.

CLOSE

Top Headlines



Public Memorial Service Set For Bob Barry Jr.

The family of Bob Barry Jr. released plans for his public memorial service.

Updated: 55 minutes ago

UPDATED Public Memorial Service Set For Bob Barry Jr.

NEW Authorities Search For Missing Wagoner County Teen

Hot And Humid First Full Day Of Summer In Oklahoma

Two More Earthquakes Recorded Sunday Night In Oklahoma

Families In Bridge Creek Sick And Tired Of Storm Debris Piles

Thieves Make Off With Nearly \$10,000 Worth Of Equipment

Your Weather

Oklahoma City, OK



View Forecast - View Hourly - View In-Depth - View Radar



Oklahoma Tobacco Helpline

1 800 QUIT NOW

1-800-784-8669 OKhelpline.com

TRADITIONAL MEDIA



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Digital Media Tactics – Paid Search

- Allows for advertisers to bid their way to the top of search engine results pages for pre-determined, relevant keywords.
- Campaign is structured to ensure that the OTH will appear relevant and useful to search engine users seeking assistance in quitting the use of tobacco products.
- Campaigns, ad groups, keywords, text ads and landing pages are strategically organized to ensure a positive user experience from the original search search to the final conversion.

101,825 impressions
10.81% CTR
299 clicks to Register Online
33.90% Register Online
conversion rate

9,763 impressions
8.00% CTR
207 clicks to Register Online
25.71% Register Online
conversion rate

oth

quit smoking

smokeless tobacco

stop smoking

nicotine replacement therapy

smoking & pregnancy

quit coach

surgeon general's report

tips to quit

youth

james capps

helpline materials

cravings tips

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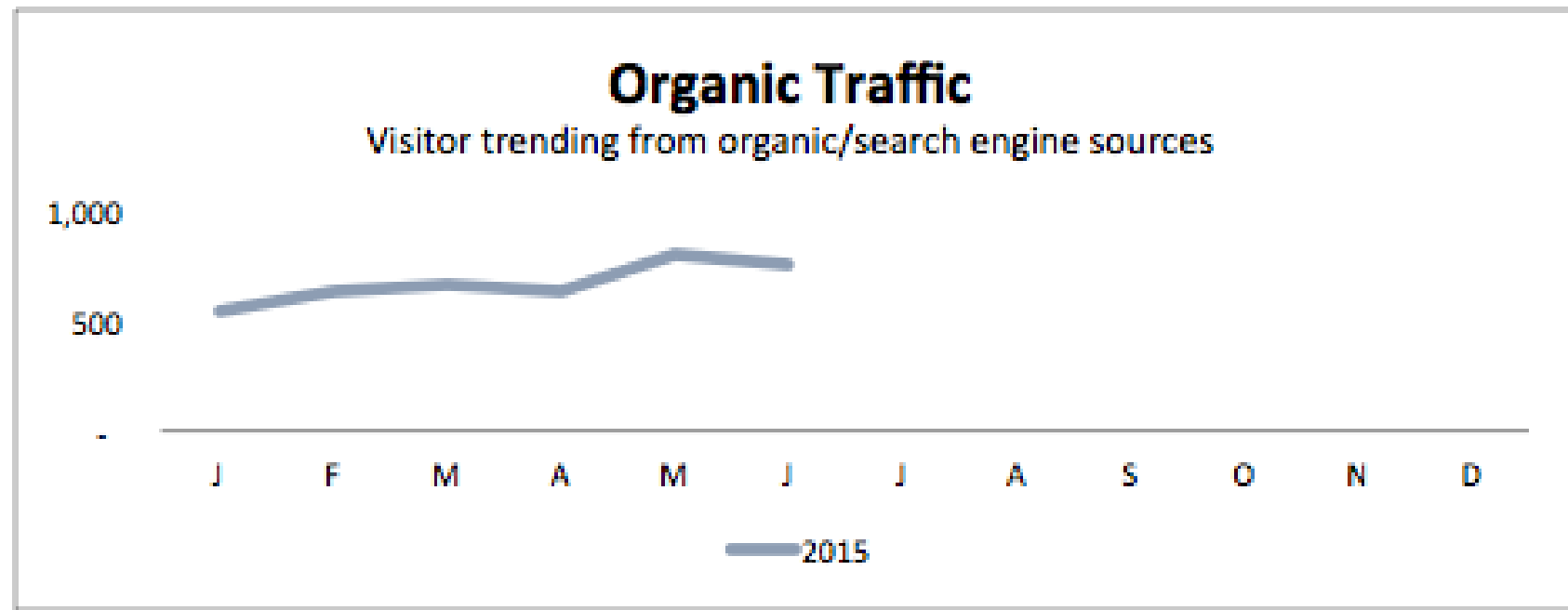
PPC



