QUIT TOBACCO WEEK TOOLKIT

November 15-21, 2026

TOBACCO FREE NEBRASKA
for a great state of health

NEBRASKA TOBACCO QUITLINE

NEBRASKA
Good Life. Great Mission.
DEPT. OF HEALTH AND HUMAN SERVICES

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Introduction

What is Quit Tobacco Week?

Quit Tobacco Week takes place during the third week of November each year, when partners come together to share cessation resources to assist Nebraskans in quitting tobacco. Tobacco Free Nebraska, the Nebraska Tobacco Quitline, and statewide partners celebrate those trying to quit or who have already quit tobacco, provide resources for people considering quitting, and recognize supporters and loved ones. Each year, the Governor signs a proclamation declaring the week of Quit Tobacco Week in Nebraska. In 2026, Quit Tobacco Week will be held November 15-21, during the week of the American Cancer Society's Great American Smokeout. Statewide events encourage Nebraskans to commit to a tobacco-free and nicotine-free lifestyle, and are opportunities to learn about many quitting tools, such as the free Nebraska Tobacco Quitline, they can use to quit—and stay quit.

About Tobacco Free Nebraska

Tobacco Free Nebraska (TFN) is the state's comprehensive tobacco prevention program. With coalitions and other partners across the state, TFN's goals include helping Nebraskans quit tobacco, eliminating exposure to secondhand smoke and secondhand aerosol, protecting youth by keeping them from using tobacco, and identifying and eliminating tobacco-related health disparities related to commercial tobacco product use. Learn more about TFN at dhhs.ne.gov/tfn.

About the Nebraska Tobacco Quitline

The Nebraska Tobacco Quitline offers free and confidential phone, web, or texting-based coaching along with free quit medication starter kits which include nicotine patches, gum, or lozenges at no cost to Nebraskans trying to quit tobacco. Call 1-800-QUIT-NOW (784-8669) or visit QuitNow.ne.gov to connect with a trained quit coach or to see if you are eligible for free quit medication. The Nebraska Tobacco Quitline is available 24 hours a day, seven days a week. Spanish-speaking participants can call 1-855-DÉJELO-YA (335-3569). Translation services are available in over 200 languages.

**References to smoking or tobacco use throughout this document refer to the use of commercial tobacco and not the sacred and traditional use of tobacco by some American Indian communities.*

Calendar of Events

July:

- Tobacco Free Nebraska to share Quit Tobacco Week toolkit in early July
- Workgroup Meeting: July 29, 2026, at 10:30 a.m. Registration link: https://forms.office.com/g/kwVQPMmNUU

August:

- Workgroup Meeting: August 26, 2026, at 10:30 a.m. Registration link: https://forms.office.com/g/09YQKNizat

September:

- Workgroup Meeting: September 23, 2026, at 10:30 a.m. Registration link: https://forms.office.com/g/TtFEmhXKeu

October:

- Workgroup Meeting: October 21, 2026, at 10:30 a.m. Registration link: https://forms.office.com/g/XcGVgUS3XD

November:

- Governor's Proclamation Signing (private ceremony): November 10, 2026
- **Quit Tobacco Week: November 15-21, 2026**
- Tobacco Free Nebraska's Quarterly Coalition Meeting: November 18, 2026, at 9:30 a.m.
- American Cancer Society's Great American Smokeout: November 19, 2026

December:

- Workgroup Meeting: December 16, 2026, at 10:30 a.m. Registration link: https://forms.office.com/g/fC0JRCZsH6

**Workgroup meetings are a way to get involved in Quit Tobacco Week planning statewide, share what your organization is doing for the week, connect with statewide resources and partnerships, problem-solve and coordinate with other organizations, and report on successes and challenges from events planned. Anyone can join the work group at any point in time.*

Sample Governor's Proclamation (2025)



STATE OF NEBRASKA

Proclamation

WHEREAS, *More than 2,500 Nebraskans die each year from tobacco-related causes. Tobacco kills more people than alcohol, care crashes, murders, and suicides combined, with thousands more who live with illnesses caused by tobacco use or secondhand smoke; and*

