100 Text messages will be developed for parents/caregivers that will include information from the Breathe Curriculum. Nine (9) text messages will include video links for caregivers/parents to watch with their children. Messaging will be available for Head Start to send to parents. These messages are sent to the parent’s phone. Cost includes the development of text messages.

Texts 1-36: these are on a specific schedule. Highlighted dates are holidays and need to go on these exact dates. How-to videos are on set dates only to spread them over the year, the dates can change if needed.

Texts 37-100: no specific dates. They can be rearranged and spread over the year as necessary.

1. Welcome to the Breathe texting program! Reply anytime with HELP for questions about the texting service or STOP to stop getting messages.
2. 1/1 (Breathe) It’s a new year. Ready for a new you? Resolve to make it a smoke-free, vape-free year! Call 800-QUIT-NOW or go to quitnowindiana.com for free help.
3. 2/5 (Breathe) Take some time today to do a fun, educational activity with your child. Click here to learn more: vimeo.com/461496211
4. 2/14 (Breathe) Happy Valentine’s Day! Talk to your loved ones about the benefits of a smoke-free life. Go to quitnowindiana.com for tips.
5. 2/15 (Breathe) Today is President’s Day. Did you know that Pres. Obama quit smoking while campaigning? He had some setbacks but kept trying and it worked!
6. 3/17 (Breathe) Happy St. Patrick’s Day! Don’t leave your family’s health up to luck. Keep your home and car smoke free for a healthier family.
7. 3/18 (Breathe) Today is Take Down Tobacco National Day of Action. Find out what you can do to fight against tobacco: takingdowntobacco.org
8. 3/21 (Breathe) For you on this World Poetry Day:  
   Roses are red  
   Violets are blue  
   Smoke-free is healthier for you!
9. 3/26 (Breathe) Take some time today to do a fun, educational activity with your child. Click here to learn more: vimeo.com/473192215
10. 4/1 (Breathe) Don’t be fooled by smoking tobacco and marijuana! The chemicals stick to surfaces (thirdhand smoke) and this is unhealthy for the whole family.
11. 4/7 (Breathe) How are you feeling on this World Health Day? Learn how being smoke free can improve your health: quitnowindiana.com/why-its-important-to-quit
12. 4/15 (Breathe) Tax Day makes many of us think more about our money situation. Did you know smoking just 1 pack a day costs over $2,000 a year?
13. 4/22 (Breathe) Happy Earth Day! Being smoke free is good for your health and the health of our planet. Learn more at: bit.ly/33YJpDz
14. 4/26 (Breathe) Take some time today to do a fun, educational activity with your child. Click here to learn more: vimeo.com/473192342
15. 5/5 (Breathe) Hola/Hello! If you or someone you know is a Spanish-speaking smoker/vaper, check out the Spanish-language Quitline: 855-DÉJELO-YA (855-335-3569).
16. 5/31 (Breathe)Today is World No Tobacco Day. Learn more about this campaign to raise awareness of the dangers of tobacco: who.int/tobacco/wntd/en/
17. 6/4 (Breathe) Take some time today to do a fun, educational activity with your child. Click here to learn more: vimeo.com/472747948
18. 6/21 (Breathe) It’s finally the first day of summer! What does your family have planned for outdoor lung-healthy activities? Run, jump, and play for healthy lungs!
19. 6/30 (Breathe) It’s the International Day of Friendship! Have some smoke-free fun with your friends to show them you care.
20. 7/4 (Breathe) Happy Independence Day! Celebrate your freedom from smoking. Haven’t quit yet? Now’s a perfect time to give it a try! Call 800-QUIT-NOW for help.
21. 7/16 (Breathe) Take some time today to do a fun, educational activity with your child. Click here to learn more: vimeo.com/473956686
22. 8/12 (Breathe) It’s World Youth Day - talk to the youth in your life about the dangers of smoking and vaping. Learn how at truthinitiative.com or quitnowindiana.com.
23. 8/23 (Breathe) Take some time today to do a fun, educational activity with your child. Click here to learn more: vimeo.com/473192046
24. 9/3 (Breathe) Enjoy Labor Day weekend with healthy, smoke-free activities like taking your family for a walk! Find a park near you: www.in.gov/dnr/parklake/
25. 9/11 (Breathe) Today is National Patriot Day. Show your fellow Americans you care about their clean air. Avoid smoking in public places or quit for good today!
26. 10/4 (Breathe) Take some time today to do a fun, educational activity with your child. Click here to learn more: vimeo.com/473819781
27. 10/31 (Breathe) Unhealthy lungs are scary! Don’t let tobacco addiction haunt you – if you need help starting or sticking to a smoke-free life, call 800-QUIT-NOW.
28. 11/1 (Breathe) November is World Role Model Month. Who are you a role model to? Do you model healthy habits like being smoke and vape free?