Digital Media Tactics – SEO

- Build organic search rankings via targeted keywords and linkbuilding strategies
- On-page optimization – building in targeted keywords (meta-tags and on-page copy), interlinking, content optimization
- Off-page optimization – linkbuilding (backlinks impact rankings)
- Website marketing – user experience, testing

Digital Media Tactics – SEO



TRADITIONAL MEDIA



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PPC





Social Media Campaign

Casey Cornett

Social Media Director
VI Marketing and Branding



Social Media



The image shows a Facebook profile page for the "Oklahoma Tobacco Helpline Company". The cover photo features the text "Free patches, gum or lozenges." in large red font. The profile picture is a graphic of a toll-free number "1 800 784-8669" with the text "Oklahoma Tobacco Helpline" and "Tobacco Helpline" below it. The page has a red navigation bar on the left with a camera icon. The main content area includes a "Timeline" tab, "About", "Photos", "Likes", and "More" options. Below the tabs, there is a post by "Claire Douthitt and 44 other friends" with 8,792 likes and "+17 this week". The post text is "What have you been up to?" and includes a small image of the toll-free number graphic. The bottom of the page shows a post reach of 9,511.

Free patches, gum or lozenges.

Oklahoma Tobacco Helpline Company

Sign Up ▾ Liked ▾ Message ⋮

Timeline About Photos Likes More ▾

8,792 likes +17 this week
Claire Douthitt and 44 other friends

9,511 post reach this week

Status Photo / Video Offer, Event +

What have you been up to?

@OKhelpline, @CaseyCornett

Social Media


- Why do we use social media?

Locations ⓘ

United States

Oklahoma

Include ▾ ○




Everyone in this location ▾

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All Men Women

Audience Definition



Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States: Oklahoma
- Age:
 - 18 - 65+

Potential Reach: 2,400,000 people

Social Media

- Who are the 2.4 million?
- 130,000 “smoking”
- 120,000 “cigarettes”
- 84,000 “tobacco”
- 15,000 “hookah”

