QUIT LIKE A CHAMPION

American Cancer Society
Great American Smokeout®

November 19, 2015

Communications Toolkit for Businesses and Organizations
Welcome to the Quitters, Their Coaches, and Their Fans

Today’s the day that quitters win, so thank you for downloading the free American Cancer Society Great American Smokeout® communications toolkit.

For the smokers in your life, you can cheer them on to victory and encourage them to make a lifesaving play by losing – the habit of smoking.

Freely use these materials to inspire your employees, colleagues, partners, and subscribers.

Your participation is so important. Every potential champion quitter needs a coach or a cheerleader, to know that someone is always in their corner.

And quitting is not an individual competition; it’s a team event that no one can afford to lose. Because when we quit together, we win together.

That’s why, this year, we’d like to make a special appeal to groups with rising rates of smoking, like the LGBT communities, Latinos, and African Americans, as well as veterans and active military.

Tobacco use remains the largest preventable cause of disease and premature death in the US. Yet about 42 million Americans still smoke cigarettes.

So on Thursday, November 19, during the Great American Smokeout event, inspire the smokers in your life to use this day to go the distance, and to quit.

Because, at the American Cancer Society, we believe, that if you can win one day, then you can win them all.

To learn even more, visit cancer.org/smokeout or call us at 1-800-227-2345.

Quit like a champion™.
The Page-by-page Play

Graphics to download: Print .................................................................................................................. 4
Graphics to download: Web Graphics .................................................................................................. 5
Graphics to download: Multicultural Communities ............................................................................. 6
Appeals for Participation .................................................................................................................... 7
Message for Smoking Groups in Your Organization ......................................................................... 8
Finding Stories in your Organization .................................................................................................. 9
Video Ideas ........................................................................................................................................ 10
Infographic to Share .......................................................................................................................... 11
Facebook Posts .................................................................................................................................. 12
Community Specific Facebook Posts ................................................................................................. 13
Social Activations ............................................................................................................................... 14
Tweetable Tips to Help Quitters Stick to the Plan ............................................................................ 15
Share Your Story with the Media ........................................................................................................ 16
Pitch to Local and Regional Media ..................................................................................................... 17
Event Ideas ......................................................................................................................................... 18
A More Ambitious Event Idea ........................................................................................................... 19
Communications Checklist ............................................................................................................... 20
Please Share Your Feedback .............................................................................................................. 21
Appendix: Email Messages ................................................................................................................ 22
Graphics to Download: Print

Click here for American Cancer Society Great American Smokeout event graphics that you can share on social media, in emails, and in newsletters.

[Graphics images]
Graphics to Download: Web Graphics

Click here for American Cancer Society Great American Smokeout event graphics that you can share on social media, in emails, and in newsletters.
Graphics to Download: Multicultural Communities

Click here for American Cancer Society Great American Smokeout event graphics for LGBT, military, and Spanish-speaking communities that you can share on social media, in emails, and in newsletters.
Appeals for Participation

For your intranet, bulletin board, digital display, or newsletter.

Quit Like a Champion™

You’ve always said you could go the distance; that you could stop lifting that pack at any time; that you had the strength and the willpower to be a quitter.

Well, the American Cancer Society® is hoping you’ll prove it – to yourself.

On Thursday, November 19, we present the American Cancer Society Great American Smokeout® event. It’s a day where defeating tobacco becomes a team sport.

Sure, overcoming the obstacle of addiction can feel like a personal competition, but when you go one-on-one with tobacco, we’re all in your corner.

So get ready, because with enough dedication, drive, and support, this is the day you’re going to lose – the cigarettes.

We know it’s a challenge. But if you can win one day, you can win them all. Give the fans of your life something to cheer about.

Quit like a champion.

To learn more, visit cancer.org/smokeout or call the American Cancer Society at 1-800-227-2345.
Message for Smoking Groups in Your Organization

Whether they’re online or off.

Hey Team,

In competitive cigarette news, on Thursday, November 19, quitting smoking becomes a team sport – it’s the American Cancer Society Great American Smokeout® event.

Join our recruitment drive to those who currently sit in the smoking section. This is the day to give up smoking, and to celebrate the start of your winning streak.

Sure, overcoming the obstacle of addiction can feel like a personal competition, but when you go one-on-one with tobacco, we’re all in your corner.

