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## ***Vive sin fumar* toolkit is now available!**

The toolkit for *Vive sin fumar*, the Spanish-language tobacco prevention and cessation campaign, is now available for download. This valuable resource provides audience-specific **social media messages, guides, downloadable graphics and videos** to support Spanish-speaking Latino/a/x community members on their journey to quit tobacco. You can customize the messages and content as needed and share them within your network and with the audiences you want to reach.

The *Vive sin fumar* campaign was researched, created and produced entirely in Spanish to ensure that it reflects the cultural contexts and lived experiences of Spanish-speaking Latino/a/x people in Oregon. This culturally specific campaign was co-created with Latino/a/x community members in Oregon. The characters (student, mom, dad, grandmother and community leaders) are based on real stories shared with us. The themes of the campaign, which emphasize connection, community experiences, support and a sense of belonging, were informed by focus groups with Latino/a/x communities across the state — from Portland, Salem metro, Hermiston and surrounding areas. The tools and information provided through the *Vive sin fumar* website are what communities told us they need most to support quitting and living a tobacco-free life.

Like the *Vive sin fumar* website and campaign, the toolkit is available only in Spanish and reflects the cultural context and interests of the Latino/a/x community in Oregon.

You can access the digital toolkit at:

<https://smokefreeoregon.com/vive-sin-fumar/resource/caja-de-herramientas/>.

*A PDF version is also available for download.*

For questions and suggestions regarding the use of the toolkit, please contact Rebecca Garza [rebecca.garza@dhsosha.state.or.us](mailto:rebecca.garza@dhsosha.state.or.us).

Thank you for helping share *Vive sin fumar* resources and information!