

Great American Smoke-Out November 2010 Email

Hello XXXXXXXX,

It's almost that special Thursday of November again! The annual day of support, awareness, and good health. If you're thinking turkeys then you're a little ahead of yourself; it's time again for The Great American Smoke-Out! On the third Thursday every November, the American Cancer Society promotes local and nationwide activities that shine the light on the benefits of not smoking. This year, the 35th annual Great American Smoke-Out is November 18th, 2010. Remember that November is also Lung Cancer Awareness Month.

The Kentucky Center for Smoke-free Policy encourages all communities to plan activities that support, assist, and promote smoke-free policies on Great American Smoke-Out, during the month of November, and all year long!

Here are some ideas for how to celebrate Great American Smoke-Out in your community:

- **Place ads** on the serious health risks of secondhand smoke exposure and the benefits of smoke-free policy in church bulletins, newsletters, other community publications, etc. Let us know if you need examples of ads that have been shown to be effective in rural communities.
- **Hang posters** in commonly visited community locations (i.e., banks, shopping centers) is a great way to increase awareness. Contact us for examples of poster messages that have been shown to be effective in rural communities. **Electronic banners:** Your organization can post effective secondhand smoke messages on your organization's website.
- **Brochures** on the serious health risks from secondhand smoke and the benefits of smoke-free policy can be distributed by piggybacking on existing community events.
- **Set up an information booth** to build capacity for smoke-free air. 'Sell' your smoke-free brand by distributing materials and asking residents to sign up to get involved in your smoke-free coalition. Set up outside high foot-traffic areas, such as grocery stores, shopping centers, schools, gas stations, etc.
- **Spread the word through media!** Ask your local newspapers and/or advertisers, radio shows, and other media to run an article or free ad about the serious health risks from secondhand smoke and the value of smoke-free policies.
- **Celebrate the anniversary of your tobacco- or smoke-free hospital (or other smoke-free community locations) and/or law!** Now that the elections are behind us, this is

the perfect time to recognize the leaders in your community for doing the right thing. Distribute 'thank you' plaques or certificates (and make it a media event!) and/or share local data about the positive outcomes from the policies.

Great American Smoke-Out is a day to encourage smoke-free advocacy and celebrate smoke-free air in your community. Additional information for supporting Great American Smoke-Out can be found from the American Cancer Society at:

<http://www.cancer.org/Healthy/StayAwayfromTobacco/GreatAmericanSmokeout/index>

Please let me know if there is anything I can do to help you!

Thanks,

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***For more information, contact the Kentucky Center for Smoke-free Policy
University of Kentucky College of Nursing 859-323-4587 or www.kcsp.uky.edu.***

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