



2026 Coalition Social Media Toolkit

This toolkit provides ready-to-use messages, graphics, and resources to help partners raise awareness about the impact of tobacco use and the urgent need for action.

GRAPHIC(S):



COALITION PARTNER POSTS:

Facebook/Instagram Caption 1:

Our organization is proud to support the Iowa Health Initiative coalition. Tobacco use continues to harm our communities, and it's time for solutions that protect health and strengthen our state's future. Together, we can reduce tobacco's impact and help more Iowans live healthier lives: <https://iowahealthinitiative.org/>
#IowaHealthInitiative #TakeDownTobacco #SaveLives

Facebook/Instagram Caption 2:

We're joining partners across Iowa to support the Iowa Health Initiative coalition. A stronger, healthier Iowa starts with policies that prevent addiction, reduce disease, and put people first. We're committed to helping make that future a reality. <https://iowahealthinitiative.org/>
#IowaHealthInitiative #TakeDownTobacco #SaveLives

X Caption 1:

We're proud to join the Iowa Health Initiative coalition. Tobacco harms Iowa families and our economy. It's time for meaningful action that puts health first: <https://iowahealthinitiative.org/>
#IowaHealthInitiative #TakeDownTobacco

X Caption 2:

Our organization supports the Iowa Health Initiative coalition. Together, we can reduce tobacco's impact and build a healthier Iowa for everyone: <https://iowahealthinitiative.org/>
#IowaHealthInitiative #TakeDownTobacco



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WHEN RESHARING MEDIA CONTENT:

Facebook/Instagram Caption:

Sharing this important coverage about why action on tobacco is urgently needed in Iowa. The Iowa Health Initiative coalition is committed to solutions that protect health and strengthen our communities: <https://iowahealthinitiative.org/>.

#IowaHealthInitiative #TakeDownTobacco #SaveLives

X Caption:

Sharing this important coverage on why Iowa needs action on tobacco. Proud to stand with the Iowa Health Initiative coalition: <https://iowahealthinitiative.org/>. #IowaHealthInitiative
#TakeDownTobacco

ADVOCATE POSTS:

Facebook/Instagram Caption:

Iowans deserve a future where fewer families are impacted by tobacco-related diseases. By supporting the Iowa Health Initiative coalition, advocates are helping push for meaningful changes that protect health and strengthen our communities.

Your voice matters—join us: <https://iowahealthinitiative.org/>
#IowaHealthInitiative #TakeDownTobacco #SaveLives

X Caption:

Advocates across Iowa are standing with the Iowa Health Initiative coalition to protect health and reduce tobacco's impact. Every voice helps move us toward a healthier future:
<https://iowahealthinitiative.org/>. #IowaHealthInitiative #TakeDownTobacco