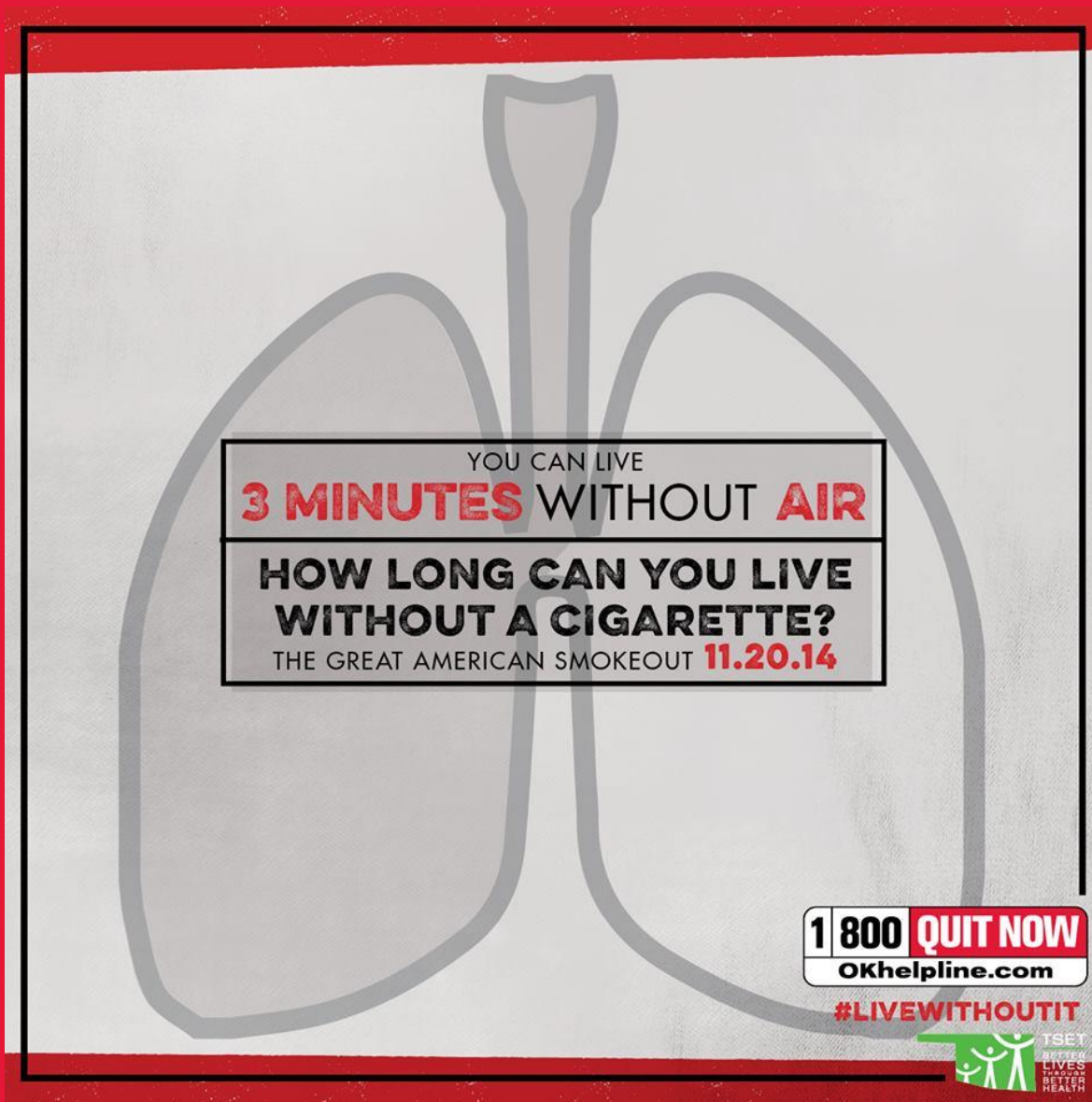
Social Media

- Why are these numbers important?

It's your starting point to tracking success.

“Overall impressions” does not track success (as they can be bought)...It's the impressions in your target that matter.

Social Media - Great American Smokeout



@OKhelpline, @CaseyCornett

Social Media - Great American Smokeout

YOU CAN LIVE
30 DAYS WITHOUT **FOOD**

**HOW LONG CAN YOU LIVE
WITHOUT A CIGARETTE?**

THE GREAT AMERICAN SMOKEOUT **11.20.14**

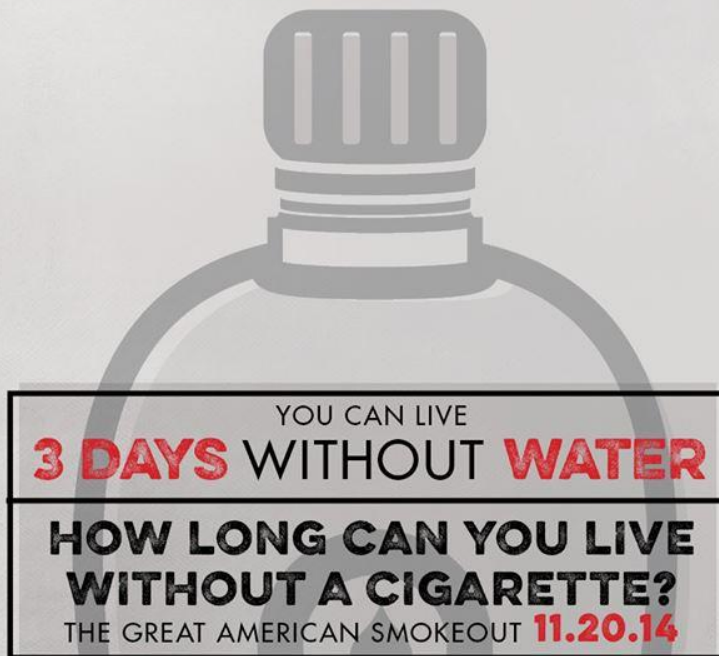
1 800 QUIT NOW
OKhelpline.com

#LIVewithoutIT



@OKhelpline, @CaseyCornett

Social Media - Great American Smokeout



1 800 QUIT NOW
OKhelpline.com

#LIVewithoutIT



@OKhelpline, @CaseyCornett

Social Media – Through With Chew



Oklahoma Tobacco Helpline

If you dip, you've bit off more than you can chew. With four times the nicotine and the risk for cancer, smokeless is not a safe alternative to cigarettes. Call 1-800-QUIT NOW for free help.



@OKhelpline, @CaseyCornett

Social Media – Through With Chew



Oklahoma Tobacco Helpline

Big Tobacco wants you to believe smokeless tobacco is a safe alternative to cigarettes. With four times the nicotine and the risk of oral cancer, the story is hard to swallow. Are you Through With Chew?



@OKhelpline, @CaseyCornett

Social Media – Through With Chew



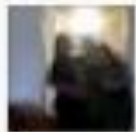
Oklahoma Tobacco Helpline

Do you dip? Chew on this: Nearly 80% of smokeless tobacco users develop oral lesions. Be a smart mouth and quit.



@OKhelpline, @CaseyCornett

Social Media – Through With Chew



Marie Driskell Ok today is the day, I need H E L P. !!!!! need something.

