

Message 1: Preserve What You've Built



You know what it takes to build the most important things you have today: **your career, your family, your life.**



Your hard work has made strong buildings and a strong family.

Take care of what you've built by **quitting smoking.** It can save your life — and what you cherish the most.

Call Trestle Tree® at 866-856-4632 to talk to a coach.



Text Message: Preserve what you've built, (name) -- Quit smoking. Call Trestle Tree at 866-856-4632 to talk to a coach.

Message 2: Kids Do What You Do



Children who grow up
around adults who smoke
**are more likely to become
smokers themselves.**



You already show the kids in
your life how to work hard,
how to build things.
Now it's time to show them the
most important thing: how to
take care of themselves.

Quit smoking
for the children.
They will follow your lead.

**Call Trestle Tree® at
866-856-4632**
to talk to a coach.



Text Message: (name), be a good model for the kids who look up to you -- Quit smoking. Call a Trestle Tree coach at 866-856-4632.

Message 3: Double Trouble



If you **smoke** and work with **toxic dust**, the math is easy:

- If you smoke, your risk of lung cancer is **11 times higher** than people who don't smoke.
- If your work exposes you to toxic dust, your risk of lung disease is **4 times higher**.
- **If you smoke AND work with toxic dust, your risk of lung disease is at least 50 times higher.**

Call Trestle Tree® at **866-856-4632** to talk to a coach.

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Text Message: Smoke + Dust = Double Trouble, (name) -- Quit smoking. Call Trestle Tree at 866-856-4632 to talk to a coach.

Message 4: Kids Do What You Do



Children who grow up around adults who smoke are more likely to become smokers themselves.



You already show the kids in your life how to work hard, how to build things. **Now it's time to show them what's most important:** how to take care of themselves.

Quit smoking for the children.
They will follow your lead.

Call Trestle Tree® at 866-856-4632 to talk to a coach.



Text Message: (name), be a good model for the kids who look up to you -- Quit smoking. Call a Trestle Tree coach at 866-856-4632.

Message 5: Preserve What You've Built



You know what it takes to build the most important things you have today: **your career, your family, your life.**



Your hard work has made strong buildings and a strong family.

Take care of what you've built by **quitting smoking.** It can save your life — and what you cherish the most.

Call Trestle Tree® at **866-856-4632** to talk to a coach.




Text Message: Preserve what you've built, (name) - Quit smoking. Call Trestle Tree at 866-856-4632 to talk to a coach.

Message 6: Double Trouble




If you smoke and work with toxic dust, the math is easy:



- If you smoke, your risk of lung cancer is **11 times higher** than people who don't smoke.
- If your work exposes you to toxic dust, your risk of lung disease is **4 times higher.**
- **If you smoke AND work with toxic dust, your risk of lung disease is at least 50 times higher.**

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Text Message: Smoke + Dust = Double Trouble, (name) -- Quit smoking. Call Trestle Tree at 866-856-4632 to talk to a coach.