



American Cancer Society  
**Great American Smokeout®**

**November 19, 2015**

Today's the day you get on track to beat cigarettes.  
For help crossing the finish line, call us.

1.800.227.2345  
[cancer.org/smokeout](http://cancer.org/smokeout)





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# QUIT LIKE A CHAMPION™

## Great American Smokeout®



Get ready to lose — the habit,  
and become victorious over tobacco.

The American Cancer Society Great American Smokeout event is your chance to triumph over addiction. Every November, we set aside the third Thursday to encourage smokers to go the distance, and to finally give up smoking.

About 42 million Americans still smoke, and tobacco use remains the single largest preventable cause of disease and premature death in the United States.

So if you can quit for one day, you've taken an important step toward a healthier life. It's a race for your health, and it starts today.

Today's the day that quitters win.

### Why Quit?

The health benefits begin the moment you stop smoking. Quitting at any age can give you back years of life that would be lost by continuing to smoke.

### More Information about Quitting

Sure, it's hard to be a quitter, but with help, you can increase your chances of success.

The American Cancer Society can coach you through it, step by step, by providing quit-smoking programs, resources, and support that can increase your chances of quitting and staying quit.

To learn more, call us at **1-800-227-2345** or visit [cancer.org/smokeout](http://cancer.org/smokeout) to find free tips and tools.

## How does your body recover after smoking ...

**20**  
minutes



Your heart rate and blood pressure drop.

**12**  
hours



The carbon monoxide level in your blood drops to normal.

**2–3**  
weeks months



Your circulation improves, and your lung function increases.

**1–9**  
months



Coughing and shortness of breath decrease; cilia start to regain normal function in the lungs, increasing the ability to handle mucus, clean the lungs and reduce the risk of infection.

**1**  
year



The excess risk of coronary heart disease is half that of a continuing smoker's.

**5**  
years



Risk of cancer of the mouth, throat, esophagus, and bladder are cut in half. Cervical cancer risk falls to that of a non-smoker. Stroke risk can fall to that of a non-smoker after 2-5 years.

**10**  
years



The risk of dying from lung cancer is about half that of a person who is still smoking. The risk of cancer of the larynx (voice box) and pancreas decreases.

**15**  
years



The risk of coronary heart disease is that of a non-smoker's.

## American Cancer Society Great American Smokeout 2015 Social Media Messages

Schedule general lung cancer awareness posts for early November, with GASO posts starting on November 10. Please continue to share updates from the national social media channels as well.

### **Facebook**

November 19 is the American Cancer Society Great American Smokeout! There's no right way to quit but there are 4 key factors to help you Quit Like A Champion:

- Making the decision to quit
- Picking a quit day and making a plan
- Dealing with withdrawal
- Staying tobacco-free

Visit <http://www.cancer.org/smokeout> or call 1-800-227-2345.

The Great American Smokeout encourages the nearly 44 million Americans who smoke to make November 19 the day you quit or make a plan to quit. Want help? Visit <http://www.cancer.org/smokeout> or call 1-800-227-2345.

Why Quit Smoking? 20 minutes after quitting for good, your heart rate and blood pressure drop. Quit Like A Champion on the Great American Smokeout on November 19. Visit <http://www.cancer.org/healthy/stayawayfromtobacco/quit-for-life> or call 1-800-227-2345 for help or more information.

Why Quit Smoking? Two weeks to three months after quitting, your circulation improves and your lung function increases. Quit Like A Champion on the Great American Smokeout on November 19. Visit <http://www.cancer.org/healthy/stayawayfromtobacco/quit-for-life> or call 1-800-227-2345 for help or more information.

Why Quit Smoking? Ten years after quitting, the risk of dying from lung cancer is about half that of a person who is still smoking. Quit Like A Champion on the Great American Smokeout on November 19. Visit <http://www.cancer.org/healthy/stayawayfromtobacco/quit-for-life> or call 1-800-227-2345 for help or more information.

Why Quit Smoking? One to nine months after quitting, coughing and shortness of breath decrease; cilia start to regain normal function in the lungs, increasing the ability to handle mucus, clean the lungs, and reduce the risk of infection. Quit Like A Champion on the Great American Smokeout on November 19. Visit <http://www.cancer.org/healthy/stayawayfromtobacco/quit-for-life> or call 1-800-227-2345 for help or more information.

It's almost here! The Great American Smokeout is November 19. If you're a smoker, it's a great day to Quit Like A Champion! Need some help? Visit <http://www.cancer.org/smokeout> or call 1-800-227-2345 for help or more information.

## **November 19**

Today is The Great American Smokeout. When smokers quit — even for one day — they're taking an important step towards a healthier life, one that can lead to reducing cancer risk. Quit Like A Champion! Visit <http://www.cancer.org/smokeout> or call 1-800-227-2345 for help or more information.

## **Twitter**

#GASO encourages 44m smokers to quit on Nov 20 <http://www.cancer.org/smokeout>  
#QuitLikeAChampion

20 minutes after quitting for good, your heart rate and blood pressure drop. <http://bit.ly/1wNFXny>  
#gaso ##QuitLikeAChampion

2 weeks to 3 months after quitting, circulation improves and lung function increases.  
<http://bit.ly/1wNFXny> #gaso #QuitLikeAChampion

10 yrs after quitting, risk of dying from lung cancer is about 1/2 of person who is still smoking.  
<http://bit.ly/1wNFXny> #gaso #QuitLikeAChampion

Keeping yourself busy with other things can help you kick your tobacco habit. <http://bit.ly/1wNFXny>  
#gaso #QuitLikeAChampion

Quitting smoking is not easy, but you can do it. <http://www.cancer.org/smokeout> #gaso  
#QuitLikeAChampion

## **November 19**

Today is Great American Smokeout. Quit with us! <http://www.cancer.org/smokeout> #gaso  
#QuitLikeAChampion



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Give up cigarettes today, and the fans in your life will applaud.  
For even more support, call us.

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