

# Oklahoma Tobacco Helpline Partner Toolkit: NRT Increase

Exciting news! The Oklahoma Tobacco Helpline has increased the minimum amount of FREE nicotine replacement therapy (NRT) that Oklahomans are eligible to receive (barring medical restriction). Previously, Oklahomans were eligible for at least 2 weeks of NRT. **Now, Oklahomans are eligible for at least four weeks of patches, gum or lozenges!**

Help us spread the word and encourage Oklahomans to quit with the messages in this toolkit.

## How To Use This Toolkit

1. Review the materials below promoting the NRT increase from the Oklahoma Tobacco Helpline. Everything within this toolkit is shareable.
2. Each image is linked to a downloadable social media post. Click to download the images. Use these posts to help share the messages through your social media platforms.
3. Don't forget to tag the Helpline in your posts! @Oklahoma Tobacco Helpline on Facebook and @okhelpline on Instagram.



Exciting news! The Oklahoma Tobacco Helpline is doubling the amount of FREE patches, gum or lozenges available to Oklahomans.

Call 1-800-QUIT NOW or visit OKhelpline.com to sign up.



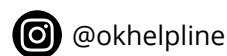
Oklahomans are now eligible for four weeks of FREE patches, gum or lozenges!

Call 1-800-QUIT NOW or visit OKhelpline.com to sign up.



In case you missed it, the Oklahoma Tobacco Helpline has increased the minimum offering to four weeks of FREE patches, gum or lozenges!

Sign up by calling 1-800-QUIT NOW or visiting OKhelpline.com.



# Fast Facts and Frequently Asked Questions

The Oklahoma Tobacco Helpline is a program of the Tobacco Settlement Endowment Trust (TSET) and has had more than 600,000 registrations since 2003. As of July 1, 2025, the Helpline now offers four weeks of FREE nicotine replacement therapy (NRT), and you can help spread the news!

Website: **OKhelpline.com**

Phone: **1-800-QUIT NOW**

Text: **READY to 34191**

## What has changed?

- As of July 1, 2025, the Oklahoma Tobacco Helpline now offers four weeks of FREE patches, gum or lozenges to Oklahomans! Previously, Oklahomans were eligible for a minimum of 2 weeks of free NRT.

## How do Oklahomans sign up to get four weeks of patches, gum or lozenges?

- Call 1-800-QUIT NOW or visit OKhelpline.com to sign up for FREE patches, gum or lozenges and other quit services like Coaching and support.

## Who is eligible for four weeks of FREE NRT?

- Barring any medical restrictions, all Oklahomans 18+ are eligible for four weeks of FREE patches, gum or lozenges from the Helpline.

## What is NRT?

- NRT like patches, gum or lozenges are nicotine addiction treatments. They are safe and effective ways to ease tobacco cravings and withdrawal.

## How does NRT help Oklahomans quit tobacco?

- NRT uses controlled amounts of nicotine without the other harmful chemicals usually found in tobacco products to help tobacco users quit without the harsh withdrawal symptoms. These products are specifically designed to help users step down their nicotine intake over time instead of abruptly stopping their consumption.
- The control NRT provides helps reduce nicotine withdrawal symptoms and cravings that may come with quitting tobacco — especially during the early stages. That's what makes it one of the best ways to quit tobacco. Using NRT is like using training wheels to learn to ride a bike. Users won't need it forever, but it will help navigate all the changes that come with quitting. Oklahomans who use NRT are twice as likely to successfully quit.

## What if someone has signed up for the Helpline before?

- Oklahomans can use the Helpline twice in a 12-month period. Even if they have signed up before, Oklahomans can call 1-800-QUIT NOW or visit OKhelpline.com to sign up for FREE support and NRT.

## How old do you have to be to use the Oklahoma Tobacco Helpline?

- To be eligible for the Oklahoma Tobacco Helpline, participants must be at least 13 years of age. NRT, such as patches, gum or lozenges, is only available to individuals 18 years and older.

## Does the Helpline offer support for quitting vaping or smokeless tobacco?

- Yes, the Helpline supports people quitting all forms of tobacco, including vaping, dip and chew.

## How can deaf individuals contact the Helpline?

- The Helpline offers a TTY (Text Telephone) option for people who are deaf, hard-of-hearing or speech-impaired. Our TTY number is 1-877-777-6534.

## What if someone has called 1-800-QUIT NOW but got a different state's Helpline?

- 1-800-QUIT NOW is a national number that directs users to the appropriate state based on their area code. If a current Oklahoma resident has an out-of-state area code, they can still sign up for services by visiting OKhelpline.com.