29. 11/15 (Breathe) Take some time today to do a fun, educational activity with your child. Click here to learn more: vimeo.com/473922710
30. 11/17 (Breathe) National Take a Hike Day! Tell tobacco to take a hike. Hiking is also a healthy family activity. Look for a trail near you: bit.ly/2SM0c8h
31. 3rd Thurs of Nov. (Breathe) Today is the Great American Smokeout, a day for starting smoke-free journeys. Find out more or start your journey at: bit.ly/2WQJdVc
32. 4th Thurs of Nov. (Breathe) Happy Thanksgiving! Eating fruits and veggies help your body stay healthy, including your lungs. Learn more: lung.org/blog/asthma-and-nutrition
33. 12/21 (Breathe) Winter Solstice is the darkest day of the year. Make your future brighter by living smoke free! Call 800-QUIT-NOW if you need help.
34. 12/25 (Breathe) Merry Christmas! Give your family and yourself the gift of healthy lungs. Commit to having a smoke-free home!
35. 12/27 (Breathe) Take some time today to do a fun, educational activity with your child. Click here to learn more: vimeo.com/473922742
36. 12/31 (Breathe) It’s New Year’s Eve! Do you have any new resolutions for the next year? Make sure they include a smoke-free home!
37. (Breathe) Did you know? Vaping makes an aerosol, like air freshener or hairspray. It’s a fine mist of chemicals that will stick to your lungs.
38. (Breathe) Vaping can hurt your lungs and heart. If trying to quit, stick to proven methods like patches, gums, and lozenges. Call 800-QUIT-NOW for help.
39. (Breathe) Vaping liquid comes in pods. One pod has the same amount of nicotine as a whole pack of cigarettes (20 cigarettes).
40. (Breathe) Vaping during pregnancy can cause heavy metals from the e-liquid to pass through the mother’s blood to the baby, which can damage baby’s brain.
41. (Breathe) Trying to quit smoking and need help? Stick to approved methods like prescriptions, patches, or gums. Vaping is not an approved quitting tool.
42. (Breathe) Vaping can cause serious lung illness. Symptoms may include: cough, shortness of breath, chest pain, fever, and chills.
43. (Breathe) Secondhand smoke in pregnancy can cause early birth, low birth weight, or miscarriage. Commit to a smoke-free home during and after pregnancy.
44. (Breathe) Smoking or being around smoke during pregnancy can cause babies to have birth defects such as heart defects or a cleft lip. Quit for you and baby!
45. (Breathe) There is no safe smoking during pregnancy. Even just a few cigarettes means unhealthy chemicals get delivered to the baby. vimeo.com/261297608
46. (Breathe) Health benefits of quitting smoking include: lower blood pressure, better lung function, less chance of heart attack, and lower risks of a stroke.
47. (Breathe) Quitting smoking can improve lungs and circulation within just 3 to 4 weeks! Call 800-QUIT-NOW or visit quitnowindiana.com to learn more.
48. (Breathe) Quitting tobacco stressing you out? Exercising, getting plenty of sleep, practicing mindfulness, and doing hobbies can help manage stress.
49. (Breathe) Talk to your family about your choice to live smoke free. Make a plan together to make a lasting commitment to quitting.
50. (Breathe) Secondhand (in the air) and thirdhand (on surfaces) smoke are dangerous to kids. Unhealthy lung conditions are more likely. vimeo.com/261297645
51. (Breathe) Children exposed to secondhand (in the air) and thirdhand (on surfaces) smoke miss more school. Keep a smoke-free home for school success!
52. (Breathe) Secondhand (in the air) and thirdhand (on surfaces) smoke may be hiding. Be on the lookout at others’ homes and public places. vimeo.com/264111624
53. (Breathe) Adults in a smoky home miss more work. They have more lung problems and/or will need to stay home with sick children because of smoke.
54. (Breathe) Children who often miss school due to smoke-related issues are farther behind because they miss out on important lessons.
55. (Breathe) Secondhand smoke puts babies at risk of SIDS (Sudden Infant Death Syndrome). If you live with a baby, keep your home smoke-free.
56. (Breathe) We need healthy lungs to keep our bodies healthy. Tobacco and marijuana smoke are dangerous for lungs and the whole body. vimeo.com/263362751
57. (Breathe) Lungs need healthy activities to stay healthy. Keep a smoke-free home to make it easier to run, jump, and play for healthy lungs and body!
58. (Breathe) Feeling stressed? Try calming breathing exercises to help you feel better. Using tobacco or marijuana can make stress worse. vimeo.com/261297546
59. (Breathe) Talk to your child about why we need lungs. Have them put their hands on their chest and breathe deep. Ask how it feels for air to go in and out.
60. (Breathe) Ask your child what lungs help us do. Besides breathing, we need lungs to laugh, talk, sing, walk, play, blow bubbles, and many more fun things!
61. (Breathe) Talk to your child about what makes our lungs sad (smoking, pollution, and being sick) and happy (running, singing, healthy foods, and others).
62. (Breathe) Ask your child what their favorite healthy activity is. Swimming, riding bikes, and running are all great for healthy lungs!
63. (Breathe) What do you call a monkey at the North Pole? Lost. Laughing is good for lungs – tell a joke today!
64. (Breathe) Healthy lungs can blow out a strong breath of air. Blow bubbles with your kids to have fun and start a conversation about having healthy lungs.