So instead of sitting on the sidelines, consider the smoking area to be the bench, and on this day you’re going to say, “I’m ready, coach; put me in.”

We know it’s a challenge. But if you can win one day, you can win them all. Give all the fans of your life something to cheer about.

Quit like a champion™.

To learn more, visit cancer.org/smokeout or call the American Cancer Society at 1-800-227-2345.
Finding Stories in Your Organization

Real success is an inspiration.

Let’s celebrate those within our organization who’ve already defeated tobacco. Use this email to find out who those champions are and then, with their permission, share their stories and post them to Twitter, Facebook or your intranet, or publish them in your newsletter.

Hey team,

The sad truth is, when it comes to cigarettes we don’t always win. So if you have ever been victorious over tobacco, we want to hear from you.

Every drag of smoke is a chance to try again, and it is the champions on our team and their stories that can inspire us to finally quit and win.

Our company is participating in the American Cancer Society Great American Smokeout® event on Thursday, November 19.

It’s the day that quitting smoking becomes a team sport.

So we’d like to feature past and future champion quitters on our Facebook, Twitter, newsletter and intranet.

And just maybe, we’ll find more people winning.

Quit like a champion™.

To learn more, visit cancer.org/smokeout or call the American Cancer Society at 1-800-227-2345.
Video Ideas

Encourage smokers who are employees, members, or patients to shoot their own videos leading up to and during the day of the American Cancer Society Great American Smokeout event.

Prompt 1: After the entire struggle, you finally did it and made it across the finish line. It’s been three years since you last smoked. What do you have to say to those who look up to you, and who want to also quit like a champion™?

Prompt 2: As a smoker, can you show us how you’re getting ready, training for the American Cancer Society Great American Smokeout® event?

Prompt 3: As a smoker, do you believe that you could give up smoking anytime you want to? Like, say, for a day? What about Thursday, November 19?

Prompt 4: What’s your secret to quitting like a champion?

Prompt 5: How will you quit like a champion?
Infographic to Share

This chart outlines the benefits of quitting. You can tweet individual factoids or click here to download the chart for sharing in emails, newsletters or social media.

Facebook Posts

Here are examples of social messages you’ll want to share:

John Doe
Yesterday at 9:54am

John Doe, a 15-year employee of our company, is joining us for the American Cancer Society Great American Smokeout® event. His wife and children are cheering him on. #GASO #Quitlikeachampion

Jane Doe
Tuesday at 12:25pm

Our team member Jane Doe beat tobacco seven years ago. Her winning strategy? Carrot sticks. True story! And now she’s ready to cheer you on – the American Cancer Society Great American Smokeout® event. Give up smoking on November 19, and celebrate the first of many victories. #GASO #Quitlikeachampion
Community Specific Facebook Posts

*Share the Success with Everybody*

Here are examples of diversity messages you’ll want to share:

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**Facebook**

**John Doe**
Saturday at 7:13am

John Doe has been taking regular smoke breaks for the five years he’s been with this company. But now, because of the Great American Smokeout® event he’s taking a permanent break from smoking. His husband and friends are cheering him on. #GASO #Quitlikeachampion

**Jane Doe**
Friday at 11:57pm

Our team member Jane Doe ended her relationship with tobacco seven years ago. Because she wanted to be here for all the other relationships in her life, like her Mom and Dad, her church and choir, and especially her husband, Larry. And this year, during the Great American Smokeout® event, this past champion will be there for you, cheering you on. #GASO #Quitlikeachampion

**John Doe**
Saturday at 7:13am

John Doe has been working here since he returned from active service in the military. And we know that he’ll be here even longer, because during the Great American Smokeout® event, he’s pledged to fight smoking. And with our support, we know that’s a fight that he can win. #GASO #Quitlikeachampion
Social Activations

#Quitlikeachampion

We encourage those who are attempting to quit smoking on Thursday, November 19, to update their Instagram and Facebook accounts with regular check-ins throughout the day. This enables “play-by-play” types of updates, so fans of their lives can comment and cheer them on to victory.

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**JohnDoe**

@John_Doe

The competition has just begun. Me vs. tobacco. You win one day; you can win them all. #Quitlikeachampion.

