

# The Great American Smokeout (GASO) Thursday, November 20, 2003: It's Never Too Late to Quit



It's a great time to **have fun & make it easy** for people who want to quit!

To find **GASO** information, materials and logos (*like the ones seen here*) visit The American Cancer Society's web-site at <<http://www.cancer.org>>



### **GASO** TIPS FOR SCHOOLS

Have students research and write stories for the **school newspaper** about tobacco issues and the social & health consequences of smoking.

Encourage students to **adopt their parents** or loved ones who **smoke**. Students can promise to provide **moral support**.

Organize high school and junior high students to put on a **show for elementary school students**.

Hold a **contest** for the **best stop-smoking creation**: a poster, essay, song, debate, radio or TV commercial, home video, editorial, poetry, slogan, banner, cartoon, joke, comedy routine, or **not-smoking pledge**.

For a teacher's guide click here <<http://www.cancer.org/downloads/COM/JrHSGASOCurriculum.pdf>>

### **GASO** TIPS FOR WORKSITES / COMMUNITIES

**Encourage smokers** who are ready to quit tobacco to **call** the American Cancer Society/Texas Department of Health Quitline at **1-877-YES-QUIT**.

Host Smokeout stations where smokers can **trade cigarettes** or **spit tobacco** products for chewing gum, breath mints, carrot sticks, or lollipops to **help them lick the addiction**.

Incorporate Smokeout into employee **health promotion or wellness programs**. Arrange for blood pressure screenings, fitness activities, or healthy diet counseling.

Thinking about quitting smoking?  
We can help.

Call Quitline toll free:  
1-877-YES-QUIT

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## Ideas for College Campus Activities:

For November 20, 2003, ask the cafeteria to serve "**cold turkey**" lunches for those smokers who are trying to quit.

Suggest a **competition** among campus **fraternities and sororities** to help smokers quit.

Recruit the **college radio station** to include continuous **coverage of campus events** for Smokeout.

Ask the **student government** to proclaim November 20, 2003, as the Great American Smokeout on campus and to **pass a resolution** for a smoke-free learning environment.

Work with college **newspaper staff** to cover the Smokeout activities on campus.

Ask a photographer from the **college yearbook staff** to attend Smokeout activities to ensure that Smokeout **memories** are saved for the students.

Work with the **education department** to coordinate education majors visiting local schools to **student-teach children** about the hazards of smoking.

Source: National Center For Chronic Disease Prevention and Health Promotion, [http://www.cdc.gov/tobacco/calendar/nov\\_activities.htm](http://www.cdc.gov/tobacco/calendar/nov_activities.htm), October 2003



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## Great American Smokeout®

### Just the Facts: Smoking Cessation

Within two years **after people quit**, the risk of death from heart disease **declines 24 percent**. Quitting for 10 to 14 years produces a **risk level almost equal with someone who never smoked**.

*(Nurses' Health Study, Brigham and Women's Hospital and the Harvard School of Public Health, 1993)*

**Seventy percent** of adults who smoke **want to quit completely**, according to the largest survey ever to measure peoples' interest in smoking cessation. (*"Cigarette Smoking Among Adults—United States, 1993," Centers for Disease Control, Dec. 22, 1994*)

### Patterns of Tobacco Use in Texas College Students 2003: A Preliminary Report

Public Health Promotion Research and Program Development  
Department of Kinesiology and Health Education  
The University of Texas at Austin

**Texas college students are smoking at much higher rates** than the general adult population; **27.9% of students report smoking** in the last 30 days compared to **18.9% of adults** from the same geographic area (Houston/Beaumont/Port Arthur, TX 2002 *Adult Tobacco Survey*).

There is a **significant difference in tobacco use** among racial groups; **47% of White college students** reported smoking in the last 30 days compared to **18.3% of Blacks** and **34.5% of Hispanics**. If not addressed, this trend may have a **significant impact on future Texas adult tobacco use rates** and subsequent **health care costs**.