



1020 Washington St. N, Twin Falls, Idaho

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FOR IMMEDIATE RELEASE

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Gear Up For The Great American Smokeout!

TWIN FALLS-South Central Public Health District is gearing up for the Great American Smokeout by offering the American Cancer Society's "Fresh Start" program to help adults quit using tobacco products.

The **Great American Smokeout** is celebrated throughout the United States encouraging Americans (of whom 45.8 million smoke) to stop tobacco smoking. The event challenges people to stop smoking cigarettes for 24 hours, hoping their decision to not smoke will last forever. This annual event is on Thursday, November 18, 2010.

The "Fresh Start" program is offered free of charge as a community service to south central Idaho residents. It is specifically designed for those who want to get rid of their addiction to tobacco. Skills and knowledge levels are built to help reduce and eventually eliminate the use of tobacco. Participants in the class learn skills to communicate better, handle stress, make decisions, set goals, eat healthy and exercise.

The free, six-week program will be taught on Monday night from 6:00 – 7:00 pm from November 1 through December 6. All classes will be held at St. Benedict's Family Medical Center at 115 5th Ave. W, Jerome.

All tobacco smokers are encouraged to attend and especially women who are pregnant and/or who have children living with them. Space is limited and those wishing to attend are urged to register early. Contact Elvia Caldera, Tobacco Program Coordinator for SCPHD, at 737-5988.

Smoking is the single most preventable cause of death today in the United States. More than 1,500 Idahoans die each year from smoking related diseases, which averages about 4 people

a day. For every tobacco-related death there will be 20 others who will suffer from various health problems and a decreased quality of life.

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