FY 21-22 AHEC Media Request Form

Please refer to the Media Guidance Document for detailed instructions on submitting this form

AHEC Name:	Keys AHEC
Please indicate if this marketing initiative is one or more of the following:	**Select one from the following:** ☒ Media Marketing ☐ Social/Digital Marketing ☐ Promo/Incentive ☐ Cessation Materials
Name of Marketing Creative(s) Being Used and Media Type: (i.e. Virtual Group Quit – Print Ads)	Group Quit – Group Schedule Flyer to E-Blast
Will you be using a TFF file, producing it locally or does it need to be developed? *****A draft file must be included if local vendor will develop file*** *****For existing TFF files and customizations, a copy of the file must be included***	**Select one from the following:** ☐ Existing TFF File (from the Media Hub) ☒ Produced Locally (by AHEC or Local Vendor) ☐ Needs to be developed/customized by TFF
Size or length of ad (*Half page ad, :30s spot, etc.*):	8.5x11
Target Audience:	Healthcare providers who treat tobacco users who need help quitting and interested in Group Quit services.
Expected Outcomes:	Increase awareness of Group Quit services (primarily at the local level) in addition to increasing awareness of other TFF services.
How long will the media run? (*Start Date, End Date, # of Ads, etc.*):	Annually during FY21-22
Projected cost:	E-Blast: $0

Please submit this form to: AHEC@flhealth.gov

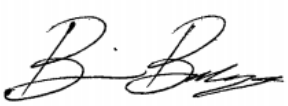
Do not submit this form to the Marketing Staff directly or to TFFMedia@flhealth.gov

*****Reminder: Please allow up to 10 business/working days for approval*****

For Bureau of Tobacco Free Florida Use Only

AHEC Mailbox Approved ☒ TFF Media Approved ☒

Quote Submitted _____
Copy of ad, script or supplemental files submitted _X___
Purchase Request Form Submitted, if applicable ____
Event Justification Form, if applicable ____

Approval Signature: _  **_____ Date: _3/2/2022_____**

Comments: This file is meant for Keys AHEC e-blast purposes only.

Quit tobacco with Group Quit.

There's never been a more important time to quit.

Sponsored by:

AHEC
FLORIDA AHEC NETWORK

Benefits:

- **FREE** expert-led sessions.
- **FREE** nicotine replacement therapy such as patches, gum, or lozenges.*
  *If medically appropriate for those 18 years of age or older
- Covers all forms of tobacco.
- Develop your personalized quit plan.
- More than **DOUBLES** your chances of success.

For more information on Group Quit sessions, contact:

1-877-848-6696

Tobacco Free Florida .com | Florida HEALTH

Learn more about all of Tobacco Free Florida's tools and services at **tobaccofreeflorida.com/quityourway**

News You Can Use:

Tobacco Free Florida's Group Quit sessions are now available through our NEW virtual sessions.

Same great program, now in virtual format to help smokers become tobacco free.

For Professional Online Educational Opportunities (CME/CE) for Healthcare Providers, See Our No Cost Tobacco Training Modules at:

www.aheceducation.com

View our Group Quit Participant Testimonials at:

www.ahectobacco.com/about-us/testimonials