# Improve Access To Cessation Treatment

*Social Media Caption Ideas*

These captions were reviewed and approved by the Washington Breathes Communications Workgroup for public use. Please feel free to localize the message for your organization and community. You can also add locally targeted hashtags to improve discoverability.

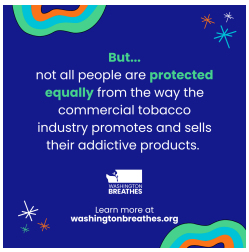
## Commercial Tobacco Affects Communities in Different Ways

| Graphic(s) | Caption |
|---|---|
| Vertical Reel: Equitable Cessation Services | Nearly 70% of people using nicotine want to quit—but not everyone has access to support!<br><br>68% of youth who vape have tried to quit, but nearly two-thirds lacked cessation support.<br><br>Quitting isn't just about willpower; it requires culturally appropriate services and proper resources. Let's work toward equitable cessation support for all communities.<br><br>📢Quitting is a process. Call 1-800-QUIT-NOW (1-800-784-8669) or text 'READY' to 200-400. Learn more at washingtonbreathes.org |
| Vertical Reel: Cessation in Washington State | 🚨 Washington State received an F in access to cessation services! In 2021, Washington invested only 35 cents per Quitline user, far below the national average of $2.28 per user.<br><br>Despite the life-saving benefits of quitting tobacco, our state's funding for programs like the Quitline falls far below the national average. We can do better.<br><br>💡 Let's advocate for better support! Call 1-800-QUIT-NOW (1-800-784-8669) or text 'READY' to 200-400. Visit washingtonbreathes.org for more info. |
|  | **CAROUSEL POST**<br><br>🌟 Did you know commercial tobacco doesn't affect all communities the same?<br><br>Health equity means ensuring everyone has a fair opportunity to be as healthy as possible, but Big Tobacco's tactics often create unfair barriers.<br><br>Certain groups face more aggressive marketing and product |

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availability, creating deeper health risks and disparities.

Stopping the unfair practices of the tobacco industry is key. By addressing inequities, we can help reduce tobacco use and improve health across Washington.

👉 Eliminating health disparities benefits everyone! Learn more at washingtonbreathes.org.

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|  | |
|  | Communities of color, American Indian, LGBTQ+, and low-income groups face higher rates of tobacco-related illness. Why? Predatory marketing and lack of access to culturally appropriate resources.<br><br>📊 Fact: Tobacco companies spend billions annually to market their products, often targeting vulnerable populations.<br><br>💡 Learn more at washingtonbreathes.org |
|  | While overall smoking rates decline, communities at greater risk still suffer from high rates of nicotine addiction due to targeted marketing and limited resources. Addressing these disparities saves lives.<br><br>📢 Learn more about our efforts to improve health for everyone at washingtonbreathes.org. |

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|  | Big Tobacco's tactics aren't just unfair—they're harmful.<br><br>Targeted marketing and discounted products fuel health disparities in communities already at greater risk. By addressing these predatory practices, we can reduce commercial tobacco use and improve health outcomes across Washington.<br><br>💡 Learn how we're fighting for a healthier, more equitable future: washingtonbreathes.org. |