

Week 1

Join the Monday quitters movement.

Be part of the millions who choose to quit smoking every Monday.



For a tobacco free you, we're here to help.
Call us at 800-784-8669
or visit: QuitNow.net/Virginia



<https://www.iquitmonday.org/join-monday-quitters-movement/>

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.



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Poster:

Week 2

The infographic after this date can be posted on social media throughout the campaign. Poster can stay up as well.

BE A MONDAY QUITTER. HERE'S HOW:

Quit & Stay Quit Monday uses a 7-day cycle to keep you on track. Each Monday, you quit or recommit to your quit. Visit us to learn how to increase your chances of success.



COMMIT TO QUIT ON MONDAY

Make a 100% effort. Go all in.



WRITE DOWN YOUR QUIT PLAN

List why you're quitting and how you'll handle the cravings.



CONNECT WITH OTHERS

Gain support from friends and family. Let them know you're serious about quitting.



DO A MONDAY CHECK-IN

Each week, review what's working, identify challenges and how to overcome them.

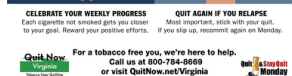


CELEBRATE YOUR WEEKLY PROGRESS

Each cigarette not smoked gets you closer to your goal. Reward your positive efforts.

QUIT AGAIN IF YOU RELAPSE

Most important, stick with your quit. If you slip up, recommit again on Monday.



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<https://www.iquitmonday.org/succeed-set-quit-date-monday/>

Poster: Infographic

Week 3

This Monday, who ya gonna call?

Our professionals are happy to help you quit and stay quit.



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Call us at 800-784-8669
or visit: QuitNow.net/Virginia



<https://www.iquitmonday.org/monday-get-extra-support-help-quit/>

Poster:

This Monday, take control of your quit. Call our quit line to learn how.

Our professionals are here to help you quit and stay quit.



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Week 4

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 800-784-8669 or visit: QuitNow.net/Virginia



<https://www.iqitmonday.org/quit-hero/>
Poster:

Quit smoking and catch up to your kids again.

Quit this Monday and enjoy increased energy levels within 9 months.



For a tobacco free you, we're here to help. Call us at 800-784-8669 or visit: QuitNow.net/Virginia



Week 5

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 800-784-8669 or visit: QuitNow.net/Virginia



<https://www.iqitmonday.org/use-monday-access-professional-resources/>

Week 6

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 800-784-8669 or visit: QuitNow.net/Virginia



<https://www.iqitmonday.org/monday-quit-smoking-senses/>

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 800-784-8669 or visit: QuitNow.net/Virginia



Poster:

Week 7

Does just thinking about walking make you huff and puff?

This Monday, quit smoking and within one month your lung function will improve.



For a tobacco free you, we're here to help. Call us at 800-784-8669 or visit: QuitNow.net/Virginia



<https://www.iqitmonday.org/take-advantage-of-your-lungs/>

Week 8

This Monday, take back control of your quit.

If you've slipped up over the weekend, use Monday to recommit.



For a tobacco free you, we're here to help. Call us at 800-784-8669 or visit: QuitNow.net/Virginia



<https://www.iqitmonday.org/monday-take-back-control-relapse/>

Poster:

This Monday, take back control of your quit.

If you've slipped up over the weekend, use Monday to recommit.



For a tobacco free you, we're here to help. Call us at 800-784-8669 or visit: QuitNow.net/Virginia



Week 9

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.



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<https://www.iqitmonday.org/heres-happens-quit-smoking/>

Poster:

This Monday bring your taste buds back from the grave.

Quit smoking and a week later your senses of taste and smell will come back to life.



For a tobacco free you, we're here to help. Call us at 800-784-8669 or visit: QuitNow.net/Virginia



Week 10

**Slipped up? Don't give up.
Get back on track Monday.**

Learn how to quit nicotine products, one Monday at a time.



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Call us at 800-784-8669
or visit: QuitNow.net/Virginia



<https://www.iqitmonday.org/slipped-monday-dont-give/>

Week 11

**Quit smoking and catch up to
your kids again.**

Quit this Monday and enjoy increased
energy levels within 9 months.



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<https://www.iqitmonday.org/heres-happens-quit-smoking/>

POSTER:

**This Monday, pull the
plug on tobacco
and feel your energy
levels increase.**



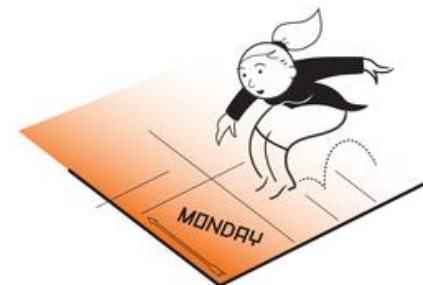
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Week 12

**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.



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<https://www.iqitmonday.org/first-dont-succeed-quit-quit-monday/>

