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PRESS RELEASE – For Immediate Release

Great American Smokeout Encourages Smokers to Quit for Good

SOUTH CENTRAL IDAHO – Smokers are urged to quit tobacco for a day, or preferably a lifetime, during the Great American Smokeout Thursday, Nov. 15. Since 1970, the event has been a new start for tobacco users around the country. The South Central Public Health District joins the American Cancer Society in urging South Central Idaho residents to use this year's Great American Smokeout to take the first step toward a smoke free life today.

Smoking accounts for nearly one in three cancer deaths in the United States, and increases the risk of more than 13 types of cancer.

“Quitting even for one day can be an important step toward a healthier life,” said Cody Orchard, SCPHD Health Education Specialist. “We have nicotine replacement products for free, for anyone committed to quitting.”

Although there's no one right way to quit that works for everyone, there are some key elements that can help put smokers and other tobacco users on the road to living a longer and healthier life.

"The American Cancer Society supports any smoker who is considering quitting, no matter what approach they use," said Cliff Douglas, JD, American Cancer Society vice president of tobacco control. "The ACS recommends patients work with their clinician and use FDA-approved cessation aids that have been proven to help."

Consider these stay-quit tips from the American Cancer Society.

Set a date Picking a “quit day” is a critical first step. It's best to pick a date and allow yourself enough time to prepare and create a plan but not enough time to change your mind.

Make a plan Successfully quitting is a matter of planning and commitment, not luck. Many smokers prefer to quit cold turkey on their quit day while others try to smoke fewer cigarettes

leading up to their quit day to slowly reduce the amount of nicotine in their body and reduce withdrawal symptoms. Consider local cessation classes that can give support as you make the change.

Don't smoke on your quit day Don't take even one puff! Keep your mind and body occupied by exercising or losing yourself in an enjoyable hobby, and avoid situations where the urge to smoke is strong (this may include avoiding alcohol).

Avoid rationalizations "I'll have just one cigarette to get me through this situation" ... "Everyone dies of something" ... "How bad is smoking, really?" Write down rationalizations as they come up and recognize them as messages that can trick you into going back to smoking. Be ready with a distraction to redirect your thoughts to something else.

Bounce back from slips A slip is a one-time mistake that is quickly corrected; a relapse is going back to smoking. While it may be tempting to use a slip as an excuse to go back to your old ways, you also can look at what went wrong and renew your commitment. Try not to get too discouraged – very few people are able to quit for good on the first try. Use what you learn from the slip to make a stronger quitting attempt next time.

Quitting is hard, but you can increase your chances of success with help. Join the American Cancer Society for the Great American Smokeout on Nov. 15 and explore free resources and tools at cancer.org/smokeout.