

National Cancer Institute (NCI) Tobacco Control Monograph 23 Social Media Toolkit

The social media posts below are tailored for partners to promote the NCI Tobacco Control Monograph 23: *Treating Smoking in Cancer Patients: An Essential Component of Cancer Care*. Please share these posts across your social media platforms.

The primary platform targets are Twitter and LinkedIn; however, these messages may be adapted to other platforms (e.g., Facebook, Instagram). For LinkedIn, relevant hashtags to consider including are #healthcare #cancer #cancerresearch. Character limits for each platform are: Facebook: 64,206; Twitter: 280; LinkedIn: 700; Instagram captions: 220.

To read the full report, executive summary, and related materials, visit cancercontrol.cancer.gov/monograph23. For assistance, please contact ncidccpsbrpadvances@mail.nih.gov.

To promote the launch of the monograph

Post: @theNCI's new Monograph 23 on treating #smoking in #cancer patients highlights key information for the #(INSERT ACRONYM HERE, e.g., AACR, ASCO, APA, etc.) @tag community. Read more: cancercontrol.cancer.gov/monograph23 (157 character-base)

Suggested Image: (1) Monograph Title

Post: @theNCI's Tobacco Control Monograph series is a key resource for leaders in #tobaccocontrol and #oncology. Read the latest volume on treating smoking in cancer patients: cancercontrol.cancer.gov/monograph23 (206 characters)

Suggested Image: (2) Now Available

To share the main messages from Monograph 23

Post: @theNCI's latest #tobaccocontrol monograph confirms that quitting smoking is among the most effective treatment options for improving the likelihood of survival, quality of life, & overall health of people with #cancer who smoke. Learn more: cancercontrol.cancer.gov/monograph23 (278 characters)

Suggested Image: (3) Quote on Cessation Effectiveness

Post: Monograph 23 affirms that all patients with cancer should have access to evidence-based smoking cessation treatment as a standard component of their care. Learn more about why #tobaccocontrol should be a part of #cancer treatment: cancercontrol.cancer.gov/monograph23 (267 characters)

Suggested Image: (4) Quote on Access to Treatment

Post: @(insert organization name here) remains committed to #tobaccocontrol and #cancerresearch efforts. @theNCI's Monograph 23 underscores the importance of implementing smoking cessation treatment across the cancer care continuum.

cancercontrol.cancer.gov/monograph23

(230 character base)

Suggested Image: (5) Cancer Care Continuum

Post: Smoking cessation treatments are too rarely implemented in #cancer care. Monograph 23 reviews barriers to aid #healthcare systems in their efforts to reach, engage, & treat patients with cancer who smoke. Read more: cancercontrol.cancer.gov/monograph23

(252 characters)

Suggested Image: (6) Barriers to Treatment

Social Media Image Library

(1) Monograph Title



(2) Now Available



(3) Quote on Cessation Effectiveness

NIH NATIONAL CANCER INSTITUTE

"...quitting smoking is among the most effective treatment options [for people with cancer] in improving the likelihood of survival, quality of life, and overall health."

*Treating Smoking in Cancer Patients: An Essential Component of Cancer Care
Tobacco Control Monograph 23*

(4) Quote on Access to Treatment

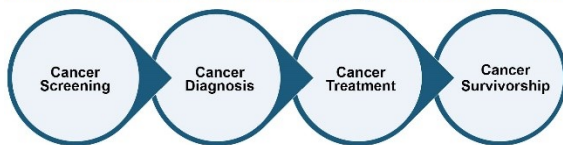
NIH NATIONAL CANCER INSTITUTE

"All patients with cancer should have access to evidence-based smoking cessation treatment as a standard component of their care."

*Treating Smoking in Cancer Patients: An Essential Component of Cancer Care
Tobacco Control Monograph 23*

(5) Cancer Care Continuum

Smoking cessation treatment can be offered at every stage of the cancer care continuum.



Clinicians should assess tobacco use across the cancer care continuum. Patients within these stages of the continuum may be more motivated to quit smoking and need evidence-based smoking cessation support to successfully quit smoking and remain smokefree.

(6) Barriers to Treatment

