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**For Immediate Release**

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**Take Action: Join the Great American Smokeout**  
*National effort scheduled for November 16*

Northern Michigan Public Health Alliance and Health Department of Northwest Michigan (HDNW) are promoting the Great American Smokeout and encouraging community members to quit—starting with day one.

Each year, on the third Thursday in November, the American Cancer Society marks the day as the Great American Smokeout. HDNW is joining the American Cancer Society to encourage tobacco users to quit by joining the smokeout and by taking advantage of the available resources.

“You don’t have to stop in one day,” says Dr. Joshua Meyerson, HDNW Medical Director. “All you need to do is start with day one and move forward from there. The Great American Smokeout is a powerful reminder that tobacco users have access to resources and support in their efforts to stop smoking.”

Quitting smoking is not an easy task. It takes time, a plan, and for most people, does not happen overnight. Tobacco products are highly addictive, and most tobacco users make several attempts before they successfully quit. It’s never too late to quit smoking.

“Every time you fail, you learn something new and you’re more prepared to try again,” says Holly Campbell, HDNW Deputy Health Officer. “The best way to prepare for smoking cessation is to write a quit plan.”

A quit plan can include:

- Choosing a date,
- Listing your reasons,
- Noting your triggers like stress or boredom, and
- Having coping methods in place to combat nicotine cravings.

Click [here](#) to access the “Guide to Quitting Smoking.” The guide includes information on nicotine withdrawal symptoms, methods to quit, including the use of patches and other means to minimize physical symptoms, and more available aids.

The Michigan Tobacco Quitlink, 1-800-QUIT-NOW (784-8669), can offer free counseling to those who qualify. For more information, click [here](#).

For information on the Great American Smokeout, click [here](#).

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