



DATE: November 15, 2017

TO: DeKalb County News Media

FROM: Lisa Gonzalez
Public Health Administrator

FOR IMMEDIATE RELEASE
Great American Smokeout- November 16, 2017

The DeKalb County Health Department observes the annual Great American Smokeout on Thursday, November 16, to help support the American Cancer Society's initiatives. The American Cancer Society, along with the DeKalb County Health Department encourages community members to use the date to make a plan to quit smoking. The Great American Smokeout is recognized as an annual day to spotlight the benefits of quitting smoking and to support current smokers to kick the habit permanently by making a plan to gradually quit smoking. Great American Smokeout is always on the third Thursday of November.

In conjunction with the Great American Smokeout, the Health Department is promoting the Center for Disease (CDC) campaign, Tips from Former Smokers, beginning this week and going through the spring. Campaign ads will run on various media including Comcast Spotlight, movie theater advertisements, bus advertisements, and also The Daily Chronicle's website. During these advertisements, community members will be reminded to call the call the Illinois Tobacco Quitline (1-866-QUIT-YES/ 1-866-784-8937). The Quitline offers free, convenient, and confidential counseling throughout the quitting process by trained respiratory therapists and nurses.

P. 2 Great American Smokeout - November 16, 2017

Eligible DeKalb County residents may also be able to take advantage of the *Illinois Nicotine Replacement Therapy Distribution* program and receive two weeks of nicotine replacement therapy (NRT) patches at no cost, to those who qualify.

“This is an excellent opportunity for those residents who wish to try nicotine replacement products as a supplement to their efforts to quit smoking.” said Lisa Gonzalez, Public Health Administrator at the DeKalb County Health Department. “The American Heart Association promotes nicotine replacement therapy (NRT) as a safe and effective way to help people stop using cigarettes when used as part of a comprehensive smoking cessation program.”

For more information on quitting, call the Illinois Tobacco Quitline at 1-866-QUIT-YES.

To learn more about the many programs and services of the Health Department, visit health.dekalbcounty.org, or call (815)758-6673.



###