

The American Cancer Society's Great American Smokeout®: Seize the Opportunity!

The Great American Smokeout is a national event. It is sponsored by the American Cancer Society. It raises awareness about the dangers of smoking. It challenges smokers to quit.¹

It takes place every year on the third Thursday of November. It has sparked a shift against smoking.^{1,2} Smoking has been banned in workplaces. It has been banned in restaurants. The tax on cigarettes has been raised. Advertising cigarettes has been limited.²

Why and how to become part of the Great American Smokeout

About half of all Americans who still smoke will die from an illness related to smoking.³

Tobacco use⁴:

- Can cause:
 - Lung and other cancers
 - Heart and lung disease
- Is responsible for:
 - 1 in 3 cancer deaths
 - 1 in 5 deaths from all causes

If you have not set your quit date, start by marking the third Thursday of November on your calendar. Know that smoking is the most preventable cause of early death⁵ and:

- See your doctor and ask for help quitting
- Commit to quit
- Decide on your quit plan
- Build a support system

If you have picked your quit date, this is a good day to remind yourself that you are not alone. Keep going! It is important to commit and plan. This can help you quit successfully.³

Benefits and support

You get great benefits right away when you quit smoking.³ Research shows that smokers who have support are more likely to succeed.⁴ Make use of the support and companionship you get with the Great American Smokeout. And start making history!

BEAT THE PACK™



References:

1. American Cancer Society. History of the Great American Smokeout. http://www.cancer.org/docroot/PED/content/PED_10_5_Great_American_Smokeout_Culture_Changes.asp. Accessed March 24, 2008.
2. American Cancer Society. All about the event. http://www.cancer.org/docroot/PED/content/PED_10_5_Great_American_Smokeout_History.asp. Accessed March 24, 2008.
3. American Cancer Society. Guide to quitting smoking. http://www.cancer.org/docroot/PED/content/PED_10_13X_Guide_for_Quitting_Smoking.asp. Accessed March 24, 2008.
4. American Cancer Society. All about Smokeout. http://www.cancer.org/docroot/subsite/greatamericans/content/All_About_Smokeout.asp. Accessed March 24, 2008.
5. American Cancer Society. Cigarette smoking. http://www.cancer.org/docroot/PED/content/PED_10_2X_Cigarette_Smoking.asp. Accessed March 24, 2008.