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**PINELLAS COUNTY HEALTH DEPARTMENT**

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November 6, 2007

**FOR IMMEDIATE RELEASE**

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**Accept the Challenge!  
Great American Smokeout is November 15**

The Pinellas County Health Department and the Tobacco-Free Coalition of Pinellas County want to remind you about the American Cancer Society's 31st Annual Great American Smokeout on Thursday, November 15.

With Pinellas County residents protected by smoke-free workplace laws, and a variety of cessation resources available, there has never been a better time to quit smoking and enjoy the health benefits.

On November 15, those who smoke and want to quit to are urged to call the Florida Quit-for Life Line, a free telephone-based counseling program, at 1-877-U-CAN-NOW (1-877-822-6669).

The Great American Smokeout web site ([www.cancer.org/greatamericans](http://www.cancer.org/greatamericans)) features new desktop helpers, including a Quit Clock and a Craving Stopper. These tools can be downloaded to a computer to help smokers pick a quit day, prepare for quitting and get support during and after quitting.

According to a 1990 report by the U.S. Surgeon General, people who quit smoking, regardless of age, live longer than people who continue to smoke, and quitting smoking substantially decreases the risk of lung, laryngeal, esophageal, oral, pancreatic, bladder and cervical cancers.

In addition to encouraging smokers to make a plan to quit, the Great American Smokeout is a day for the community to join in efforts to advocate for smoke-free policies such as "Breathe Easy Zones" at building entrances. The combination of smoke-free policies and smoking cessation support is critical to helping smokers quit and stay tobacco-free.

For more information, visit [www.cancer.org/greatamericans](http://www.cancer.org/greatamericans)  
or <http://www.pinellashealth.com/TobaccoPrevention.asp>

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[www.PinellasHealth.com](http://www.PinellasHealth.com)