

The Great American Smokeout

November 15, 2007

A publication of the Tobacco-Free Collaborative

How the Great American Smokeout Began

The Smokeout has helped bring about dramatic changes in Americans' attitudes about smoking, which have led to community programs and smoke-free laws that are now saving lives in many states. The event began in the 1970's when smoking and secondhand smoke were commonplace.

The idea for the Great American Smokeout grew out of a 1974 event. Lynn R. Smith, editor of the Moticello Times in Minnesota, spearheaded the state's first D-Day, or Don't Smoke Day. The idea may have been inspired by Arthur P. Mullaney of Randolph, Massachusetts, who three years earlier had asked people to give up cigarettes for a day and donate the money they would have spent on cigarettes to a high school scholarship fund.

The idea caught on, and on November 18, 1976, the California Division of the American Cancer Society successfully prompted nearly one million smokers to quit for the day. That California event marked the first Smokeout, and the Society took it nationwide in 1977.

http://www.cancer.org/docroot/subsite/greatamericans/content/All_About_Smokeout.asp



It's Time to Celebrate!

If the Great American Smokeout is not a big enough reason to celebrate, then how about the one-year anniversary of Smoke-Free Ohio?

Over the last year because of your help, not only did we pass the Smoke-Free Workplace Act, but we have defeated two attempts to weaken the law in the state legislature. It is vital we show our continued support for the law. We need to demonstrate that Ohioans still enjoy the smoke-free public places and workplaces they voted for...and what a better way to celebrate the day than going out with friends!

To join the celebration, RSVP with Candi

Rotolo, your Government Relations Field Director at 1-888-227-6446.

The event will be held on November 15 at the Surly Girl Saloon, which is located on 1126 North High Street in Columbus. The time is 4:00 p.m. to 6:00 p.m.



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... And the Winner of the Great American Smokeout Coloring Contest is...

The Cessation Services Workgroup in conjunction with the American Cancer Society hosted a 2007 Great American Smokeout Poster Contest.

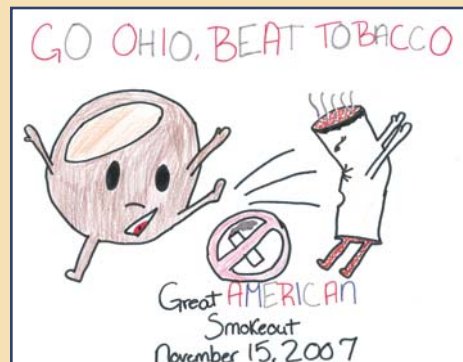
The contest was open to sixth-graders and the theme of the contest was, "Go Ohio, Beat Tobacco!"

The first place winner was Kevin McCoy and the second place winner was Mary Richards.

McCoy's poster will be used as the official poster for the Great American Smokeout. He will receive four tickets to the Columbus Blue Jackets game, snacks and drinks for the game, and Columbus Blue Jackets memorabilia signed by the players. Richards will receive a gift card to Tuttle Mall. Prizes will be presented on November 15.



Kevin McCoy's picture



Mary Richards' picture



Two Great Tools from the American Cancer Society

The American Cancer Society promotes the Great American Health Challenge to educate Americans about reducing cancer risks. This year-long program, encourages Americans to make a commitment to take actions, such as quitting smoking, to reduce their cancer risk or detect cancer when it is most treatable.

To learn more about the Great American Health Challenge, visit <http://www.cancer.org/greatamericans>.

Another great resource from the American Cancer Society is the Employer E-Toolkit. Although the material focuses on the Great American Smokeout, the material can be used all year long.

To obtain a copy, click [here](#).

The Tobacco-Free Times is a newsletter produced in cooperation with the TFC. For more information on the TFC, please contact Amber Breedlove at 614-462-3718 or adbreedl@franklincountyohio.gov.

It's time to *clear the air!*

Within 20 minutes of quitting...

Within 20 minutes after you smoke that last cigarette, your body begins a series of changes that continue for years.

20 Minutes After Quitting

Your heart rate drops.

12 Hours After Quitting

The amount of carbon monoxide in your blood drops to normal.

2 Weeks to 3 Months After Quitting

Your heart attack risk begins to drop.

Your lungs begin to work better.

1 to 9 Months After Quitting

Your coughing and shortness of breath decrease.

1 Year After Quitting

Your risk of heart disease is half that of a smoker's.

5 Years After Quitting

Your stroke risk is reduced to that of a nonsmoker's 5-15 years after quitting.

10 Years After Quitting

Your lung cancer death rate is half that of a smoker's.

Your risk of cancers of the mouth, throat, esophagus, bladder, kidney, and pancreas decreases.

15 Years After Quitting

Your risk of heart disease is like you never smoked.



Source: Adapted from the Centers for Disease Control and Prevention



**Great American
Smokeout***

1-800-227-2345
www.cancer.org

Hope. Progress. Answers.