WE BREATHE

SUPPORTING TOBACCO-FREE LGBTQ COMMUNITIES

REASONS TO REDUCE YOUR USE OF TOBACCO PRODUCTS AND HOW TO RESIST HARMFUL CAPITALISTIC SYSTEMS WHILE DOING IT

SOCIAL MEDIA TOOLKIT

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The We Breathe Communications Workgroup supported the development of this social media toolkit, featuring tailored graphics and messaging to support LGBTQ+ communities with quitting tobacco.

Created in partnership with
Queer Humboldt

Follow Us

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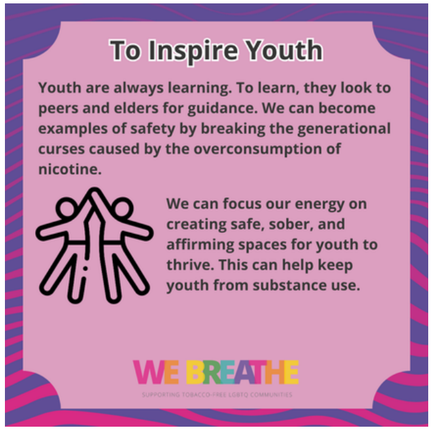
How to Use this Toolkit

- Share the Graphics
  - Post them across your social media platforms to uplift available resources.
  - Use our Social Press Kit to easily download, copy, paste, and post.
  - Alternative text is also accessible via the SPK.
  - You're also welcome to draft your own caption to accompany the graphics.

Social Media Press Kit Link

Graphics:



Caption:

Quitting tobacco is more than a personal choice, it's a powerful act of resistance.

This post highlights reasons to quit beyond health, including resisting exploitative systems, protecting our environment, supporting Indigenous sovereignty, and showing up as role models for future generations. Beyond the health risks, what's often overlooked is how tobacco is tied to harm against our communities and our planet.

Choosing to quit can be a step toward something bigger than ourselves. Be part of a collective movement toward healing, liberation, and change.

#WeBreathe #LGBTQHealth

Download graphics and reshare here