



TFF AHEC GROUP QUIT INCENTIVE MATERIALS

MEDIA GUIDANCE DOCUMENT



**Florida
HEALTH**

**Tobacco Free
Florida** [O.com](https://www.tffo.com)

Introduction

The Florida Department of Health, Bureau of Tobacco Free Florida has authorized the Area Health Education Centers (AHEC) to offer gift cards as an incentive for tobacco users to attend a tobacco cessation group counseling session (Group Quit). The gift card incentive is only for tobacco users who enroll and attend Group Quit, not telephone or web-based services.

Tobacco users who choose either in-person or virtual Group Quit services offered by AHEC may be eligible to receive a gift card incentive, while supplies last, according to the following scheme:

- Participants are eligible for a \$25 gift card for completing each session of the multi-session program
 - Participants are encouraged to return to all multi-session Group Quit sessions by receiving \$25 for each of the three additional sessions and an additional \$25 if all 4 sessions were attended.
- Participants who prefer the single Group Quit session can receive a \$50 gift card
- In total, participants can earn up to \$125 in gift cards

This media guidance document will walk through the media assets created for the incentive study and the media recommendations. The goal of the incentive is to ultimately increase Group Quit enrollment, attendance, and to incentivize tobacco users to start their quit journey.

Thank you for all that you are doing to make this incentive study successful.

Sincerely,

Coadi Burkes

Acting Bureau Chief

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The resources and information are meant to provide you with tools to promote the Tobacco Free Florida Group Quit incentive opportunity as part of the work we all do to help tobacco users in the state of Florida start their quit journey.

Please consider using any portions that most support your efforts in the counties that you serve!

Please read before moving forward:

- An *All AHEC Media Approval Form for Q2-Q4* has been provided for the media assets on page 4-7.
- No files should be manipulated/changed outside of adding in AHEC name and logo.
- No files should be used outside of its intended use, unless listed otherwise on the Media Approval Form. Example: Post Card must be printed as a Post Card, Social Media for Social, Palm Card as a Palm Card etc.
- If any file would like to be used outside of its intended use, a separate media request form will need to be submitted and that request will go through the full/normal BTFF review process.
- Note: No TFF Media customizations will be allowed for these files.
- AHEC to submit the *All AHEC Media Approval Form* and quote to the AHEC Mailbox if there is a cost associated with your request (i.e., Print Ad Media Buy, Printing Professionally, Paid Social Media Post etc.) - Media will be left off the review process if the approval form is used as intended.

***Materials are available on AHEC's SharePoint - Please reach out to LaToya or Chenikka for access.

List of Media Assets

• Print Ads - Full page and Half page (ENG/SPA)



There's never been a better time to quit with Group Quit.

Tobacco Free Florida's Group Quit Sessions (in-person or virtual) now offer participants \$25 - \$125 in gift cards for their attendance.*



GROUP QUIT

Free, expert-led in-person or virtual sessions for all Florida residents, regardless of insurance status. Upon class completion, participants are eligible to receive free nicotine replacement therapy such as patches, gum, or lozenges.**

Pre-registration required

Call [AHEC Name] today at:
[AHEC Phone Number]

*while supplies last

**if medically appropriate for those 18 years of age or older

Learn more about all of Tobacco Free Florida's tools and services at TobaccoFreeFlorida.com/QuitYourWay.



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Tobacco Free
Florida



Nunca ha habido un mejor momento para dejar de fumar con Group Quit.

Las sesiones Group Quit de Tobacco Free Florida (en persona o virtuales) ahora ofrecen a los participantes \$25 - \$125 en tarjetas de regalo por su participación.*



GROUP QUIT

Sesiones en persona o virtuales gratis y dirigidas por expertos para todos los residentes de Florida, independientemente de la condición del seguro. Al completar la clase, los participantes son elegibles para recibir terapia de reemplazo de nicotina gratis, incluyendo parches, chicles, o pastillas.**

Se requiere preinscripción

Llame [AHEC Name] hoy al:
[AHEC Phone Number]

*hasta agotar existencias

**si es médicamente apropiado para los mayores de 18 años

Conozca más sobre todas las herramientas y servicios de Tobacco Free Florida en TobaccoFreeFlorida.com/DejaloATuManera.



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Nunca ha habido un mejor momento para dejar de fumar con Group Quit

Las sesiones Group Quit de Tobacco Free Florida (en persona o virtuales) ahora ofrecen a los participantes \$25 - \$125 en tarjetas de regalo por su participación.*

Group Quit ofrece sesiones en persona o virtuales gratis y dirigidas por expertos para todos los residentes de Florida, independientemente de la condición del seguro. Al completar la clase, los participantes son elegibles para recibir terapia de reemplazo de nicotina gratis, incluyendo parches, chicles, o pastillas.**

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Llame [AHEC Name] hoy al:
[AHEC Phone Number]

*hasta agotar existencias

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- **Social Media Images - 1200 x 675 & 1080 x 1080 available with caption ideas**



Caption 1:

For a limited time only, Tobacco Free Florida's Group Quit Sessions (in-person or virtual) will offer participants \$25 - \$125 in gift cards for your attendance. Call [AHEC Name] at [Phone Number] to register today!

