

MINTY COOLING SMOOTH REFRESHING MINTY COOLING  
HEART DISEASE LUNG DAMAGE CANCER  
MINTY COOLING SMOOTH REFRESHING MINTY COOLING

Menthol tobacco and nicotine products are

# addictive by design

NICOTINE DEPENDENCE  
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**Campaign Toolkit**



## ***What's the Big Deal about Menthol?***

- Menthol is a minty flavor that, when added to tobacco and nicotine products, makes them easier to start using and harder to quit.
- Designed to be addictive, these menthol tobacco and nicotine products have all the same health risks as non-menthol ones, including heart disease and lung damage, and they increase nicotine dependency. Learn more about the health risks of menthol tobacco products from this CDC article: [bit.ly/CDCMenthol](https://bit.ly/CDCMenthol)
- People who use menthol tobacco and nicotine products may have a harder time quitting for good. Fortunately, Rhode Islanders who use them can get free help from [QuitNowRI.com](https://QuitNowRI.com) anytime.
- **You are free to use these messages** to raise awareness of the health risks of menthol tobacco, the benefits of quitting, and available support.



## Resources for Community Distribution

Download and print these educational resources to share with your community. You can also order these resources from [RIDOH's Publications Page](#), depending on availability. Materials will be mailed to you at no cost within one to two weeks.

<b>Postcards</b>  <a href="#">English</a>  <a href="#">Spanish</a>	<b>Flyers</b> <i>8.5 x 11</i>  <a href="#">English</a>  <a href="#">Spanish</a>	<b>Posters</b> <i>11 x 17</i>  <a href="#">English</a>  <a href="#">Spanish</a>
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# Social Media Messaging & Graphics

Please spread the word by using our sample Facebook, Instagram, and X (Twitter) posts. The below graphics are sized to fit each social media platform.

<i>Sample Messaging</i>	<i>Facebook &amp; Instagram</i>	<i>X</i>
Menthol tobacco and nicotine products are addictive by design. Their flavor makes them easier to start and harder to quit. Get free and personalized support to quit for good: visit <a href="http://QuitNowRI.com">QuitNowRI.com</a> , call 1-800-QUIT-NOW, or text START to 300500.	1:1 or 1080x1080 <a href="#">Download Graphic</a>	1:1 or 1080x1080 <a href="#">Download Graphic</a>
	9:16 or 1080x1920 <a href="#">Download Graphic</a>	16:9 or 1920x1080 <a href="#">YouTube Video</a>
	16:9 or 1920x1080 <a href="#">YouTube Video</a>	9:16 or 1080x1920 <a href="#">YouTube Short</a>
	9:16 or 1080x1920 <a href="#">YouTube Short</a>	



# Social Media Messaging & Graphics (Spanish)

Please spread the word by using our sample Facebook, Instagram, and X (Twitter) posts. The below graphics are sized to fit each social media platform.

<b>Sample Messaging</b>	<b>Facebook &amp; Instagram</b>	<b>X</b>
<p>Los productos de tabaco y nicotina mentolados son diseñados para ser adictivos. Su sabor hace que sea fácil comenzar a consumirlos y que sea difícil dejarlos. Obtenga apoyo gratuito y personalizado para dejarlos para siempre: visite <a href="http://QuitNowRI.com">QuitNowRI.com</a>, llame al 1-800-8-DEJALO, o envíe INSCRIBIR al 300500.</p>	<p>1:1 or 1080x1080 <a href="#">Download Graphic</a></p> <p>9:16 or 1080x1920 <a href="#">Download Graphic</a></p> <p>16:9 or 1920x1080 <a href="#">YouTube Video</a></p> <p>9:16 or 1080x1920 <a href="#">YouTube Short</a></p>	<p>1:1 or 1080x1080 <a href="#">Download Graphic</a></p> <p>16:9 or 1920x1080 <a href="#">YouTube Video</a></p> <p>9:16 or 1080x1920 <a href="#">YouTube Short</a></p>



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**Thank You!**