WHEREAS, *The Nebraska adult smoking rate has decreased to 12.1% in 2023, down from 18.5% in 2013. The majority of Nebraskan adults and youth who use tobacco want to quit and more than half try to quit each year; and*

WHEREAS, *No tobacco products, including e-cigarettes are safe. Combining counseling and FDA-approved cessation medications can double the chance of a successful quit; and*

WHEREAS, *Tobacco Free Nebraska provides the Nebraska Tobacco Quitline to reduce tobacco-related death and disease. Thousands of Nebraskans have received help quitting all types of tobacco with free coaching and quit medication ; and*

WHEREAS, *Nebraska has wisely invested resources in comprehensive best practice tobacco prevention and cessation services, which have produced incredible reductions in youth and adult tobacco use over the last 25 years; and*

WHEREAS, *The American Cancer Society's Great American Smokeout on November 20, 2025, provides an opportunity to encourage people to quit tobacco and promote tools to help them quit; and*

WHEREAS, *We all must work together to provide fellow Nebraskans the necessary support to quit tobacco. We should set our sights on becoming the healthiest state and national champions for health by working together to make Nebraska tobacco-free.*

NOW, THEREFORE, *I, Jim Pillen, Governor of the State of Nebraska, DO HEREBY PROCLAIM the Week of November 16 - 22, 2025, as*

QUIT TOBACCO WEEK

in Nebraska, and I do hereby urge all citizens to take due note of this observance.

IN WITNESS WHEREOF, I have hereunto set my hand and cause the Great Seal of the State of Nebraska to be affixed this Fourth Day of November, in the year of our Lord Two Thousand Twenty-Five.

Attest:

Secretary of State

Governor

Mayoral Proclamation Template

WHEREAS, **XXXXX** is a community that cares deeply about our future, and, particularly, the health and wellness of our community members, and

WHEREAS, Smoking-related illness kills 2,500 Nebraskans every year, while Nebraskans spend $952 in taxes per household for smoking-related costs, such as health care and loss of productivity, and

WHEREAS, In 2024, while 12.2% of all Nebraskan adults still smoked, the Nebraska Adult Cigarette Smoking Prevalence was **XXXXX** in **(insert local community)**, and

WHEREAS, **COALITION** reports tremendous local progress over the last **XXXXX years. (Write about local successes)**

WHEREAS, Free help is available to all **XXXXX** residents through the Nebraska Tobacco Quitline by calling 1-800-QUIT-NOW and is strongly supported by **(insert coalition name),** and

WHEREAS, Addressing tobacco use requires the collaboration of local, state and national partners along with those working directly with youth and parents to ensure everyone in our community can live in an environment free from cigarette smoke and e-cigarette aerosols, and

NOW, THEREFORE, I, ***Mayor's Name****, as the Mayor of* ***XXXXX****, I invite the citizens of this great community to join me in a commitment to the Nebraska "Quit Tobacco Week" from November 15 through November 21, 2026*.

News Release Template

FOR IMMEDIATE RELEASE
November **XX**, 2026

CONTACT: XXX

[Local Partner]: Promoting Resources to Help Nebraskans Quit Tobacco During Quit Tobacco Week
Quit Tobacco Week: Nov. 15-21, 2026

(NAME OF CITY, NE) – The week of November 15-21, 2026, **[Local Partner Organization]**, Tobacco Free Nebraska, the American Cancer Society, the Nebraska Tobacco Quitline, and other partners across the state are celebrating Quit Tobacco Week. This week focuses on encouraging Nebraskans to quit tobacco and promoting available resources to help them quit tobacco.

[Enter information about mayoral proclamation, if your community decided to pursue one]

In 2024, 12.2% of Nebraskan adults still smoked cigarettes, 8.2% used e-cigarettes, and 4.9% used smokeless tobacco products. In 2024, over two-thirds of adults who smoked said they wanted to quit. **[Enter Local Partner Data Here].** Quit Tobacco Week and The Great American Smokeout (GASO) are opportunities for those who use tobacco to set a quit date and find resources to help them quit – for good.