Caption 2:

Attending a Tobacco Free Florida Group Quit Session (in-person or virtual) just got better! For a limited time only, participants can receive \$25 – 125 in gift cards for your attendance. Call [AHEC Name] today at [Phone Number] to register!

Caption 3:

Joining a Tobacco Free Florida Group Quit Session (in-person or virtual) doubles your chances of success on your quit journey and for a limited time only, offers participants \$25 - \$125 in gift cards for your attendance. Start your Quit Journey today. Call [AHEC name] at [Phone number] to register!

Caption 4:

Start your quit journey today with Tobacco Free Florida's Group Quit sessions. Group Quit is offered in-person or virtual for free and for a limited time only will provide \$25 - \$125 in gift cards for your attendance. Call [AHEC name] at [Phone number] to sign up for a group session near you.

Caption 5:

We can help you quit smoking for good. As part of the Tobacco Free Florida Quit Your Way program, [AHEC Name] offers in-person or virtual Group Quit sessions to help you quit all forms of tobacco. Group Quit also offers participants \$25 - \$125 in gift cards for your attendance for a limited time only. Register today by calling [Phone number]!

List of Media Assets

• Post Card (ENG/SPA)

Quitting tobacco isn't easy
Finding Help Should Be



Virtual Group Sessions In-Person Group Sessions

For a Limited Time Only, Group Quit sessions (In-Person or Virtual) now offer participants \$25 - \$125 in gift cards for their attendance.* To learn more, call [AHEC number]

*while supplies last

Learn more about all of Tobacco Free Florida's tools and services at TobaccoFreeFlorida.com/QuitYourWay.

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Quit Tobacco with **Group Quit.**
There's never been a more important time to quit.

Sponsored By:

Group Quit is the in-person option of **Tobacco Free Florida Quit Your Way** programs. Help is **FREE!**
Call to register:

Or sign up using the Group Quit calendar:
TobaccoFreeFlorida.com/GroupQuitCalendar.

Dejar el tabaco no es fácil
pero el acceso a la ayuda debería serlo



Sesiones grupales virtuales Sesiones grupales en persona

Solo por tiempo limitado, las sesiones Group Quit (en persona o virtuales) ahora ofrecen a los participantes \$25 - \$125 en tarjetas de regalo por su participación.* Para más información, llame al [AHEC number]

*mientras haya disponibilidad

Aprende más acerca de las herramientas y servicios de Tobacco Free Florida en TobaccoFreeFlorida.com/DejaloATuManera.

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Deja el tabaco con **Group Quit.**
Nunca ha habido un momento más importante para dejar el tabaco.

Patrocinado por:

Group Quit es la opción en persona de los programas de **Déjalo a Tu Manera** de **Tobacco Free Florida**.
¡La ayuda es **GRATIS!**
Llama para registrarte:

o regístrate usando el calendario de sesiones grupales:
TobaccoFreeFlorida.com/CalendarioDelGrupoDeApoyo.

List of Media Assets

- Rack Card

**SMOKING IS
TWICE
THE PRICE**

Cigarettes **harm your health**
and **waste your wealth.**

**QUIT SMOKING TODAY
WITH GROUP QUIT!**

For a limited time only, gift cards are
available for attending in-person or
virtual Group Quit sessions.

**\$25-\$125
in gift cards
are available***

To sign up, call
[AHEC Name]
at
[AHEC Number]

[AHEC Logo]

*while supplies last

Tobacco Free
Florida .com

The average smoker spends about
\$2,000 a year on
cigarettes.

On average, smokers die
10 years earlier
than nonsmokers.

The good news is that
**quitting smoking benefits
your health**
almost immediately.

Nicotine replacement therapy can
**double your chances
of quitting for good.**

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Tobacco Free
Florida .com

- Palm Card

QUITTING SMOKING PAYS OFF

 The average pack-a-day smoker
in Florida spends more than
\$2,000 a year on cigarettes.

Quit smoking today with
Group Quit and start saving
your health and wealth!



SAVE YOUR HEALTH

Cigarette smoking is the leading
cause of preventable death in
the United States.



Smoking cigarettes can cause heart
disease, stroke, cancer, diabetes,
gum disease, chronic obstructive
pulmonary disease (COPD), and more.



For a limited time only, Gift Cards are available
when you attend a Group Quit session!
Call [AHEC Name] at [AHEC Number]
for more information!

[AHEC Logo]

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Media Buy Recommendations

- **AHEC to consider running Full Page or Half Page print ads only, not quarter page**
 - Smaller sizes = less impact. More people engage with larger ads
- **AHEC to consider running 1 or 2 print ads a week**
 - 1 per week x 4 weeks x 3 months for consistency
- **AHEC to consider trying to include a Sunday print ad/insertion, if available**
 - Sundays have higher circulations and readership
- **AHEC to consider securing premium positioning of ads, if budget allows**
 - Premium spots include but not limited to: Front Page (Cover), Above the Fold, etc.
- **AHEC to promote incentive messaging at events and on social media**