



DATE: November 15, 2016

TO: DeKalb County News Media

FROM: Lisa Gonzalez
Public Health Administrator

FOR IMMEDIATE RELEASE

Great American Smokeout- November 17, 2016

The DeKalb County Health Department observes the annual Great American Smokeout on Thursday, November 17, according to Lisa Gonzalez, Public Health Administrator at the DeKalb County Health Department. The Great American Smokeout is recognized as an annual day to spotlight the benefits of quitting smoking and to encourage current smokers to kick the habit permanently or at least quit for the day. Great American Smokeout is always on the third Thursday before Thanksgiving.

“The Great American Smokeout is a great starting point to quit or at least cut back on the number of cigarettes smoked,” said Gonzalez. Quitting is difficult, but you can increase your chances of success with help. The Health Department recommends that smokers call the Illinois Tobacco Quitline (1-866-784-8937). The Quitline is provided by the Illinois Department of Public Health and the American Lung Association. The Quitline offers free, convenient, and confidential counseling throughout the quitting process by trained respiratory therapists and nurses.

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.

-More-

P. 2 Great American Smokeout - November 17, 2016

“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 Gonzalez. “The American Heart Association (AHA) 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.

###