November 2018 Press Release Template – Great American Smokeout

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For Immediate Release: **(INSERT DATE)**

Contact: **(INSERT NAME, PHONE NUMBER)**

**Take the first step toward a healthier life this Great American Smokeout**

**(CITY, WI)** – START YOUR RELEASE BY SHARING THAT THURSDAY, NOVEMBER 15 IS THE GREAT AMERICAN SMOKEOUT (GASO), AN ANNUAL EVENT THAT ENCOURAGES PEOPLE WHO USE TOBACCO TO BEGIN THEIR QUITTING JOURNEY.

MEMBERS OF THE (**INSERT NETWORK/COALITION NAME**) SAY THAT THE GASO IS AS GREAT A TIME TO START AS ANY.

“INCLUDE A QUOTE FROM A COALITION/NETWORK REPRESENTATIVE ABOUT THE FACT THAT DESPITE PROGRESS THAT’S BEEN MADE IN DECREASING USE STATEWIDE, TOBACCO USE STILL TAKES OVER 7,000 WISCONSIN LIVES EACH YEAR,” SAID (**CONTACT NAME**). “SHARE THAT IT’S NEVER TOO LATE TO QUIT, AND THAT THERE ARE RESOURCES AVAILABLE TO HELP TOBACCO USERS GET STARTED ON THEIR QUIT JOURNEY.”

USE THIS PARAGRAPH TO PROVIDE REASONS TO QUIT. YOU CAN FIND SOME GOOD ONES AT <https://www.lung.org/stop-smoking/i-want-to-quit/reasons-to-quit-smoking.html>.

NEXT, SHARE THAT THE BENEFITS OF QUITTING TOBACCO ARE MANY AND THAT THEY START QUICKLY AND INCREASE OVER TIME. INCLUDE A FEW EXAMPLES FROM <https://smokefree.gov/quit-smoking/why-you-should-quit/reasons-to-quit>.

IF YOU HAVE A NETWORK/COALITION MEMBER THAT QUIT USING TOBACCO, SPOTLIGHT THEM HERE. PROVIDE AN INTRO TO THEIR QUOTE BY SHARING THEIR NAME, WHERE THEY RESIDE, HOW LONG THEY USED TOBACCO, AND WHEN THEY QUIT.

“QUOTE FROM FORMER TOBACCO USER ABOUT WHY THEY MADE THE DECISION TO QUIT. DID THEY RECEIVE HELP TO DO SO? WHAT IS THEIR FAVORITE THING ABOUT BEING TOBACCO-FREE?,” SAID (**NAME**). “HAVE THEM SHARE THAT QUITTING IS NOT EASY, BUT THE REWARDS ARE WORTH IT.”

CLOSE BY LETTING TOBACCO USERS KNOW THEY CAN GET FREE HELP BY CALLING THE WISCONSIN TOBACCO QUIT LINE AT 1-800-QUIT NOW (784-8669). ALSO MENTION THAT MEDICAID ENROLLEES SHOULD TALK TO THEIR DOCTOR ABOUT FREE HELP AVAILABLE THROUGH THE MEDICAID CESSATION BENEFIT. YOU CAN ALSO ENCOURAGE READERS TO LEARN MORE ABOUT LOCAL TOBACCO PREVENTION AND CONTROL ACTIVITIES BY VISITING THE (**ORGANIZATION NAME**) WEBSITE/SOCIAL MEDIA AT (**LINK)**.

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