

**YOU DON'T
HAVE TO STOP
SMOKING
IN ONE DAY.
START WITH
DAY ONE.**

Quitting smoking isn't easy. It takes time. And a plan. Let the Great American Smokeout® event on **November 18** be your day to start your journey toward a smoke-free life. The American Cancer Society can help you access the resources and support you need to quit. Quitting starts here.

Learn more at cancer.org/smokeout or call 1-800-227-2345.



Attacking from every angle.



Healthy



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Somerset
Public Health

Somerset Public Health SUCCESS STORIES

January | 2022

Better Together, Social Media Messaging Across Central District

This co-branded social media graphic from Somerset Public Health, Healthy Communities of the Capital Area, and Healthy Sebasticook Valley was our most popular tobacco-related post for November 2021.

The Challenge

Getting an idea across to a large audience often means paying for radio, television, print, or social media advertising. The cost of these options may not always be sustainable for organizations or coalitions, so it's important to explore creative solutions. One of those solutions is messaging collaboration.

An Opportunity

The first collaborative opportunity for Somerset Public Health (SPH) and Healthy Communities of the Capital Area (HCCA) came in **August 2020**. HCCA had already developed a vaping prevention messaging campaign with the Kennebec County DA's Office and invited SPH to help extend its reach. That effort reached **nearly 4,000 people** on social media across the Central Public Health District of Kennebec and Somerset counties. Spurred forward by their initial success, SPH and HCCA continued to launch co-branded social media efforts every month featuring both original messaging and previously approved campaigns. In **December 2021**, their tobacco prevention messages reached **over 6,600 people** across Facebook and Instagram.

Collaboration Continues and Grows

The collaboration has expanded to include Healthy Sebasticook Valley, which spread our messaging to more people in Somerset County. The next collaboration will feature messages about pet health and encourage individuals to share photos of their pets and take the Smoke-Free Homes Pledge.

For More Information about social media collaboration contact:

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Find Somerset Public Health Online:

Website: somersetpublichealth.org

Facebook: facebook.com/SomersetPublicHealth

Instagram: @SomersetPublicHealth

**"We spread
the word all over
Central Maine!"**

Elizabeth Deprey, Program
Coordinator, Tobacco Prevention,
Healthy Communities of the
Capital Area



MAINE
PREVENTION
SERVICES

Maine Center for Disease Control & Prevention
Department of Health and Human Services