<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
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| **Join the Monday quitters movement.**  
Be part of the millions who choose to quit smoking every Monday.  
Poster: | **The infographic after this date can be posted on social media throughout the campaign. Poster can stay up as well.**  
[https://www.iquitmonday.org/succeed-set-quit-date-monday/](https://www.iquitmonday.org/succeed-set-quit-date-monday/)  
Poster: Infographic | **This Monday, who ya gonna call?**  
Our professionals are happy to help you quit and stay quit.  
Poster: |

*Quit smoking and reduce the risk of a heart attack in a heartbeat.*  
Vive Monday day-one of your quit and by Tuesday you’ll have less chance of a heart attack.  
Poster: |
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<th>Week 4</th>
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| **Quit tobacco on Monday and your whole family goes smoke free.**  
Give yourself and your family a fresh start.  
For a tobacco free you, we're here to help.  
Call us at 800-784-6669 or visit: QuitNow.net/Virginia  
https://www.iquitmonday.org/quit-hero/  
Poster: |

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<th>Week 5</th>
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| **This Monday, take control of your quit. Call our quit line to learn how.**  
Our professionals are there to help you quit and stay quit.  
For a tobacco free you, we're here to help.  
Call us at 800-784-6669 or visit: QuitNow.net/Virginia  
https://www.iquitmonday.org/use-monday-access-professional-resources/  
Poster: |

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<th>Week 6</th>
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| **Get your flavor back.**  
One week after quitting smoking, your senses of taste and smell improve.  
For a tobacco free you, we're here to help.  
Call us at 800-784-6669 or visit: QuitNow.net/Virginia  
https://www.iquitmonday.org/monday-quit-smoking-senses/  
Poster: |
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<th>Week 7</th>
<th>Week 8</th>
<th>Week 9</th>
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| Does just thinking about walking make you huff and puff?  
This Monday, quit smoking and within one month your lung function will improve.  
https://www.iquitmonday.org/take-advantage-of-your-lungs/ | **This Monday, take back control of your quit.**  
If you’ve slipped up over the weekend, use Monday to recommit.  
[Poster](https://www.iquitmonday.org/monday-take-back-control-relapse/) | **Quit smoking and reduce the risk of a heart attack in a heartbeat.**  
Make Monday day-one of your quit and by Tuesday you’ll have less chance of a heart attack.  
[Poster](https://www.iquitmonday.org/heres-happens-quit-smoking/) |

For a tobacco free you, we’re here to help.  
Call us at 800-784-8669 or visit: QuitNow.net/Virginia
<table>
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<tr>
<th>Week 10</th>
<th>Week 11</th>
<th>Week 12</th>
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</table>
| **Slipped up? Don't give up. Get back on track Monday.**  
Learn how to quit nicotine products, one Monday at a time.  
[https://www.iquitmonday.org/slipped-monday-dont-give/](https://www.iquitmonday.org/slipped-monday-dont-give/) | **Quit smoking and catch up to your kids again.**  
Quit this Monday and enjoy increased energy levels within 9 months.  
[https://www.iquitmonday.org/heres-happens-quit-smoking/](https://www.iquitmonday.org/heres-happens-quit-smoking/)  
**POSTER:**  
This Monday, pull the plug on tobacco and feel your energy levels increase. | **If at first you don't succeed, advance to Monday and quit again!**  
A relapse can happen to anyone. Use Monday to quit and recommit.  
[https://www.iquitmonday.org/first-dont-succeed-quit-quit-monday/](https://www.iquitmonday.org/first-dont-succeed-quit-quit-monday/) |