Unlike · Reply ·  1 · February 21 at 4:33pm



Oklahoma Tobacco Helpline Marie, congratulations on quitting! Call the helpline at 1-800-QUIT NOW for FREE quit coaches, nicotine replacement patches, gum or lozenges. You double your chances of quitting by combining the helpline's free quit coaching with the nicotine patches, gum or lozenges. You can do this!

Like ·  1 · Commented on by Rachel Merritt [?] · February 21 at 4:36pm

Social Media – Through With Chew



Bob Compton Im a smokeless tobacco user i wish there was something out there that would help me quit i have tryed everything from gum to sunflower seeds i have been dipping sents the 9th grade im 46 u can do the math i really want to quit

Unlike · Reply ·  1 · February 18 at 8:27pm



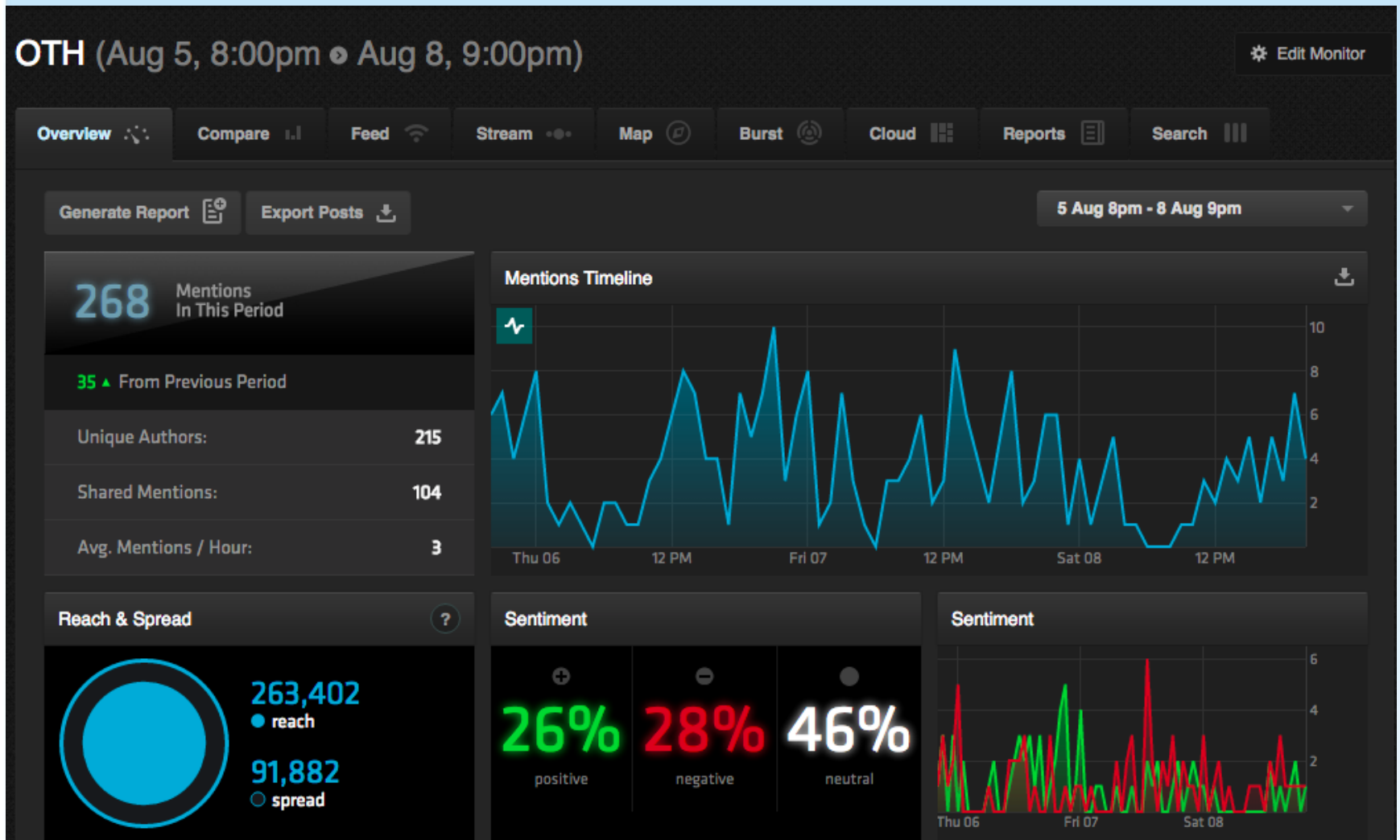
Oklahoma Tobacco Helpline Bob, thank you for your comment and we would be honored to help you. Call the helpline at 1-800-QUIT NOW for FREE quit coaches, nicotine replacement patches, gum or lozenges. You double your chances of quitting by combining the helpline's free quit coaching with the nicotine patches, gum or lozenges. You can do this!