“Even if you have tried to quit in the past but slipped up, you learned something from that experience,” **[Local Partner Leadership]** said. “Quitting is hard, but that knowledge can be put toward another try, and there are resources out there to help you quit and stay quit, such as the Nebraska Tobacco Quitline.”

Available resources include:

- Your doctor or health care provider
- Individual, group, or telephone counseling
- Safe and effective medications to help you quit—either over the counter or prescription
- Prescription, non-nicotine medications
- Nebraska Tobacco Quitline (1-800-QUIT-NOW)

The Nebraska Tobacco Quitline offers a free supply of quit medication, such as nicotine gum, patches, or lozenges, to all qualified callers after completing the first coaching session. Utilizing cessation counseling and U.S. Food and Drug Administration (FDA) approved quit medications can double the chances of successfully quitting tobacco.

"By calling the Quitline, those who use tobacco have a whole team of support on their side," **[Local Partner Leadership]** said. “You can get tools to help you be successful by calling 1-800-QUIT-NOW or by talking with your healthcare provider and building your support network. You do not have to quit alone.”

The Nebraska Tobacco Quitline is available 24 hours a day, seven days a week, and offers free, confidential coaching sessions with a qualified quit coach and quit medication such as nicotine patches, gum, or lozenges at no cost to the participant. Coaching is available online as well as over the phone. To get connected with the Quitline, participants can call 1-800-QUIT-NOW (784-8669) or visit QuitNow.ne.gov for additional resources and to learn more about free quit medication. Spanish-speaking participants can call 1-855-DÉJELO-YA (335-3569). Translation services are available in over 200 languages.

[Insert Local Partner information here]

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Newsletter Insert Templates

FOR SUPPORTERS

Support your friends, family, and colleagues trying to quit tobacco, including vapes and nicotine pouches. Be an encouraging smile, send a text message saying you're thinking of them, lend an ear to hear about their quitting journey, or ask them what you can do to help. Sometimes, the smallest actions make the biggest difference in someone's journey.

The week of November 15-21, 2026, **[Local Partner Organization]**, Tobacco Free Nebraska, the American Cancer Society, the Nebraska Tobacco Quitline, and other partners across the state are celebrating Quit Tobacco Week. This week focuses on encouraging Nebraskans to quit tobacco, promoting available resources to help them quit tobacco, and celebrating those who have already quit.

FOR QUITTERS

Quitting tobacco is hard. You can quit, and you don't have to do it alone. Lean on those around you, and if you need a little extra support, the Nebraska Tobacco Quitline is here to help you along the way. Call 1-800-QUIT-NOW (1-855-DÉJELO-YA for Spanish-speaking residents), or visit QuitNow.ne.gov to get connected with a quit coach and medication to help with cravings—all for free. Connect with the Quitline 24/7 (excluding some holidays). Combining counseling and quit medication can double the chance of successfully quitting.

This year's Quit Tobacco Week takes place November 15-21, 2026. Its focus is encouraging Nebraskans to quit tobacco, sharing resources to help people quit, and celebrating those who have already quit. Join **[Local Partner Organization]**, Tobacco Free Nebraska, the American Cancer Society, the Nebraska Tobacco Quitline, and other partners across the state in celebrating Quit Tobacco Week!

FOR HEALTHCARE PROVIDERS

Tobacco use is the leading cause of preventable death and disease. The week of November 15-21, 2026, **[Local Partner Organization]**, Tobacco Free Nebraska, the American Cancer Society, the Nebraska Tobacco Quitline, and other partners across the state are celebrating Quit Tobacco Week. This week focuses on encouraging Nebraskans to quit tobacco, promoting available resources to help them quit tobacco, and celebrating those who have already quit.

