

## November 2016 – Million Hearts® Messaging Help Americans Quit Smoking this November



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### We Want to Know!

Do you like these messages? Do they meet your needs? [Tell us how we're doing!](#) We want your feedback! We also want you to use these messages as you wish on your own communications channels.

**Please share the content in this newsletter!**

### November's Focus

As the year winds down, Americans start to reflect on the past year and what things are truly important in their life. That's why it's the perfect time to remind folks that they can live life to the fullest by quitting smoking.

### Did you know?

- Smoking causes one out of every three cardiovascular disease-related deaths.
- Most adult smokers want to quit smoking, with nearly 7 out of 10 U.S. adult smokers reporting they wanted to break their nicotine habit.
- CDC offers a Quitline for people who want to stop smoking: 1-800-QUIT-NOW.

Quitting smoking isn't easy. But it's an important step to improving Americans' health. Not only can it reduce the risk of cardiovascular disease – it also reduces the risk of other diseases including cancer, COPD, and diabetes. There are steps that people can take to break the habit. That's why we are asking you to make it a priority to help Americans quit smoking this November.

## Social Media Messages

### Twitter

If you want to quit smoking, the @CDCgov can help. Call the Quitline now at 1-800-QUIT-NOW.

#DYK your lungs & other smoke-damaged organs start to repair themselves almost immediately after you quit smoking? <http://bit.ly/2dvmO5q>

Nov. 17 is the #GreatAmericanSmokeout! Set your quit date now & visit <http://bit.ly/1cr2DI4> for resources.

Support from friends & family can make a big difference when trying to quit smoking. Learn more <http://bit.ly/2e7RFYy>

Quitting smoking is hard, but you can do it! Let Tiffany's story & tips inspire you! <http://bit.ly/2eZrYMm>

#DYK – 1 year after you quit smoking, your risk of coronary heart disease is reduced by 50%?  
<http://bit.ly/2dvmO5q> *[Image #1]*

Smokers w/ diabetes have more trouble controlling their condition than nonsmokers. Learn more: <http://bit.ly/1k4iDyZ>.

#DYK smoking makes it harder to control #diabetes? See Bill's story: <http://bit.ly/2erb1IJ>.  
#NationalDiabetesAwarenessMonth

#HealthPros: With the #GreatAmericanSmokeout on Nov. 17, it's the perfect time to focus on the "S" in the ABCS #smokingcessation. *[Image #2]*

### Facebook

#DYK that 7 in 10 U.S. adults who smoke want to quit? Quitting's not easy, but it is possible. Set a quit date, talk to your family and friends, and seek out tips and resources to stay motivated. You CAN do this! <http://bit.ly/1DL01jY>

Mark your calendars for November 17 – the #GreatAmericanSmokeout – to finally quit smoking. *[Image #1]*

#HealthPros: Last month, we reflected on #WorldStrokeDay. This month we're celebrating the #GreatAmericanSmokeOut. Bridge these observances by helping smokers quit this month. There are lots of resources that can help, including <http://bit.ly/2dH7CW9>.

November is National Diabetes Awareness Month. Did you know smokers are 30–40% more likely to develop type 2 diabetes than nonsmokers? Or that people with diabetes who smoke are more likely than nonsmokers to have trouble with insulin dosing and with controlling their disease? Learn more at <http://bit.ly/1k4iDyZ>.

#HealthPros – Focus on the “S” in the ABCS of cardiovascular disease prevention this month. Make it a priority to help Americans quit smoking. Remind them that there are steps that they can take to break the habit. <http://bit.ly/1DL01jY> [Image #2]

### Social Media Images

Image #1

**Benefits of Quitting Smoking:**

<b>20</b> MINUTES after quitting: your blood pressure and heart rate recover from the cigarette-induced spike.	<b>12</b> HOURS of smoke-free living: the carbon monoxide levels in your blood return to normal.
<b>2</b> WEEKS to three months of smoke-free living: your circulation and lung function begin to improve.	<b>1</b> WEEK to nine months of smoke-free living: clear and deeper breathing gradually returns.
<b>1</b> YEAR after quitting, a person's risk of coronary heart disease is reduced by 50 percent.	<b>5</b> YEARS after quitting, a person's risk of stroke is similar to that of a nonsmoker.

Image #2

Talk to your health care team about the

# ABCS

 <b>Aspirin</b> when appropriate	 <b>Blood pressure</b> control	 <b>Cholesterol</b> management	 <b>Smoking</b> cessation
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## Sample Newsletter Article

### Help Americans Quit Smoking in November

Most adult smokers in the U.S. – 7 out of 10 – want to quit smoking completely. That’s good news for us in the cardiovascular field as smoking causes one out of every three cardiovascular disease-related deaths. This November, make it a priority to help Americans quit smoking this month.

Breaking the nicotine habit has health benefits no matter how long a person has smoked. Studies show that an individual’s blood pressure and heart rate recover within 20 minutes of their last cigarette. Within 2 weeks to 3 months, those who quit smoking have improved circulation and lung function. In a year, their risk for coronary heart disease reduces by 50 percent. And, after five years, their risk of stroke is similar to that of non-smokers.

If you know someone who is trying to quit, be sure to share these tried and true tips:

- Call the CDC’s Quitline at 1-800-QUIT-NOW
- Talk to a physician about local tobacco cessation resources
- Set a quit date, make a plan, and ask your family and friends for support to carry it through
- Sign up for [Quit Tobacco](#) for motivational messages via text

Quitting smoking isn’t easy. But it’s an important step to improving Americans’ health. Not only can quitting smoking reduce the risk of cardiovascular disease – it also reduces the risk of other diseases including cancer, COPD, and diabetes. So, this November, help someone quit by focusing on the “S” in the ABCS of cardiovascular disease prevention.

### Million Hearts® Partner Resources

#### Public Health Professionals:

CDC – Tobacco-Related Disparities

<http://www.cdc.gov/tobacco/disparities/index.htm>

Million Hearts® - Multidisciplinary Approach to Increase Smoking Cessation Interventions

[http://millionhearts.hhs.gov/docs/SS\\_ny.pdf](http://millionhearts.hhs.gov/docs/SS_ny.pdf)

#### Providers:

Million Hearts® -- Protocol for Identifying and Treating Patients Who Use Tobacco

<http://millionhearts.hhs.gov/files/Tobacco-Cessation-Protocol.pdf>

#### General:

American Heart Association – Quit Smoking

[http://www.heart.org/HEARTORG/HealthyLiving/HealthyLifestyle/LearningHealthyHabits/QuitSmoking/Quit-Smoking\\_UCM\\_001085\\_SubHomePage.jsp](http://www.heart.org/HEARTORG/HealthyLiving/HealthyLifestyle/LearningHealthyHabits/QuitSmoking/Quit-Smoking_UCM_001085_SubHomePage.jsp)

CDC – I’m Ready to Quit!

[http://www.cdc.gov/tobacco/campaign/tips/quit-smoking/?s\\_cid=OSH\\_tips\\_D9170](http://www.cdc.gov/tobacco/campaign/tips/quit-smoking/?s_cid=OSH_tips_D9170)

CDC – Quitting Smoking

[http://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/cessation/quitting/index.htm](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/cessation/quitting/index.htm)

CDC – Smoking and Diabetes

<http://www.cdc.gov/tobacco/campaign/tips/diseases/diabetes.html>

CDC – Smoking and Heart Disease and Stroke

<http://www.cdc.gov/tobacco/campaign/tips/diseases/heart-disease-stroke.html>

Quit Tobacco

<https://ucanquit2.org/>

Smokefree.gov

<https://smokefree.gov/>