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**JaneDoe**

@Jane_Doe

Today’s the day that quitters win. #Quitlikeachampion.
Tweetable Tips to Help Quitters Stick to the Plan

#Quitlikeachampion

Tweet/post/share these one at a time, or circulate a link to http://www.cancer.org/healthy/stayawayfromtobacco/guidetoquittingsmoking/guide-to-quitting-smoking-dealing-with-withdrawal, the page from which the tips are adapted.

Use these ideas to help quitters stay committed:

- To avoid smoking today, try running with a new pack. #Quitlikeachampion #GASO

- To be a champion, change your habits. Switch to juices or water instead of alcohol. #Quitlikeachampion #GASO

- When you want to go outside for a smoke, just keep walking and take a brisk lap instead. #Quitlikeachampion #GASO

- A champion’s mouth is for more than smoking. Train with sugarless gum, hard candy, carrots, or sunflower seeds. #Quitlikeachampion #GASO

- A champion can always try exercise to avoid smoking. #Quitlikeachampion #GASO

- Win your first day tobacco free one moment at a time. Take a warm bath, go for a walk, or read a book. #Quitlikeachampion #GASO

- When you feel like you’re about to lose to tobacco, breathe deeply and visualize winning one breath at a time. And the crowd goes wild! #Quitlikeachampion #GASO

- If you’re about to light up, call an audible and do something else. #Quitlikeachampion #GASO

- Reward yourself like a champion. For every hour you don’t smoke a cigarette, do a touchdown dance. #Quitlikeachampion #GASO
Share Your Story with the Media

Do you or your member organizations have quitters who are willing and able to do interviews? Work with your local American Cancer Society office, and send a release like this to the local paper!

Customize this news release and share it with your local newspaper, radio station, or community website. Also, please coordinate with your local American Cancer Society office.

News release template:

Your contact information

FOR IMMEDIATE RELEASE

[NUMBER] [COMPANY] associates vow to quit smoking on November 19 as part of the American Cancer Society Great American Smokeout® event. It’s the day quitting smoking becomes a team sport.

CITY, STATE, Month, Day, 2015 – We know, overcoming the obstacle of addiction can feel like a personal competition, but at [COMPANY], we’re all on the same team when it comes to knocking out cigarettes.

That’s why we’re thrilled to throw our hat in the ring, proudly announcing [NUMBER] associates have chosen to take part in the Great American Smokeout event on Thursday, November 19.

QUITTER QUOTE HERE: [EXAMPLE] “With my family and friends in mind, I’m ready to give quitting a real shot,” said [EMPLOYEE]. “I’m going to lean on my colleagues, and they’re going to lean on me. Quit together, win together. We’re going to quit like champions.”

Tobacco use remains the single largest preventable cause of disease and premature death in the US, yet about 42 million Americans still smoke cigarettes – a bit under 1 in every 5 adults.

That’s why the American Cancer Society encourages smokers to take part in the Great American Smokeout event on the third Thursday of November each year and to make a plan to quit, or to plan in advance and stop smoking that day. By quitting – even for one day – smokers will be taking an important step toward a healthier life – one that can lead to reducing their cancer risk.

[Standard paragraph about your company here]

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Pitch to Local and Regional Media

Do you or your member organizations have quitters who are willing and able to do interviews? Work with a local American Cancer Society office, and send a note like this to the local media outlets!

Dear editor,

Thursday, November 19, is the American Cancer Society Great American Smokeout® event. The day quitting smoking becomes a team sport. And we encourage everyone to get ready to quit like champions.

Sure, overcoming the obstacles of addiction can feel like a personal competition, but when your readers/listeners are going one-on-one with tobacco, we want them all to know, we’re in their corner.

And we want them to know that you are, too. So we ask that you join us in setting aside this day and encouraging your audience to quit smoking or pledge to quit.

[USE YOUR OWN EXAMPLE: Jane Smith, an accountant here for 15 years, has smoked all of her life and is determined to make a change. She’s among a half-dozen people here who are making huge life decisions around the American Cancer Society Great American Smokeout event.]

We’re proud of them. We want all of our employees to be happy and healthy, and we all look up to these people who are putting themselves out there so boldly. Would you be interested in speaking with [NAME OF PERSON IN EXAMPLE]?

Thank you very much either way for your consideration.