Like · Commented on by Rachel Merritt (?) · February 18 at 8:42pm

Social Media

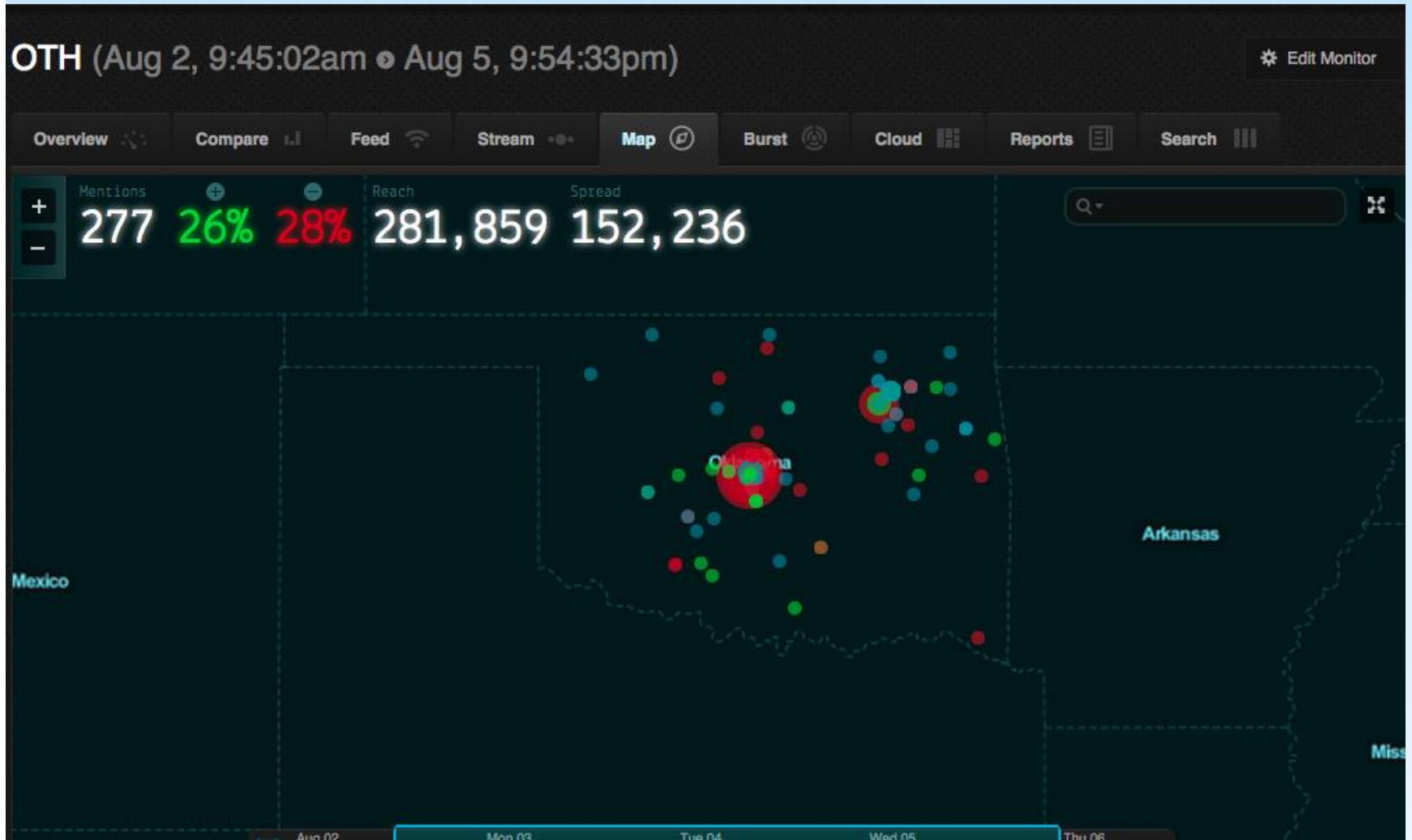
- Two forms of postings
- Active: planned messages
- Passive: join the current conversation

Social Media



@OKhelpline, @CaseyCornett

Social Media



@OKhelpline, @CaseyCornett



Jeanette Johnson Need help!

Unlike · Reply · 1 · June 25 at 10:14pm



Oklahoma Tobacco Helpline We would be honored to help you, **Jeanette**! The Helpline provides free nicotine-replacement patches, gum or lozenges and support through Quit Coaches. Give us a call at 1-800-QUIT NOW or visit OKhelpline.com to register online. You can do this!