Help your patients quit tobacco by screening every patient at every appointment, addressing current tobacco use, and providing counseling and medication. If they need extra support during their quit, refer them to the Nebraska Tobacco Quitline. Visit QuitNow.ne.gov/providers for information on web

and fax referral options, free CEUs, free resources and materials to order, and a Medicaid Tobacco Cessation Benefits and Billing Guide.

Sample Social Media Posts

1. **DOWNLOAD THE SOCIAL MEDIA GRAPHICS FROM CANVA HERE.**
2. **INSTRUCTIONS TO DOWNLOAD THE GRAPHICS:**
    a. Select "Share" in the top right-hand corner.
    b. Select your desired file type (JPG and PNG are best for social media).
    c. Select the pages/graphics that you want to download.
    d. Select "Download" to download the social media graphics to your device.
3. **COPY THE TEXT BELOW, PAIR WITH THE APPROPRIATE GRAPHIC, AND SHARE IT ON YOUR SOCIAL MEDIA PAGES!**

Graphic #1	November 15-21 is Quit Tobacco Week in Nebraska! We have teamed up with the Nebraska Tobacco Quitline, Tobacco Free Nebraska, and other organizations across the state to share resources and help you quit any type of tobacco—for good. Do you need help quitting tobacco? Call 1-800-QUIT-NOW for free, confidential support on your quit journey and get connected with local resources at **[ENTER YOUR ORGANIZATION'S WEBSITE OR QUITNOW.NE.GOV]**. #QuitTobaccoWeek2026 #QTW2026 #NEQuitline #QuitNowNE
Graphic #2	Did you know that you are more likely to quit tobacco for good if you quit with someone else? Let's quit together! Tag your #QuitTeam in the comments and tell us what keeps you motivated. The Nebraska Tobacco Quitline provides free quit support 24/7 for all Nebraskans. Call 1-800-QUIT-NOW to speak with a quit coach and develop a personalized quit plan. Qualified callers may be eligible for free nicotine gum, patches, or lozenges. #QuitTobaccoWeek2026 #QTW2026 #NEQuitline #QuitNowNE
Graphic #3	Nebraskans are quitting all types of tobacco – together. Get connected with your community support system during Quit Tobacco Week by visiting **[ENTER YOUR ORGANIZATION'S WEBSITE OR QUITNOW.NE.GOV]** and resources to help you quit. Check out **[LOCAL EVENT/LOCAL TOBACCO CONTROL INITIATIVE]**! #QuitTobaccoWeek2026 #QTW2026 #NEQuitline #QuitNowNE #NebraskaTough
Graphic #4	Quitting tobacco may be one of the hardest things you ever do. It can also be one of the best. This #QuitTobaccoWeek2026, let's quit together. Need extra support on your journey? The Nebraska Tobacco Quitline offers free help quitting tobacco. Call 1-800-QUIT-NOW to talk to a quit coach and set a quit date. Coaches can help with cravings, roadblocks, coping mechanisms, and many other challenges you may face as

