



**FOR IMMEDIATE RELEASE**

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## **The Great American Smokeout, American Cancer Society Live Tobacco-Free**

### **Pendleton, Oregon, November 14, 2018**

Health partners throughout Umatilla County are encouraging tobacco users to commit or recommit to healthy, tobacco-free lives by participating in the American Cancer Society's 43rd Great American Smokeout® event on November 15, 2018.

The theme for Great American Smokeout (GASO) 2018 is "Day 1". This theme was selected to reflect what we know about tobacco cessation. That quitting nicotine isn't easy. It takes time. And a plan. GASO isn't necessarily the day for smokers to quit smoking, but rather the day for smokers to start their journey toward a tobacco-free life. Along with the American Cancer Society, Umatilla County Health community is here to provide resources and support to help tobacco users quit for good.

Cigarette smoking kills about half of all long-term smokers. Each year, more than 480,000 people in the United States die from illnesses caused by smoking. This means that each year, smoking causes about 1 out of 5 deaths in the US. In fact, smoking cigarettes kills more Americans than alcohol, car accidents, HIV, guns, and illegal drugs combined. Tobacco use not only causes cancer. It can damage nearly every organ in the body, including the lungs, heart, blood vessels, reproductive organs, mouth, skin, eyes, and bones.

Addiction to nicotine is one of the strongest and most deadly addictions one can have. While cigarette smoking rates have dropped (from 42% in 1965 to 15.5% in 2016), about 37.8 million Americans smoke cigarettes. Each year, approximately 20 million American smokers try to quit, representing more than half of the 37.8 million smokers in the U.S. Only about 1.4 million (7%) succeed. An even greater percentage of smokers (68%) report being interested in quitting.

If you are a smoker, the most important thing you can do to improve your health is to quit smoking.

Umatilla County Public Health, Yellowhawk Tribal Health Center, CHI St. Anthony Physicians Clinic and Good Shepherd Healthcare System is partnering with the American Cancer Society to help the people in our community to be healthy and happy. During this year's Great American Smokeout® event, we hope everyone will join us – and encourage their friends, family and colleagues to join us – in committing or recommitting to tobacco-free lives."

On November 15 visit one of the six tobacco cessation booths around the county for tobacco cessation quit tips, quit resources, the opportunity to connect with a tobacco cessation coach,

learn how to get no-cost nicotine replacement medications, and get questions answered about electronic cigarettes / vaping.

Booth Locations are:  
Pendleton, Grocery Outlet  
1810 SW Court Ave.  
10a.m. to 4p.m.

Hermiston Good Shepherd  
610 NW 11th Street  
Conference Center 7  
10a.m. to 4:00p.m.

Confederated Tribes of the Umatilla Indian Reservation  
9-11a.m. and 1-3p.m. at:  
Yellowhawk Tribal Health Center lobby,  
Nixyaawii Governance Center lobby, and at the Mission Market

Milton-Freewater  
Public Library  
SW 8th Ave.  
10a.m. to 4:00p.m.

*Umatilla County Public Health*

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