[Signature]

P.S. Tobacco use remains the single largest preventable cause of disease and premature death in the U.S., yet about 42 million Americans still smoke cigarettes. According to the Centers for Disease Control and Prevention, smoking-related illnesses in the United States cost more than $300 billion each year, including nearly $170 billion for direct medical costs for adults and more than $156 billion in lost productivity due to premature death and secondhand smoke.

P.P.S. Quitting smoking delivers immediate health benefits. The longer a person avoids tobacco, the healthier they’ll get.
Event Ideas

**Group Photo Social Pic:**
Take a picture of everyone who’s quitting. And then post it to your social feed. Increase the share-factor by having participants dress and act as if they are running a marathon.

**Action Shots:**
Take pictures of smokers breaking their cigarettes in half as if they’re strong people, shooting cigarette packs into the waste basket like basketball players, or hurling them like discus throwers, etc.

**Friday Afternoon Cake & Ice Cream Victory Ceremony:**
Celebrate your quitters with cake and medals from the party store.

**Record a Message from the CEO:**
Leaders can lead with encouragement, almost like a coach cheering on players as they attempt to defeat tobacco.

**Trophy Ceremony:**
Every day you’re smoke-free is a victory. Celebrate them all with trophies.

**Adopt a Smoker:**
Encourage nonsmokers to adopt a smoker, like a trainer, helping to mentor them with tips and support.

**Give-Smoking-a-Rest-ing Stations:**
Set up stations where tobacco users can trade cigarettes for nicotine replacement therapies (e.g., gum, lozenges, or patches), chewing gum, carrot sticks, or lollipops).

**Incentives:**
Offer a cash prize or gift card for tobacco users who quit on or before the American Cancer Society Great American Smokeout event and remain tobacco free for six months or a year. Or enter all names into a drawing for a single prize.

**Champion Cold Turkeys:**
Let the looming holidays inspire a turkey giveaway. If this is how they quit, then this is what they deserve to get.

**Champion Roundtable:**
Gather three to five successful quitters together to tell their stories, share the tips that helped them succeed, and answer questions of would-be quitters. The audience can be your employees, your members, or the public.
A More Ambitious Event Idea

Wall of Champions

Designate a bulletin board for those who have the drive and determination to quit like a champion™. Have all employees cover the board with supportive notes for colleagues who are attempting to beat tobacco.

This idea shows support while accounting for people who may be shy about quitting smoking and haven’t gone public with their participation in the American Cancer Society Great American Smokeout event.

Maybe they’re secret smokers. Maybe they’re not sure if they can stop smoking. Words of encouragement may be just the thing they need to get to quit like a champion.
Communications Checklist

✓ Find out who wants to quit.
✓ Identify veteran quitters.
✓ Get CEO to weigh in with support.
✓ Make a video or two.
✓ Tell the world (as appropriate).
✓ Keep the news flowing internally as well.
✓ Celebrate American Cancer Society Great American Smokeout® participants.
Please Share Your Feedback

How was your American Cancer Society Great American Smokeout® event? What went well? What would you do differently? Did these ideas help you? What would you like to see in the next version of this toolkit? Thank you for sharing your story!

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Appendix: Email Messages

These emails can also be used as newsletter inserts.

Email # 1: Put Money Back in Your Wallet

We all know that smoking causes health problems, but have you thought about how it affects your wallet? In 2009, the federal tobacco tax increase added 62 cents to the price of each pack of cigarettes – bringing the total tax to $1.01 per pack. This tax and the current economy might be just the motivation you need to join the American Cancer Society Great American Smokeout® Thursday, November 19, and finally quit for good.

Beyond the savings on cigarettes, quitting smoking could also save you the cost of breath mints, cough drops, and cleaning expenses for your clothes, home, and car. And on top of those savings, you and your family will benefit even more over time. You can avoid many costs from doctor visits and medicines for the diseases and other health issues caused by smoking or by exposure to secondhand smoke.

Quit like a champion™.

To learn more, visit cancer.org/smokeout or call the American Cancer Society at 1-800-227-2345.
Email # 2: Set a Quit Day: You Can Do It!

Are you planning to quit tobacco? Research shows that if you pick a quit day that’s within the next 30 days and stick to it, you’ll be more likely to succeed in quitting. Why not pick the American Cancer Society Great American Smokeout® event on Thursday, November 19?

Here are some ways to prepare for your quit day:

• Pick the date and mark it on your calendar.

