



CALENDAR RELEASE

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National Event Helps Hawaii Smokers Quit Smoking

The Great American Smokeout, November 17, is an opportunity for smokers to beat their addiction

HONOLULU – Throughout November, community organizations throughout Hawaii will be hosting events to celebrate the American Cancer Society's 36th annual Great American Smokeout, which takes place November 17, 2011. The Great American Smokeout is an annual nationwide event created by the American Cancer Society to encourage smokers to use November 17 as *the* day to quit smoking or to make a plan to quit smoking.

For those interested in quitting tobacco, there is free help available. The Hawaii Tobacco Quitline, 1-800-QUIT-NOW (1-800-784-8669), is a free and confidential telephone service for Hawaii tobacco users who want to quit. Available statewide, the Hawaii Tobacco Quitline provides people who are ready to quit with free nicotine gum or patches as well as free coaching. It also provides referrals to other community cessation services and information to family and friends and health care providers who are interested in helping others quit tobacco.

For more details on the Hawaii Tobacco Quitline and contact information for other cessation programs, access to an interactive quiz to test if you're addicted to nicotine, or to calculate how much money you can save from quitting tobacco, visit www.clearthesmoke.org. You can also follow Clear the Smoke on Twitter @clearthesmoke or Facebook at www.facebook.com/clearthesmoke.

A list of Hawaii's smoke-free events statewide include:

OAHU

Thursday, November 17: University Health Services-Manoa Health Promotion Office will be hosting the **American Cancer Society's** Great American Smokeout health fair. The fair's theme is "Clean Air, Clean Aina." The event will run from **10:30 a.m. to 1:30 p.m.** at the **University of Hawaii-Manoa's Campus Center Mall** and will feature interactive games, displays, free giveaways and prizes. Other participating organizations include **Hawaii Tobacco Quitline, Coalition for a Tobacco-Free Hawaii, University of Hawaii School of Dental Hygiene, American Heart Association, Waikiki Health Center, Hawaii Bone Marrow Donor Registry and Blood Bank of Hawaii.** For more information, contact Lisa Kehl or Kristen Scholly at (808) 956-8060.

University of Hawaii-Manoa's Campus Center – 2465 Campus Road, Honolulu, HI 96822

WEST HAWAII ISLAND

Thursday, November 17: West Hawaii Tobacco-Free Coalition will be commemorating the Great American Smokeout with an exhibit table at a free Luncheon and Community Fair for the homeless, a celebration in recognition of the Hawaii County's 2011 Hunger & Homeless Awareness Month. The event is sponsored by **HOPE Services Hawaii, Inc., Family Support Hawaii, and Community Alliance Partners – Hawaii County** and will take place on from **10 a.m. to 2 p.m.** at the **Old Kona Airport, Makaeo Pavilion.** For more information, contact Josephine Ibarra, HOPE Services Hawaii's West Hawaii Community Relations Director, at (808) 933-6041 or jibarra@hopeserviceshawaii.org.

Old Kona Airport – Kuakini Highway, Kailua-Kona, HI 96740

EAST HAWAII ISLAND

Thursday, November 17: American Cancer Society – East Hawaii Branch will be hosting a Turkey Trot Great American Smokeout event at **Waiakea Intermediate School** during lunch recess from **11:30 a.m. to 12 p.m.** Students can participate in a mini-fun run and the **Coalition for a Tobacco-Free Hawaii – East Hawaii Coalition** will conduct a spin game and Tobacco-Free Me Pledge. For more information, contact Vanessa Carlson, Waiakea Intermediate School's Student Activities Club Advisor, at (808) 981-7231.

Waiakea Intermediate School – 200 West Puainako Street, Hilo, HI 96720

MAUI

Saturday, November 19: The Coalition for a Tobacco-Free Maui will be hosting a Great American Smokeout event at the **Maui Mall**. The event runs from **9 a.m. to 12:30 p.m.** There will be food, entertainment, and great family fun.

Grade level division winners and the overall winner of the “Smoke-Free Cars = Healthy Kids & Ohana” art contest will also be recognized at the event. The contest was open to all Maui County students in grades six to eight to help build awareness that secondhand smoke in cars is harmful to everyone’s health, especially those who are ages 17 and younger.

For more information, contact Sonya Niess, Coalition for a Tobacco-Free Maui Coordinator, at (808) 575-7602 or sonya@tobaccofreehawaii.org.

Maui Mall – 70 East Kaahumanu Avenue, Kahului, HI 96732

KAUAI

Thursday, November 17: American Cancer Society, Coalition for a Tobacco-Free Hawaii, Kauai Veterans Clinic, and Hoola Lahui are joining forces for the Great American Smokeout “Holo Holo.” This initiative is a mobile unit that will be deployed at several **Garden Isle beach parks (formally Pine Tree Inn, Hanamaulu & Kapaa)** from **8:30 a.m. to 12:30 p.m.** to distribute Quit kits and provide on-the-spot cessation advice to beachgoers. For more information, contact Susan Oshiro-Taogoshi at American Cancer Society’s Kauai office at (808) 246-0695.

About Hawaii Tobacco Quitline

The Hawaii Tobacco Quitline has answered over 20,000 calls from local residents since its launch in 2005. Research shows that people who call the Quitline are more likely to quit successfully than if they quit on their own, especially when they use the nicotine patch or gum along with the coaching services. The Hawaii Tobacco Quitline is funded by the Hawaii Tobacco Prevention and Control Trust Fund.

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