



Great American Smokeout: Everyone Loves a Quitter!

The Great American Smokeout is held each November to help smokers quit cigarettes for at least one day, in hopes they will quit forever. This year's event will be held on **November 17, 2005**.

Promoting the Smokeout in the Workplace

The workplace is a wonderful location to launch highly successful Great American Smokeout promotions. Because adults spend the majority of their day at work, the office is an ideal place to help smokers, chewers, and dippers quit.

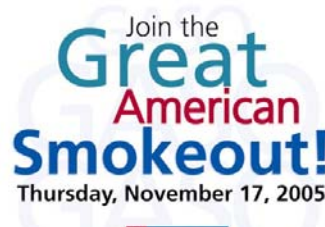
Planning a Workplace Activity

When planning an activity, consider all employees, including hourly, shift, part-time, and minimum wage employees. Remember to include unions or labor relations in any Great American Smokeout planning committees you organize.

Promotional ideas that have proven successful in worksites across the nation include:

- ◆ Send flyers informing employees about your planned Great American Smokeout activities and asking for employee participation in the event.
- ◆ Hold an informal sign-up breakfast for smokers and nonsmokers who have "adopted" a fellow employee. Hand out Great American Smokeout materials and treat the participating employees to juice and muffins.
- ◆ Create a competition between departments or regional offices to collect the most "kept" pledges to quit smoking.
- ◆ Feature a "cold turkey" special on the company menu and give cold turkey sandwiches to those who have pledged to quit for the day.

- ◆ Raffle a "cold turkey" for Thanksgiving to Great American Smokeout participants or hold a company drawing.
- ◆ Ask nonsmokers to give up something to empathize with smokers. Design pledge cards for the nonsmokers so they can indicate what they will give up, such as coffee, chocolate, or soft drinks.
- ◆ Set up Great American Smokeout stations where smokers can trade cigarettes or smokeless tobacco products for chewing gum, carrot sticks, or lollipops to help them "lick" the habit.
- ◆ Make Great American Smokeout part of an employee health promotion or wellness program. Arrange for blood pressure screenings, fitness activities, and healthy diet counseling for smokers trying to quit and for nonsmokers as well.
- ◆ Have a former smoker from your company or organization write an article for your newsletter or local paper. Ask him or her to describe the reasons for deciding to quit, the difficulties and encouragements along the way, and life after cigarettes. Reading an account by someone who has "been there" will show smokers that quitting is possible, and encourage them to persevere.
- ◆ Create a quilt with different squares representing reasons to quit smoking or the benefits of tobacco-free living. Display it, or present it to someone who is quitting.
- ◆ Encourage employees to call the **Georgia Quit Line** at **1-877-270-STOP** for free help with quitting tobacco.



Information provided by www.cancer.org.

Great American Smokeout materials and promotional items are available at www.cancer.org/smokeout.