	you quit. Free nicotine gum, patches, and lozenges are available for qualified participants. #QuitTobaccoWeek2026 #QTW2026 #NEQuitline #QuitNowNE
Graphic #5	Let's talk about mental health and tobacco for #QuitTobaccoWeek2026. #DYK: Using nicotine products can cause more stress than they relieve. Call 1-800-QUIT-NOW to talk with a quit coach for free about coping mechanisms you can use as you quit any type of tobacco product. #QuitTobaccoWeek2026 #QTW2026 #NEQuitline #QuitNowNE
Graphic #6	Let's talk about heart health and tobacco for #QuitTobaccoWeek2026. #DYK: In just 20 minutes after quitting tobacco, your heart rate and blood pressure can drop. Are you ready to quit? Call the Nebraska Tobacco Quitline at 1-800-QUIT-NOW to speak with a quit coach to create a personalized quit plan and to see if you're eligible for free quit medication. Source: https://www.cancer.org/content/dam/cancer-org/images/illustrations/events/gaso/health-flyer-2024.pdf
Graphic #7 11/19/2026	Today is the Great American Smokeout—a day dedicated to providing resources to help people quit tobacco for good. Build your support team and increase your chances of successfully quitting by talking with your doctor. Need additional support? Call 1-800-QUIT-NOW to speak with a quit coach and develop a personalized quit plan! The Quitline is free for all participants, and adult participants may get free quit medication like nicotine patches. #QuitTobaccoWeek2026 #QTW2026 #NEQuitline #QuitNowNE
Graphic #8	What do you get when you call the Nebraska Tobacco Quitline? Call 1-800-QUIT-NOW or visit **[ENTER YOUR ORGANIZATION'S WEBSITE OR QUITNOW.NE.GOV]** to start your quit today. #QuitTobaccoWeek2026 #QTW2026 #NEQuitline #QuitNowNE
Graphic #9	Let's talk about lung health and tobacco for #QuitTobaccoWeek2026. #DYK: A month after you quit smoking or vaping, your lung function begins to improve. Even if you've used tobacco and nicotine products for years, quitting can still improve how you feel! Call 1-800-QUIT-NOW or go to QuitNow.ne.gov to talk with a quit coach about what you can do to breathe easier. #QuitTobaccoWeek2026 #QTW2026 #NEQuitline #QuitNowNE
Graphic #10	The nicotine found in all types of tobacco products, such as cigarettes, vapes, and nicotine pouches, is addictive. Quitting is hard, but the uphill battle gets easier with time, especially with support. What support do you need to quit? How can you support the people in your life who want to quit? Let's quit together during #QuitTobaccoWeek2026. Call 1-800-QUIT-NOW or go to QuitNow.ne.gov to talk with a quit coach about coping mechanisms you can use as you quit tobacco or nicotine products. #QuitTobaccoWeek2026 #QTW2026 #NEQuitline #QuitNowNE

Graphic #11	For #QuitTobaccoWeek2026, let's talk about how you can support someone's quitting journey. Here are some tips for helping someone quit: • No nagging, scolding or preaching—that just doesn't work. Instead, let your loved one know how much you admire them for trying to quit. • Offer to call or visit to check on them. Ask how your friend is feeling, not just whether or not they have used. • Ask your friend or family member what they need most. Call 1-800-QUIT-NOW or go to QuitNow.ne.gov to talk with a quit coach about how you can help your loved ones quit tobacco. #QuitTobaccoWeek2026 #QTW2026 #NEQuitline #QuitNowNE Source: https://www.lung.org/quit-smoking/help-someone-quit
Graphic #12	SHARE THIS POST IF YOU ARE TRYING TO QUIT TOBACCO/NICOTINE AND NEED ENCOURAGEMENT! My name is _____ and I am quitting tobacco and nicotine. Please let me know you care. Remind me that things will get easier. Celebrate my progress. Help me avoid temptations to smoke, vape, and chew. Quitting is hard work, and it is better when we can work together. #QuitTobaccoWeek2026 #QTW2026 #NEQuitline #QuitNowNE

Potential Partners and Activities

FOR HEALTHCARE PROVIDERS

- Host a health training that focuses on quitting tobacco
- Take online training or earn CEU credits related to tobacco cessation
  - TFN Trainings at QuitNow.ne.gov/providers
  - The American Lung Association's CEU offerings
- Start a committee to develop a tobacco-free policy for your clinic
- Update your intake forms to ask about cigarette, e-cigarette, and other tobacco product usage
- Set a goal for increasing the percentage of patients screened for tobacco use
- Clearly define what each staff member's role in helping patients successfully quit tobacco
- Display quit tobacco resources throughout your clinic, such as in the waiting room and in patient rooms
- Include tobacco cessation resources and a quit plan in discharge plans
- Send a referral to the Nebraska Tobacco Quitline
- Challenge tobacco/nicotine users to quit tobacco for the week
- Encourage HCPs to educate themselves about quit medications

