

November 2017 – Million Hearts® Messaging

This November, celebrate the Great American Smokeout by sharing tobacco cessation messages with patients, family and friends and empower them to quit tobacco.

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We Want to Know

Do you like these messages? Do they meet your needs? We want your feedback! We also want you to use these messages as you wish on your own communications channels. **Please share this content!**

November's Focus

November is when the American Cancer Society holds its annual Great American Smokeout. It's also

- Tobacco use is a major cause of cardiovascular disease and causes one of every three deaths from

Smoking is deadly to women. If you want to quit smoking, the @CDCgov can help. Call the Quitline now at 1-800-QUIT-NOW *[Image #1]*

With the #GreatAmericanSmokeout on Nov. 16, it's the perfect time to focus on the "S" in the ABCS #smokingcessation. *[Image #2]*

Facebook

November 16 is the @AmericanCancerSociety's #GreatAmericanSmokeout, a perfect time to encourage people in your practice to quit tobacco. Learn to identify and treat tobacco users with these 5 steps from Million Hearts [tag]. #GASO <http://bit.ly/2a21xTr> h . #GASO#o

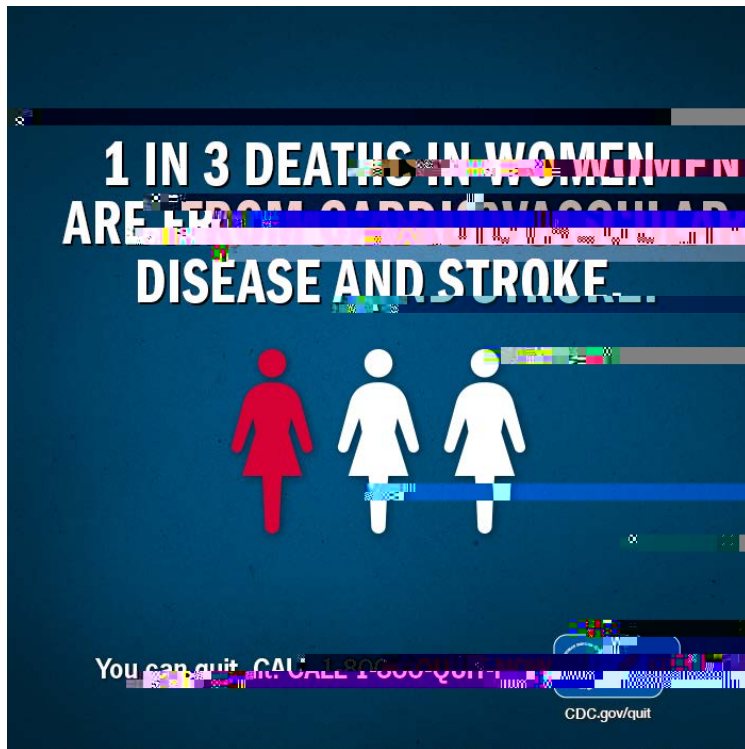


Image #2

Sample Newsletter Article

Encourage patients, family, friends to quit smoking

Smoking or using tobacco products is a major cause of cardiovascular disease, which leads to stroke or heart attacks. That's why it's critical that doctors encourage their patients to quit smoking, and help them reach out to friends and family who smoke and encourage them to quit as well.

November is the perfect month to do this. That's because every year, on the third Thursday of November – Nov. 16, 2017 – smokers across the nation take part in the American Cancer Society Great American Smokeout event.

It's also when many Americans gather together with family and friends to celebrate Thanksgiving, making it a great time to remind patients that they can live life to the fullest by quitting smoking. It's also a good time for patients to nudge their friends and family to quit tobacco.

Encourage someone you know to use the date to make a plan to quit, or, plan in advance and then quit smoking that day. By quitting – even for 1 day – smokers will be taking an important step toward a

Centers for Disease Control and Prevention

[The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General
Smoking and Cardiovascular Disease](#)