

Kansas Tobacco Quitline Promotional Guidelines

Use of the KanQuit Logo

Any advertisements (print or radio), flyers, posters, billboards or other printed materials using the Kansas Tobacco Quitline name or logo must be approved by Kansas Tobacco Use Prevention Program (TUPP) staff prior to distribution.

The KanQuit logo should be used with tobacco cessation information. In other situations such as clean indoor air promotion or listing TUPP as a partner, the TUPP logo may be more appropriate. As the use of either logo requires KDHE approval, the appropriateness of the each logo will be determined on a case by case basis.

Promotional Material Development

TUPP has print and radio ad templates available for Chronic Disease Risk Reduction (CDRR) grantees. The print ad templates can also be reformatted as billboards or to meet other needs. The goal of these ads is to maintain a consistent message about the Quitline.

While a variety of ads are available, there may be times when none of the ads meets the grantee's needs. If this is the case, grantees are encouraged to work with TUPP's media and policy coordinator to develop an ad to fit the situation.