• Tell friends and family about your quit day.

• Visit cancer.org/smokeout and download the Quit Clock desktop helper. The Quit Clock lets you plug your quit day into your computer, and then counts down to the selected day. Each morning, a new tip comes up to help you prepare to stop using tobacco.

• Visit cancer.org/smokeout to download the Quit For Life® mobile app.

• Stock up on oral substitutes – sugarless gum, carrot sticks, or hard candy.

• Think back to your other attempts to quit. Try to figure out what worked and what didn’t work for you. There is no one right way to quit. Quitting tobacco is a lot like losing weight – it takes a strong commitment over a long period of time. Tobacco users may wish there was a magic bullet – a pill or method that would make quitting painless and easy, but, unfortunately, there’s nothing like that on the market. Nicotine substitutes can help reduce withdrawal symptoms, but they are most effective when used as part of a plan that addresses both the physical and psychological components of quitting tobacco.

Quitting isn’t easy, but you can do it. In fact, do it with a friend.

Quit like a champion™.

Visit cancer.org/smokeout or call 1-800-227-2345, 24 hours a day, 7 days a week.
Email # 3: Your Quit Day Is Coming!

Your quit day is coming up. You might be nervous, but you can do it! Here are some ways to prepare:

• Download special badges and cards from cancer.org/smokeout, and let your friends, family, and co-workers know what you’re going through and how they can help.

• Visit cancer.org/smokeout and download the Craving Stopper desktop helper. The Craving Stopper will give you encouragement and tips for 30 days to help you succeed in quitting. You can even play a 2-minute game (like Zombie Smokeout) to distract yourself – that’s the time it usually takes for a tobacco craving to subside. Visit cancer.org/smokeout for yet another option, the Quit For Life® mobile app.

• Get rid of all the tobacco, cigarettes, and ashtrays in your home, car, and workplace.

• Decide on a plan. Will you use nicotine replacement therapy or other medicines? You might need to start taking prescription medicines before your quit day, so build in that time if necessary.

• Will you attend a cessation class? If so, sign up now.

• Practice saying, “No, thank you. I don’t smoke/chew.”

• Set up a support system. This could be a group class, Nicotine Anonymous, or a friend or family member who has successfully quit and is willing to help you. Ask family and friends who still use tobacco not to do it around you and not to leave cigarettes or tobacco out where you can see them.

Remember, there is no one right way to quit – do whatever works for you!
Email # 4: Suggestions for Your Quit Day

Are you going to try the American Cancer Society Great American Smokeout® event on Thursday, November 19?

Successfully quitting tobacco is a matter of planning and commitment, not luck. Decide now on your own plan. Some options include using nicotine replacement therapy, joining a cessation class, going to Nicotine Anonymous meetings, and using self-help books and pamphlets. Visit cancer.org/smokeout for another resource, the Quit For Life® Program app. For the best chance at success, your plan should include one or more of these options. On your quit day, follow these suggestions:

- Do not use tobacco – not even one puff or chew!

- Stay active – try walking, exercising, or doing other activities or hobbies.

- Drink lots of water and 100% juices.

- Start using nicotine replacement if that’s your plan.

- Attend a cessation class or start following a self-help plan.

- Avoid situations where the urge to smoke or use tobacco is strong.

- Limit or avoid alcohol.

- Think about changing your routine: Use a different route to get to work. Drink tea instead of coffee. Eat breakfast in a different place or eat different foods.

- To get help quitting, visit cancer.org/smokeout or call the American Cancer Society, anytime day or night, at 1-800-227-2345.

This day will be the first of many victories.

Quit like a champion™.
Email #5: Need Support to Quit?

Try the Quit For Life Mobile App.

Sustain your American Cancer Society Great American Smokeout® with a pocket cessation program: the Quit For Life® mobile app brought to you by the American Cancer Society. You don’t have to participate in the Quit For Life program to use it. The free app gives smartphone users a downloadable tool that supports them throughout the quit process, helping them set a quit date, identify reasons for quitting, and conquer cravings once they’ve quit. The app, available via cancer.org/smokeout, is on both iOS and Android platforms.

For extra support, quit with a friend! Quit together. Win together.

Quit like a champion™.

Visit cancer.org/smokeout or call 1-800-227-2345, 24 hours a day, 7 days a week.