



SOCIAL MEDIA TOOLKIT FOR WORLD EH DAY

World EH Day, September 26, 2016, NEHA will be working with IFEH to engage with the community on the issues of second and third hand tobacco ingestion.

This toolkit provides a set of sample social media messages, animations and graphics, key data points and newsletter blurbs that participants and supporters of this campaign can use in their personal and institutional accounts to distribute and amplify messages.

World Environmental Health Day Talking Points

- September 26, 2016 is World Environmental Health Day to recognize the importance of protecting the air we breathe, the food we eat, and the water we drink and play in.
- People in all communities deserve these basic essentials – safe water, clean air, safe food – to enjoy a healthy life and live up to their full potential.
- Communities benefit when qualified, trained, and competent environmental health professionals work with health care providers, officials, local leaders, and businesses to educate, monitor, and enforce standards for these critical air, food, and water necessities.
- EH professionals work with communities to reduce exposure to toxins typically found in tobacco smoke through sampling, enforcement, and education.
- Support smoke-free policies and the work of environmental health professionals who advocate for healthy communities.
- Tobacco harms in more ways than one. Children and pets are particularly vulnerable to second and third hand smoke.

SOCIAL MEDIA MESSAGES AND PARTNERS

HASHTAGS

Key Hashtags: #WorldEHDay #ThirdHandSmoke #SecondHandSmoke

HANDLES: @NEHAorg

Organizations	Affiliates	Partners	Other
@AccelaSoftware @afdonews @afdonews @MicheleSamaryaT		David Gilkey Felix Demel Kate Robb Kelly Delaney	

<p>@AASanitarrians @PublicHealth @ASTHO @CDPHE @USACHildCare @childcareaware @ColoradoStateU @CSTEnews @coloradogov @RuthAnnNorton @NACCHOalerts @CDCEnvironment @NIEHS @EPA @EPAiplus @US_FDA @ALAIndiana @cathyblume @INSFHousing</p>		<p>Jessica Torres Michele Samarya-Timm Megan Latshaw Bob Vanderslice Brian King Hope Robol Richard Coffin Mark McMillan Andrew Roszak Jamie Underwood Lianne May Alison Freeman RuthAnn Norton Rebecca Jackson Rachel Riley Keara O'Connor Janet Russell Henning Hansen Mary Lamielle Christine Flowers Cathy Blume</p>	
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10 SOCIAL MEDIA POST

- 1) It's #WorldEHDay and @NEHAorg is bringing attention to the harmful effects of #ThirdHandSmoke and #SecondHandSmoke <http://bit.ly/2bFzmLv>
- 2) DYK that #ThirdHandSmoke is the residue from nicotine attached to dust & indoor surfaces and is inhaled & absorbed via skin? #WorldEHDay
- 3) #ThirdHandSmoke is most dangerous to infants, children & pets, retweet & bring awareness for #WorldEHDay <http://bit.ly/2bVYCMt>
- 4) DYK that #ThirdHandSmoke is the residue from nicotine attached to indoor surfaces & absorbed via skin? #WorldEHDay <http://bit.ly/2bVYCMt>
- 5) DYK: Arsenic, lead, and carbon monoxide are all found in #ThirdHandSmoke <http://bit.ly/2bVYCMt>
- 6) As an EH Professional, you can be proud to help reduce the exposure of chemicals to the public from #ThirdHandSmoke <http://bit.ly/2bVYCMt>
- 7) #WorldEHDay is raising awareness of the negative effects of tobacco use and environmental health <http://bit.ly/2bFzmLv>
- 8) DYK: #SecondHandSmoke causes 41,000 deaths in the U.S. each year? Raise awareness for #WorldEHDay <http://bit.ly/2c7XEM3>

- 9) DYK: That tobacco-related deaths will result in 10-million deaths annually by 2020.
<http://bit.ly/2bFzmLv> #WorldEHDay #ThirdHandSmoke
- 10) Smoking is on the decline, there is still work to be done. Thankfully, EH professionals are protecting the public. <http://bit.ly/2c7XEM3>

NEWSLETTER BLURBS

[World EH Day](#) is a way of bringing together the global public and environmental health community to focus on an issue that needs attention and awareness. On September 26, 2016 we are partnering with the [International Federation of Environmental Health](#) and the [National Environmental Health Association](#) to raise awareness about [second](#) and [third hand tobacco](#) use as well the way EH professionals deal with [tobacco use](#) and exposure to environmental hazards. Check out the links to learn more.