FOR BUSINESSES

- Start a committee to develop a tobacco-free policy at your workplace
- Host an event to celebrate people who have quit and to encourage people to quit
- Discontinue selling tobacco products at certain locations (pharmacies, convenience stores, etc) for the week
- Challenge tobacco/nicotine users to quit tobacco for the week
- Display quit tobacco resources in waiting areas and update tobacco-free signage that does not include e-cigarettes/vaping
- Offer savings or discounts for people who commit to quitting tobacco, such as a a savings "piggy bank" account for tobacco savings
- Make sure employee health insurance plans include a comprehensive tobacco cessation benefit for all employees
- Post tobacco-free messaging on social media or feature it in your newsletter

FOR PROPERTY OWNERS AND MANAGERS

- Host a smoke-free community event
- Promote cessation resources in the leasing/property manager's office

- If a tenant violates the property's tobacco-free policy, provide them with resources to get connected with the Nebraska Tobacco Quitline, which can help them quit for good
- Implement or clarify your tobacco-free housing policies, and update any signage to include both cigarettes and e-cigarettes
- Train all staff, including maintenance staff, about the new policy and strategies for implementing it or spotting violations. This may need to be done on an ongoing basis if staff turns over frequently. (ALA Resource)
- Host a community challenge for residents who want to quit tobacco (maybe even with prizes)
- Provide instructions on how to properly dispose of e-cigarettes by community trash bins
- For condos and neighborhoods, work with HOAs and neighbors to ban smoking and vaping in common areas.

FOR SCHOOLS

- Start a committee to develop a tobacco-free policy
- Update or develop school campus policies to be 100% tobacco free (Tobacco Free School Toolkit link)
- Refer students who are caught with e-cigarettes or any type of tobacco product to the Nebraska Tobacco Quitline's youth program for free coaching and support with a Tobacco Treatment Specialist.
- ALA INDEPTH alternative to suspension program
- Make campus events tobacco-free
- Host a school or community clean-up event to clean up and properly dispose of littered tobacco products.
- Challenge tobacco/nicotine users to quit tobacco for the week
- Scholarships for why youth or others are tobacco-free

FOR EVERYONE

- Start a committee to develop a tobacco-free policy
- Hand out quit kits
- Connect with your local tobacco-free community partner (insert grantee info)
- Advertise or promote the Nebraska Tobacco Quitline and other cessation resources to help people quit
- Challenge tobacco/nicotine users to quit tobacco for the week
- If you have quit tobacco, share your story to motivate others.

Additional Resources

- Tobacco Free Nebraska's Tobacco Free School Toolkit
- Tobacco Free Nebraska Data and Infographics
- Making Your Worksite Tobacco-Free
- Million Hearts Action Guide: Tobacco Cessation Change Package
- Nebraska Tobacco Quitline: QuitNow.ne.gov
    - Resources for Healthcare Providers: QuitNow.ne.gov/providers
    - Nebraska Tobacco Quitline Youth Referral FAQ
    - Quitline Referral Instructions for Healthcare Providers
    - Nebraska Tobacco Quitline Order Form: QuitNow.ne.gov/QuitlineOrderForm
- American Lung Association's Comprehensive Approach to Ending Youth Vaping Model
    - Education
        - For school nurses, teachers, coaches and counselors: ACT to Address Youth Cessation Online Training
    - Policy Change
        - Vape-Free Schools Initiative
        - VFSI Promo Video
        - Vape-Free Schools Initiative Tobacco Policy Assessment and Toolkit
    - Prevention
        - Talking to Your Child About Vaping- A Training for Parents, Guardians and Caregivers
        - Downloadable Parent Conversation Guide available at TalkAboutVaping.org
    - Intervention
        - INDEPTH Alternative to Suspension Program
        - Facilitator certification training: INDEPTH Facilitator Training
        - Modalities of delivery:
            - Facilitator-led in-person
            - INDEPTH Online - administrator advised (available in English and Spanish)
    - Cessation
        - Not On Tobacco voluntary youth cessation program
        - Facilitator certification training: NOT Facilitator Training
        - Modalities of delivery:
            - Facilitator-led in-person or virtually delivered (school and community-based)
            - NOTforMe.org digital self-paced (available in English and Spanish)