COVID-19 and Smoking/Vaping Communications Resources

CTCP has gathered resources in order to educate your community about the adverse effect smoking and vaping appear to have on one's susceptibility to and ability to cope with the coronavirus (COVID-19). Please find below, several resources including links to sample social media content. Funded projects and coalitions are encouraged to share this information via their social media profiles and other appropriate channels. Please continue to check the social media profiles referenced below for additional content that you can share or replicate.

- California Smokers' Helpline new COVID-19 landing page: NoButts.org/COVID
- Tobacco Free CA article bylined by Dr. Elisa Tong: Protect yourself from COVID-19: Stop smoking and vaping now.
- Social media posts:
    - California Smokers' Helpline social media post: Does vaping make you more susceptible to coronavirus?
    - Tobacco Free CA social media post: Smoking or vaping may increase the risk of a severe coronavirus infection.
    - Tobacco Free CA social media post: Patricia Arquette is quitting smoking amid coronavirus outbreak and encouraging fans to join her.

For reminders on best practices on responding to negative or challenging social media comments, please see below.

Best Practices for Responding to Comments on Social Media

It is not uncommon to receive negative or opposing comments to tobacco control social media posts. Opposition groups and individuals with opposing views are very active online and vocal about their views. Here are a few tips to keep in mind when managing social media posts:

- While it is important and often recommended to engage with those who have taken the time to comment on your organization's social media posts, it is not necessary or recommended to respond if the comment is hostile in nature, could be considered a rant or includes profanity or abusive language.
    - In these cases, engaging with the user is not likely to yield greater understanding or common ground.
- Outside of the scenarios mentioned above, here is a sample formula that can be used to respond to comments containing opposing views, questions or concerns:
    - Acknowledge the users comment/point of view
    - Bring the conversation back to the facts by referencing the latest statistics or scientific research.
    - Direct the user to a credible resource (website) where they can learn more.

Other tobacco control organizations' COVID-19 and vaping/smoking statements:

- Campaign for Tobacco Free Kids
- UCSF, Stan Glantz's blog
- National Institute on Drug Abuse

For additional, information on the intersection of COVID-19 and your ongoing tobacco control work, please visit the new COVID-19 Partners Page.

Should you have additional questions, please submit a technical assistance request via Partners for more tailored assistance.