Like · 2 · Commented on by Rachel Merritt [?] · June 26 at 8:42am



Angie Burton Stafford They are great support on the phone, online and free patches, gum or whatever you choose. I quit almost 4 years ago. I used them, prayer, Big Red gum and a rubber band on my wrist that I popped several times when I had an urge to smoke. YOU can do it too. Takes a mind set on quitting also. God bless u. ❤️

Unlike · 1 · June 26 at 7:14pm



Jeanette Johnson Thank you for the post Angie Burton Stafford, I'll do it!

Unlike · 1 · June 26 at 7:19pm



ConConHladik Haven't had any tobacco product in a week today.

12:58pm, Oct 21 from Twitter for iPhone



OKhelpline @ConConHladik that's awesome, Conner! Keep up the great work.

2:56pm, Oct 21 from Hootsuite

@OKhelpline, @CaseyCornett



jesyfbabyyyTM Over 10 months since I quit smoking. Still one of the best decisions I've ever made!

2:02pm, Oct 17 from Twitter for iPhone



OKhelpline @jesyfbabyyyTM

Congratulations, Jess! That is such an accomplishment - keep it up!

2:14pm, Oct 17 from Hootsuite



pixercats

Nov 19, 2014, 8:23am via Twitter for Android

#GreatAmericanSmokeout at @TheMillerGrill Yukon 11/20 from 5-9pm. Prizes and quit kits available! @KeepItLocalOK @OKhelpline #livewithoutit

Retweeted by OKhelpline



ConConHladik Haven't had any tobacco product in a week today.

12:58pm, Oct 21 from Twitter for iPhone



OKhelpline @ConConHladik that's awesome, Conner! Keep up the great work.

2:56pm, Oct 21 from Hootsuite



aye_shorty

Oct 05, 2014, 8:17pm via Twitter for iPhone

let's be the generation to stop smoking cigarettes

Retweeted by OKhelpline



stizzep I haven't smoked a cigarette in two months and I choose to on the day that everyone is supposed to quit.. Oops ☹

9:46pm, Nov 20 from Twitter for iPhone



OKhelpline @telep_sammie Don't feel discouraged! Today is a new day & we're ready to help: Call 1-800-QUIT NOW

9:15am, Nov 21 from Hootsuite



OKhelpline Quit Tip Thursday: crunchy foods so your mouth has like air-popped popcorn without a much healthier option!

12:59pm, Oct 09 from Hootsuite



livpaige10 "@OKhelpline: Quit

Thursday: Try crunchy foods so your mouth has to work—like popcorn for a healthier option!" @stratton_moore

1:16pm, Oct 09 from Twitter for iPhone



OKhelpline @livpaige10

@stratton_moore thanks for spreading the word, Olivia! Let us know if we may provide assistance in anyway: 1-800-QUIT NOW

4:39pm, Oct 10 from Hootsuite



rhino_deuce Quitting tobacco was one of the hardest things I have ever done

4:40pm, Oct 22 from Twitter for Android



OKhelpline @rhino_deuce what an incredible decision! Keep up the great work and congratulations.

5:01pm, Oct 22 from Hootsuite



thespiffystiffy I think I'm gonna quit smoking. I wanna get back into shape and plus working out, yeah I'm done with it!

7:55pm, Dec 03 from Twitter for iPhone



OKhelpline @thespiffystiffy great decisions, Jordan! Call 1-800 QUIT NOW for free quit coaching, specialized materials and resources to help you quit.

10:40am, Dec 04 from Hootsuite



socialmoms

Nov 17, 2014, 6:58pm via Twitter Web Client

Check out these free, easy-to-use @OKhelpline resources to quit smoking: bit.ly/1Etr4CB #okhelpline

Retweeted by OKhelpline and 3 others



knmckellips 2 months straight without smoking a single cig ☐☐☐

9:42pm, Dec 02 from Twitter for iPhone



OKhelpline @knmckellips

congratulations! Keep up the great work!

