

Great American Smokeout[®] News



Great American Smokeout[®]

WA and OR Quitline:
1-877-270-STOP

Quitting Smoking Is Your Best Shot

During the last 28 years, the Great American Smokeout (GASO) has played an important role in raising the level of consciousness about tobacco use and its deadly conse-

quences. Extraordinary progress has been made in the areas of research, policy, environmental and societal change regarding tobacco use.

Over the years the American Cancer Society has re-shaped the purpose of the Great American Smokeout bringing it inline with Society's priorities in aware-

ness, prevention, cessation and advocacy. Gimmicks like headless matches, stickers, buttons and balloons have been replaced with prevention, cessation material and the American Cancer Society's Quitline to assist smokers ages 13 and older to give up tobacco's addiction for good. As the issues in tobacco control have evolved, the Great American Smokeout will continue to evolve in order to speak to a broad range of issues and priorities in tobacco control.

People who quit, regardless of age, live longer than people who con-

tinue to smoke. An estimated 44.7 million adults are former smokers in the U.S. Among current smokers, 70% report that they want to quit completely.

Quitting smoking substantially decreases the risk of lung, laryngeal, esophageal, oral, pancreatic, bladder and cervical cancers. Quitting lowers the risk for major diseases including coronary heart disease and cardiovascular disease.

Quitting smoking is your best shot!

Because of your efforts, many people have quit smoking and are leading healthier lives, as well as helping to create a cleaner indoor air environment that will allow everyone the opportunity to live healthier lives. You are making a difference! Thank you.



Manu Ginobili, San Antonio Spurs,
2003 NBA Champions

For more information,
visit us online at:
www.cancer.org
or call toll-free:
1-800-ACS-2345

*Look inside for
great ideas on ways
you can participate
in the
Great American
Smokeout[®]
on Thursday,
November 18, 2004*

Great GASO Ideas!

In the school

The Internet provides you with a wealth of tobacco prevention resources and information. Several of the more notable sites are listed below for your reference. We encourage you to download lesson plans and other resources from these sites.

American Cancer Society website

www.cancer.org

American Cancer Society GASO website

www.cancer.org/smokeout

American Cancer Society School Health website

www.schoolhealth.info

Centers For Disease Control: Youth & Tobacco

www.cdc.gov/tobacco/tips4youth.htm

Campaign for Tobacco Free Kids

www.tobaccofreekids.org



Incorporate anti-tobacco messages into your lesson plans, such as smoking experiments in Science; essays on smoking in English; smoking equations in Math; effects of smoking in Health; review of cigarette ads to determine who tobacco companies target with their ads in Social Studies.

Have students research and write stories for the school newspaper about the social and health consequences of smoking.

Hold a contest for the best stop-smoking creation: a poster, essay, song, debate, radio or TV commercial, home video, editorial, poetry, slogan, banner, cartoon, joke, comedy routine, or not-smoking pledge.

Ask the school newspaper to cover tobacco issues, including health effects, cost of using tobacco, social ramifications (it stinks to the

opposite sex), and the marketing practices of the tobacco industry.

Organize high school and junior high students to put on a show for elementary school students in your district. The older kids learn from writing and producing a show while the younger kids learn from people they admire.

Encourage students to “adopt” their parents or other loved ones who smoke. Students can promise to provide moral support and keep a watchful eye on their charges that are trying to quit as part of the Great American Smokeout. “Adopt-a-Smoker” certificates can be downloaded at: www.cancer.org/smokeout





cansmokeout.com to download a copy of “Creating a Smoke-free Worksite” brochure.

Host Smokeout stations where smokers can trade cigarettes or spit tobacco products for chewing gum, breath mints, carrot sticks, or lollipops to help them “lick” the addiction.

Incorporate Smokeout into employee health promotion or wellness programs. Arrange for blood pressure screenings, fitness activities, or healthy diet counseling.

In the community or worksite

Get your favorite restaurants to implement a smoke-free policy and provide them with the Great American Smokeout Tent Cards to tell customers that they can enjoy a pleasant, smoke-free meal.

If your favorite restaurants and bars won't implement a year-round smoke-free policy, ask them to try it out for the day to give quitting smokers a refuge where they won't be tempted to light up.

Challenge your community to become a “Community of Excellence in Tobacco Control.” Check the ACS website at www.acscan.org or call 1-800-ACS-2345.

Encourage smokers who are ready to quit tobacco use to call the American Cancer Society's Quit-line at 1-877-270-STOP.

Work with worksite management to establish a smoke-free policy. Check the American Cancer Society website www.acscan.org.

Advocacy

Want to help keep cigarettes out of the hands of kids? The American Cancer Society is advocating for legislative action to increase state cigarette tax across the U.S. Higher cigarette prices would keep many of our state's children, as



well as adults, healthier by compelling them to stop smoking or by keeping them from ever starting. Visit the American Cancer Society's Legislative Action Center at www.acscan.org to get involved.

Why are smokefree ordinances so important? Secondhand smoke, or the side stream smoke emitted from tobacco products, is the third leading cause of preventable death in this country. For every eight smokers the tobacco industry kills, it takes one nonsmoker with it. Many communities are starting to consider smokefree ordinances. Although the science stands clearly behind the smokefree laws, these are still challenging campaigns to wage and win. Please contact us if you hear about a proposed ordinance in your community!



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Celebrate the Great American Smokeout[®] on Thursday, November 18, 2004

More information is available at
www.cancer.org/smokeout