

The Great American Smokeout (GASO) Thursday, November 20, 2003: It's Never Too Late to Quit



It's a great time to **have fun & make it easy** for people who want to quit!

To find **GASO** information, materials and logos (*like the ones seen here*) visit The American Cancer Society's web-site at <<http://www.cancer.org>>



GASO TIPS FOR SCHOOLS

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

Encourage students to **adopt their parents** or loved ones who **smoke**. Students can promise to provide **moral support**.

Organize high school and junior high students to put on a **show for elementary school students**.

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**.

For a teacher's guide click here <<http://www.cancer.org/downloads/COM/JrHSGASOCurriculum.pdf>>

GASO TIPS FOR WORKSITES / COMMUNITIES

Encourage smokers who are ready to quit tobacco to **call** the American Cancer Society/Texas Department of Health Quitline at **1-877-YES-QUIT**.

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.

Thinking about
quitting smoking?
We can help.



Great American
Smokeout

Call Quitline
toll free:
1-877-YES-QUIT



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Ideas for College Campus Activities:

For November 20, 2003, ask the cafeteria to serve "**cold turkey**" lunches for those smokers who are trying to quit.

Suggest a **competition** among campus **fraternities and sororities** to help smokers quit.

Recruit the **college radio station** to include continuous **coverage of campus events** for Smokeout.

Ask the **student government** to proclaim November 20, 2003, as the Great American Smokeout on campus and to **pass a resolution** for a smoke-free learning environment.

Work with college **newspaper staff** to cover the Smokeout activities on campus.

Ask a photographer from the **college yearbook staff** to attend Smokeout activities to ensure that Smokeout **memories** are saved for the students.

Work with the **education department** to coordinate education majors visiting local schools to **student-teach children** about the hazards of smoking.

Source: National Center For Chronic Disease Prevention and Health Promotion, http://www.cdc.gov/tobacco/calendar/nov_activities.htm, October 2003



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Great American Smokeout®

Just the Facts: Smoking Cessation

Within two years **after people quit**, the risk of death from heart disease **declines 24 percent**. Quitting for 10 to 14 years produces a **risk level almost equal with someone who never smoked**.

(Nurses' Health Study, Brigham and Women's Hospital and the Harvard School of Public Health, 1993)

Seventy percent of adults who smoke **want to quit completely**, according to the largest survey ever to measure peoples' interest in smoking cessation. (*"Cigarette Smoking Among Adults—United States, 1993," Centers for Disease Control, Dec. 22, 1994*)

Patterns of Tobacco Use in Texas College Students 2003: A Preliminary Report

Public Health Promotion Research and Program Development
Department of Kinesiology and Health Education
The University of Texas at Austin

Texas college students are smoking at much higher rates than the general adult population; **27.9% of students report smoking** in the last 30 days compared to **18.9% of adults** from the same geographic area (Houston/Beaumont/Port Arthur, TX 2002 *Adult Tobacco Survey*).

There is a **significant difference in tobacco use** among racial groups; **47% of White college students** reported smoking in the last 30 days compared to **18.3% of Blacks** and **34.5% of Hispanics**. If not addressed, this trend may have a **significant impact on future Texas adult tobacco use rates** and subsequent **health care costs**.