1:46pm, Dec 03 from Hootsuite

TulsaHealthDept

Dec 29, 2014, 8:48am via Hootsuite

The Tobacco Free Coalition for Tulsa County & @OKhelpline offer tips for quitting tobacco in 2015 ow.ly/GxyGY

Retweeted by OKhelpline



Lacey819

Nov 20, 2014, 7:41am via Twitter for iPhone

Thomas: Today's the Great Smokeout & it's a great day looking for good. Take the & call 1-800-QUIT-NOW"

Retweeted by OKhelpline

Nov 20, 2014, 12:26pm via Twitter Web

Quit today for #GASO, you're already begun to heal yourself e damage of smoking. together



Retweeted by OKhelpline and 16 others



AmericanCancer

Nov 18, 2014, 1:30pm via engage121

No matter how long you've smoked, you can live healthier if you quit. Benefits begin in as little as 12 hours! #GASO bit.ly/1t9J5uN



Retweeted by OKhelpline and 167 others



ChrisxxxCollins I quit smok

11:20am, Sep 25 from Twitter



OKhelpline @ChrisxxxCollins

Congratulations! Give us a call for help of support. 1-800-QUIT NOW

OKTobaccoFree

Oct 04, 2014, 11:11am via Twitter for iPhone

We're in Jones today at the Old Timer's Festival! Promoting @ShapeFutureOK and @OKhelpline! Come see us! @okhealth

Retweeted by OKhelpline and 3 others



MeOwillisOn I'm trying to quit smoking

cigs and it's rather difficult but it's going well for the most part so that's cool.

10:19am, Oct 08 from Twitter for iPhone



OKhelpline @MeOwillisOn awesome decision, Allison! Let us know if we may help you in anyway. Give us a call at 1-800-QUIT NOW.

3:35pm, Oct 08 from Hootsuite




OKhelpline

Oct 08, 2014, 3:40pm via Hootsuite

@Ronnie2saucy It can be difficult, but with the right help you can do it. Give us a call for FREE help, 1-800-QUIT NOW


 Sande Muller Oh how I wished...glad yall did!
Unlike · Reply · 1 · May 27 at 9:22pm


 Oklahoma Tobacco Helpline Sande, you can Helpline provides free nicotine-replacement patches and support through Quit Coaches NOW and OKhelpline.com.




No judgments. Just help Oklahoma Tobacco Helpline
Check out these easy-to-use OKHELPLINE.COM

Like · Remove Preview · Commented on by Rachel Merritt · May 28 at 9:02am

 Nanette Ruddick I did in 1999 and it was the best want to smoke in the new millenia.
Unlike · Reply · 2 · May 27 at 2:46pm

 Oklahoma Tobacco Helpline Nanette, congrats years tobacco-free! That is an incredible milestone!
Like · Commented on by Rachel Merritt · May 28 at 11:23am

 Linda C Aldridge Gonna try
Unlike · Reply · 2 · May 27 at 5:44pm

 Oklahoma Tobacco Helpline You can do this! Helpline provides free nicotine-replacement patches and support through Quit Coaches NOW and OKhelpline.com.



No judgments. Just help Oklahoma Tobacco Helpline
Check out these easy-to-use OKHELPLINE.COM

Like · Remove Preview · 1 · Commented on by Rachel Merritt · May 28 at 9:02am


 Linda C Aldridge Thank you... Had no idea it
Unlike · 1 · May 28 at 2:18pm


 Novia Stice Calling in the morning!
Unlike · Reply · 1 · June 21 at 2:22pm


 Oklahoma Tobacco Helpline We forward to your call, Novia!


Like · Commented on by Rachel Merritt · June 22 at 11:23am

 Herman Nelson Thank you for the patches!
Unlike · Reply · 1 · June 21 at 7:13pm

 Deborah Sims I'm going to have to start planning for the day I can QUIT!!!!!! AGAIN FOR MY KIDS & GRAND KIDS! !!!
Unlike · Reply · 1 · May 9 at 12:19pm

 Oklahoma Tobacco Helpline Deborah, we can help! Call 1-800-QUIT NOW for free nicotine-replacement patches, gum or lozenges and support through Quit Coaches.
Like · Commented on by Rachel Merritt · May 9 at 1:29pm

 Deborah Sims That's a great idea!! I'm going to call. Thanks so much for the best help yet.
Unlike · 1 · May 9 at 1:31pm

 Taylor Outlaw Hey So question. I dip and wanna quit and if I call y'all what do u do? Like I just need stuff to help me quit I don't need coaching. So do u like send stuff in my mail or what?

Unlike · Reply · 1 · June 29 at 4:01pm



Oklahoma Tobacco Helpline Taylor, congratulations on your decision to quit! The Helpline provides FREE nicotine-replacement patches, gum or lozenges and support through Quit Coaches. You may choose to go through the quit process online at OKhelpline.com or give us a call at 1-800-QUIT NOW. A single phone call is required for online registration if a user wants nicotine-replacement therapy. That single phone number is not required for the web quit process. Information is helpful.



