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FOR IMMEDIATE RELEASE

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Join Americans Across The Country for The Great American Smokeout!

TWIN FALLS-The **Great American Smokeout** is November 18, 2010, and South Central Public Health District (SCPHD) is encouraging all cigarette smokers to participate in this event. This event was started by the American Cancer Society, and this year marks its 35th year. The Great American Smokeout encourages Americans (of whom 45.8 million smoke) to stop tobacco smoking and to take a step towards a healthier life. The theme for this year's event is "Help create a world with less cancer and more birthdays."

THE RULES ARE SIMPLE: You quit smoking for 24 hours of the Smokeout. The wonderful thing is that you won't be alone. Even if you don't go on to quit permanently, you will have learned that you can quit for a day and that many others around you are taking the step too!

SCPHD offers free smoking cessation classes using several different best-practice curriculums such as E.N.D. (Ending Nicotine Dependence) which is geared towards teens, and Fresh Start and the Freedom from Smoking Program which is geared towards adults. For more information on these classes, please call 737-5988.

There are two other resources to help smokers quit the habit. Idaho QuitNow (1-800-QUIT NOW or 1-800-784-8669) is a free telephone counseling service. By calling QUIT NOW, callers receive up to five counseling sessions with trained cessation counselors, printed educational materials, and information about medications. Idaho Quitnet, (www.idaho.quitnet.com) is a free Internet service that offers expert advice on quitting, online support from other smokers who are trying to quit, and information about medications. Smokers utilizing Idaho QuitNet are eligible to receive a free four-week supply of nicotine replacement therapy such as gum, patch, and lozenges.

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 four 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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