**Alcohol/smoking cessation**

**Social media content calendar**

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|  | **Proposed copy** |
| 1 | Reducing alcohol intake and quitting smoking are two of the most important health decisions an individual can make. At Vitality, we ask: how can we best support these decisions to boost global health? **LINK TO PANEL PIECE: THE ALCOHOL AND TOBACCO THREAT: CENTURIES-OLD CHALLENGES TO GLOBAL HEALTH**  #LiveLifeWithVitality |
| 2 | 🚭 DID YOU KNOW it’s never too late to quit smoking – your lungs start to recover almost as soon as you stop: **LINK TO: COMMIT TO THE QUIT – LET VITALITY HELP YOU**  #LiveLifeWithVitality  --  *Reference asset: How your body recovers when you quit smoking* |
| 3 | Be part of the 80% of people globally who DON’T smoke to enjoy these health benefits:  ✅ Better lung function  ✅ Lower risk of heart disease and stroke  ✅ Lower risk of cancer  ✅ And much more …  #LiveLifeWithVitality |
| 4 | Being ‘Sober Curious’ is the next popular trend to try! It’s great for both your mental and physical health. Start with a Dry Month to experience the benefits yourself: **LINK TO ARTICLE: SOBER CURIOUS – A GREAT TREND TO TRY**  #LiveLifeWithVitality |
| 5 | Ready to say “I quit!”? We’re here to help, in partnership with @QuitGenuis backed by the World Health Organization: **LINK TO ARTICLE: SO YOU WANT TO QUIT. NOW WHAT?**  #LiveLifeWithVitality |
| 6 | Breathe in, breathe out. We are influenced by those around us – surround yourself with non-smoking friends, colleagues and family members or join a quit smoking group: **LINK TO ARTICLE: COMMIT TO THE QUIT – LET VITALITY HELP YOU**  #LiveLifeWithVitality  --  *Reference asset: Inhale, exhale* |
| 7 | Go smoke-free in ’23. Instead of reaching for that cigarette, go for a walk or head to the gym. Exercise helps to ⬇️ nicotine cravings and withdrawal symptoms.  #LiveLifeWithVitality |
| 8 | Mocktails are in, cocktails are out. Try our fun, easy and tasty pink daiquiri at your next dinner party: **LINK TO ARTICLE: SOBER CURIOUS: A GREAT TREND TO TRY**  #LiveLifeWithVitality |
| 9 | TODAY’S TOP TIP: Want to stop smoking? 🚭 Remove smoking cues from your environment (like ash trays, cigarette boxes and any regular smoking spots). **LINK TO ARTICLE: COMMIT TO THE QUIT – LET VITALITY HELP YOU**  #LiveLifeWithVitality |
| 10 | Need a little extra nudge to stop smoking? Use commitment devices to keep you honest and healthy. Sign a non-smoking pledge, tell your friends and family that you’ve stopped smoking or declare it on social media: **LINK TO ARTICLE: COMMIT TO THE QUIT – LET VITALITY HELP YOU**  #LiveLifeWithVitality |
| 11 | There are SO many health benefits to cutting down on alcohol:  ✅ More energy  ✅ Better mood and memory  ✅ Lower blood pressure and cholesterol  ✅ Lower risk of cancer  #LiveLifeWithVitality  --  *Reference: Benefits to cutting down on alcohol* |
| 12 | DID YOU KNOW that alcohol is very high in sugar?  1 🍺 = 43 calories  1 🍷 = 106 calories  1 🍹 = 186 calories  1 **🥂** = 80 calories  Cut back to better manage your weight (and boost your mental wellbeing at the same time!).  #LiveLifeWithVitality |
| 13 | Want to stay smart? One of the benefits when you stop smoking is a reduced risk of cognitive decline! PLUS, better mental health: **LINK TO ARTICLE: COMMIT TO THE QUIT – LET VITALITY HELP YOU**  #LiveLifeWithVitality |