65. (Breathe) Sing and dance like no one’s watching! Singing and dancing are both healthy activities for your lungs. What’s your child’s favorite song?
66. (Breathe) Remind your kids that lungs are important for a healthy body. What can you do as a family today to keep your lungs healthy?
67. (Breathe) Practice slow breathing with your family. Teach kids to do this when they get angry or anxious to help them calm down.
68. (Breathe) Does your family know why clean air is important? Talk to your kids about breathing clean, smoke-free air for a healthy body and lungs.
69. (Breathe) Illnesses like a cold or COVID-19 can hurt lungs. Teach your family to wear masks, wash hands, and social distance to prevent spreading germs.
70. (Breathe) What is air? We breathe it all day and we need its oxygen for our lungs to work right. If air is dirty, we get less oxygen and our lungs suffer.
71. (Breathe) (Tune of Row Your Boat) Breathe, breathe, breathe in and out. Taking in clean air, through the nose, to fill the lung, and out the mouth. Exhale!
72. (Breathe) Ask your kids if they can see air. It’s all around us. How do we know? We feel it in our lungs and see the wind blowing leaves in the trees!
73. (Breathe) If your kids are old enough, practice spelling words with ‘air’ (hair, chair, fair, etc). Talk about why clean air is important for healthy lungs.
74. (Breathe) When your child has a birthday, take the opportunity to talk to them about healthy lungs. We need healthy lungs to blow out all the candles!
75. (Breathe) Make 2 lists: healthy lung habits and unhealthy lung habits. Make a family plan to do more healthy things and less unhealthy things.
76. (Breathe) Mindfulness means being in the moment with your feelings and actions. One way to practice is to breathe deep and think about how your body feels.
77. (Breathe) Talk to your kids about how it feels to breathe in deep through the nose and out slowly through the mouth. Clean air makes our lungs feel good!
78. (Breathe) Have your kids think of words that begin with ‘br’ like ‘breathe’ does. If they can, have them spell the words too. (brush, bread, brother, etc.)
79. (Breathe) Did you know? Lungs aren’t identical. The left lung is a little smaller than the right lung, to make room for the heart.
80. (Breathe) Did you know? Most human lungs can hold up to 6 liters of air – that’s the same as 3 large soda pop bottles!
81. (Breathe) Did you know? The air we breathe is 21% oxygen. Dirty and smoky air makes it harder for our lungs to get the oxygen they need.
82. (Breathe) Did you know? People that grow up high in the mountains have larger lungs. There’s less oxygen up there so they need larger lungs to work harder.
83. (Breathe) Did you know? The average person breathes in about 2,900 gallons of air every day! We need healthy lungs to make sure we get all the air we need.
84. (Breathe) Did you know? Animals can have asthma too. A sea otter in Seattle even learned to use an inhaler to manage their asthma!
85. (Breathe) Did you know? Horses can only breathe through their nose. They can eat and breathe at the same time.
86. (Breathe) Did you know? Reindeer can breathe cold air by letting the air warm up as it passes through their nose on the way to their lungs!
87. (Breathe) Did you know? Most adults can hold their breath for 30-60 seconds, but the world record is 22 minutes! Don’t try that at home!
88. (Breathe) Did you know? Many underwater animals breathe through gills. Their body takes oxygen from the water as it goes in their mouth and out their gills.
89. (Breathe) Your brain uses 25% of the oxygen you breathe in. A lack of oxygen from smoking or other health conditions can cause low/slow brain functioning.
90. (Breathe) Red blood cells carry oxygen from lungs to the rest of the body. Smoking, asthma, and other lung conditions can cause less oxygen in your blood.
91. (Breathe) Hypoxia is the word for not getting enough oxygen to your body. Smoking, asthma, pneumonia, and other lung conditions can cause dangerous hypoxia.
92. (Breathe) The average adult breathes 23,040 times a day. Make sure all your breaths are smoke free! Call 800-QUIT-NOW or go to quitnowindiana.com for help.
93. (Breathe) Trees take in carbon dioxide that humans and animals breathe out and they give back oxygen in return. What a great reason to get out into nature!
94. (Breathe) If someone in your family has asthma, create an Asthma Action Plan that includes signs of breathing trouble and emergency contact numbers.
95. (Breathe) If you want to quit smoking or vaping, make it easier by writing down reasons for quitting and make a plan for how to do it.
96. (Breathe) What healthy lung activity will your family do this weekend? Singing, dancing, and acting like animals are all fun things you can do anywhere!
97. (Breathe) Don’t turn to smoking when you get stressed out. Take up a relaxing hobby such as gardening, reading, journaling, or drawing instead!
98. (Breathe) Using marijuana during pregnancy can cause a baby to be born early, have abnormal brain development, and feel withdrawal discomfort.
99. (Breathe) Kids exposed to marijuana smoke may have asthma attacks or poor memory and coordination. Keep kids away from unsafe substances for their health.
100. (Breathe) Synthetic marijuana, called Spice, can cause brain swelling, seizures, fast heartbeat, and chest pain. It can be life threatening!