WEBSITE CONTENT

National Environmental Health Association (NEHA):

- World EH Day: <http://neha.org/world-eh-day>
- World EH Day Partner Toolkit: <http://neha.org/world-eh-day-toolkit>
- Environmental Health and Tobacco: <http://neha.org/tobacco>
- Third Hand Smoke: <http://neha.org/third-hand-smoke>
- Second Hand Smoke: <http://neha.org/second-hand-smoke>
- Post local World EH Day events on the [NEHA Community Calendar](#)

American Public Health Association (APHA)

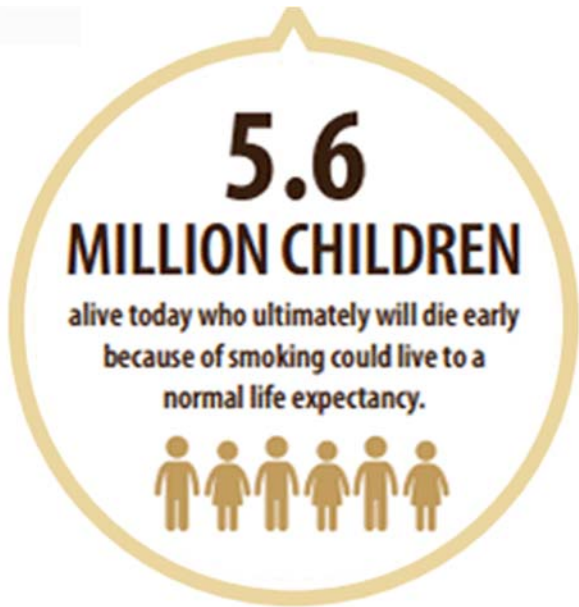
- Tobacco: <https://www.apha.org/topics-and-issues/tobacco>

National Association of County and City Health Officials (NACCHO)

- Best Practices for Comprehensive Tobacco Control Programs at the Local Level: <http://www.naccho.org/uploads/downloadable-resources/Best-Practices-Tobacco-Programs-Local-Level-2015.pdf>
- Webinar: Creating and Enforcing Smoke-Free Multiunit Housing: https://www.youtube.com/watch?v=5Z_IHDAcnrA&feature=youtu.be
- Webinar: Creating and Enforcing Tobacco-Free Environments at Colleges and Universities: <https://www.youtube.com/watch?v=el4SyzgDTkw&feature=youtu.be>

GRAPHICS





Source: surgeongeneral.gov



Source: surgeongeneral.gov

2.5
MILLION HAVE DIED
FROM SECONDHAND
SMOKE



Source: surgeongeneral.gov

KEY DATA POINTS

Third-hand smoke (Study by: University of California Irving) (Title: Formation of carcinogens indoors by surface-mediated reactions of nicotine w/ nitrous acid, leading to potential third hand smoke hazards)

- Third-hand smoke is the residual nicotine from tobacco smoke absorbed to indoor surfaces
- Nicotine residue on indoor surfaces reacts with ambient nitrous acid- an air pollutant found in vehicle exhaust and produced by improperly vented gas stoves and burning tobacco- causing substantial levels of carcinogenic material.
- Third-hand smoke can be absorbed into human skin, clothing and indoor surfaces.
- Given the rapid sorption and persistence of high levels of nicotine on indoor surfaces—including clothing and human skin—this recently identified process represents an unappreciated health hazard through dermal exposure, dust inhalation, and ingestion.
- Tobacco use already causes 20% of cancer deaths worldwide and according to the International Agency for Research on Cancer, tobacco-related deaths will result in 10-million deaths annually by 2020.
- Nicotine, the most abundant organic compound emitted during smoking, deposits almost entirely on indoor surfaces and can last for weeks to months.

Third-hand smoke (Study: Burton A 2011. Does the Smoke Ever Really Clear? Thirdhand Smoke Exposure Raises New Concerns. Environ Health Perspect 119:a70-a74. doi:10.1289/ehp.119-a70)

- As described by the NYT: “the invisible yet toxic brew of gases and particles clinging to smokers’ hair and clothing, not to mention cushions and carpeting, that lingers long after secondhand smoke [SHS] has cleared from a room.”
- The idea of thirdhand smoke actually first appeared in 1953 when it was reported that smoke condensate painted onto mice, caused cancer
- Thirdhand smoke consists of residual tobacco smoke pollutants that 1) remain on surfaces and in dust after tobacco has been smoked, 2) are re-emitted back into the gas phase, or 3) react with oxidants and other compounds in the environment to yield secondary pollutants.
- It is believed that thirdhand smoke could seriously harm children in the home for a long period of time, from weeks to months after the smoke residue landed on indoor surfaces both in the car and home.

Third-hand smoke (Study: The impact of second-hand tobacco smoke exposure on pregnancy outcomes, infant health, and the threat of third-hand smoke exposure to our environment and to our children)

- Residual nicotine persists in high concentrations on indoor surfaces, including clothes, furniture, drapery, carpets, wall-board, flooring material, and acoustic tiles in ceilings), and be rubbed on to skin.
- Infants and young children are more likely than adults to be in contact with TSN through skin exposure, dust inhalation, and ingestion as they crawl and explore their homes or within a car in which someone is or has been smoking.

- A solution: when smoking is banned at low income housing in Portland, OR, there was 14.7% quit rate compared with a historical quit rate of 2.6%