

Message 1: Your Kids Do What You Do



Children who grow up with parents who smoke **are more likely to become smokers themselves.**

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

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

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



carpenters' benefit plans
HEALTH & RETIREMENT SERVICES

Text Message: Do it for your children, (name) -- Quit smoking. Call Trestle Tree at 866-856-4632 to talk to a coach.

Message 2: 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 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.




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

Message 4: Grown Up Yet?



You're not the same guy you were when you were 18.
Your priorities have changed
(and maybe your body, too).
Family is more important now,
and you're building a career.



Quitting smoking
is another important step.
Quitting shows you know what's really important in life.

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



Text Message: Grow up, (name) - Quit smoking. Call Trestle Tree at 866-856-4632 to talk to a coach.


Message 5: Double Trouble



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

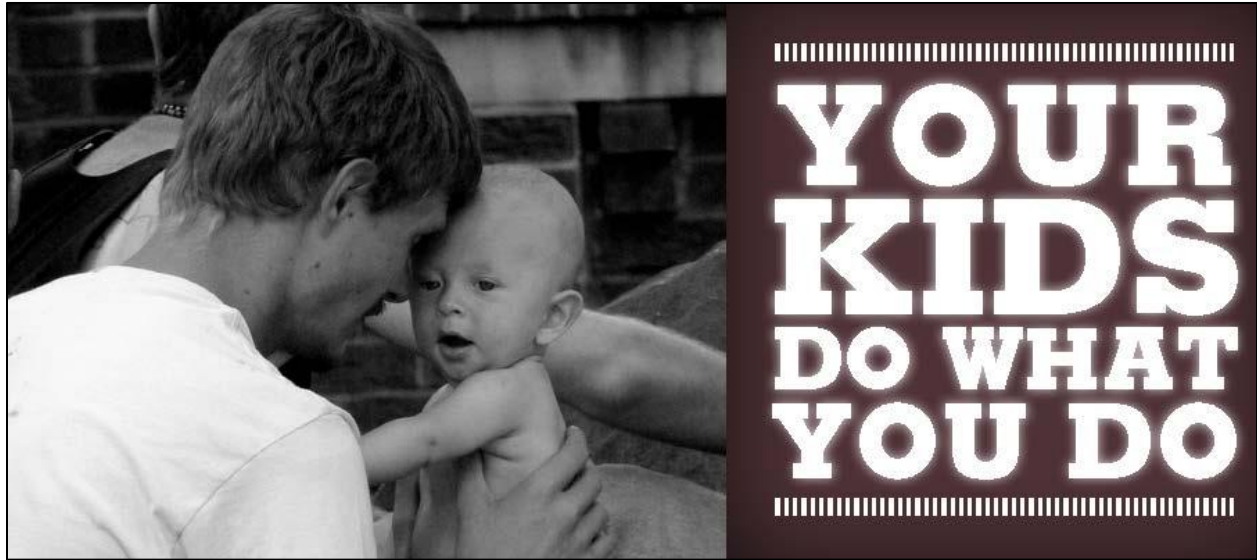
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Text Message: Smoke + Dust = Double Trouble, (name) -- Quit smoking. Call Trestle Tree at 866-856-4632 to talk to a coach.

Message 6: Your Kids Do What You Do



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Text Message: Do it for your children, (name) -- Quit smoking. Call Trestle Tree at 866-856-4632 to talk to a coach.