Gwendolyn Johnson I NEED HELP!!!!
Like · Reply · June 26 at 11:11am



Oklahoma Tobacco Helpline Hi, Gwendolyn! Thank you for reaching out and we would be honored to help! The Helpline provides free nicotine-replacement patches, gum or lozenges and support through Quit Coaches. Give us a call at 1-800-QUIT NOW or visit helpline.com to register online.
Commented on by Rachel Merritt · June 26 at 11:14am



Donald Cook Way to make smoker dads feel bad. Smokers are people with feelings too. It is a lot harder to quit than one would imagine. So way to use your funds paid for by the tobacco companies btw to push your agenda, and make people feel bad.
Like · Reply · 1 · June 21 at 2:59pm



Nick Parsons Or maybe their agenda is that you won't die?
Like · 2 · June 21 at 6:59pm



Donald Cook I know....
Like · 2 · June 21 at 7:06pm



Nick Parsons Hang in their bud. Pick your priorities and work toward them. Get up when you fall and keep going.

Donald Cook and Sean Cyr like this.

Like · 2 · June 21 at 7:13pm

 Tommy Clay I stopped the skoal 3 yrs ago when my little girls said that I stink no more hugs till I quit !! Put it in trash can that day !! Thank you Jesus Christ !!!!
Unlike · Reply · 2 · June 20 at 8:17pm



Oklahoma Tobacco Helpline Congratulations, Tommy!
Like · Commented on by Rachel Merritt · June 22 at 11:16am

@i_nessery congrats! Give us a call for FREE nicotine-replacement patches, gum or lozenges & support through Quit Coaches: 1-800-QUIT NOW.

Show Conversation



Alfredo-Rhonda Gutierrez I have tried but just couldn't do it
Like · Reply · May 8 at 4:33pm



Oklahoma Tobacco Helpline Alfredo-Rhonda, quitting is a process! We would love to help you. Call 1-800-QUIT NOW for free nicotine-replacement patches, gum or lozenges and support through Quit Coaches.
Like · Commented on by Rachel Merritt · May 9 at 1:28pm



Jeanette Johnson Need help!
Unlike · Reply · 1 · June 25 at 10:14pm



Oklahoma Tobacco Helpline We would be honored to help you, Jeanette! The Helpline provides free nicotine-replacement patches, gum or lozenges and support through Quit Coaches. Give us a call at 1-800-QUIT NOW or visit OKhelpline.com to register online. You can do this!
Like · 2 · Commented on by Rachel Merritt · June 26 at 8:42am



Angie Burton Stafford They are great support on the phone, online and free patches, gum or whatever you choose. I quit almost 4 years ago. I used them, prayer, Big Red gum and a rubber band on my wrist that I popped several times when I had an urge to smoke. YOU can do it too. Takes a mind set on quitting also. God bless u. ❤️
Unlike · 1 · June 26 at 7:14pm



Jeanette Johnson Thank you for the post Angie Burton Stafford, I'll do it!
Unlike · 1 · June 26 at 7:19pm

OKhelpline retweeted

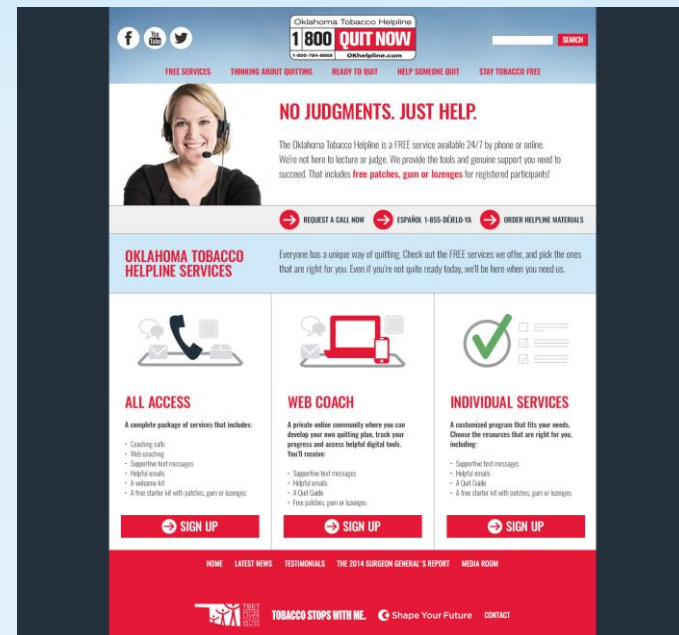


SWATCordnatr
May 04, 2:34pm via Twitter Web Client
May the FORCE of the Oklahoma Tobacco (@OKhelpline) be with you today as you fight to QUIT TOBACCO/CHEW BACCA!

2 retweets 1 favorite

Upcoming Campaigns

- Launch of new services
 - Revising website design, collateral materials, marketing materials, etc.
- Quit Challenge - 2016



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Oklahoma Tobacco Helpline



@Okhelpline