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American Lung Association

Anderson Partnership & Neighbors

Anderson Union High School District

California Health Collaborative

Common Spirit/Dignity Health

California Department of Transportation

First 5 Shasta

Mercy Medical Center Redding

Planned Parenthood

Rural Initiative Strengthening Equity

Shasta County Chemical People, Inc

Shasta Community Health Center

Si Se Puede

Shasta County Office of Education

United Way of Northern California

Youth Options Shasta

And Community Members

PRESS RELEASE

FOR IMMEDIATE RELEASE: November 14, 2022

Contact: Manuel Meza, Tobacco Cessation Education, (530) 229-8467

Start living a smoke/vape-free life.

Make the Great American Smokeout and Vapeout your day to quit!

SHASTA COUNTY, CA – Are you ready to quit tobacco? Make the Great American Smokeout and Vapeout on November 17, 2022, your date to quit. The Great American Smokeout is an annual event to start living a tobacco-free life. Joining thousands of people across the country in taking an important step toward a healthier life, including reducing your cancer risk. Attend this year’s event to drop off your tobacco products, pick up a quit kit, and meet Tobacco Education Coalition members who are ready to help you live tobacco free.

There are three locations this year to get support to start your path toward a smoke-free future:

- **Factory Outlet and Flooring (parking lot):**
2951 Churn Creek Road, Redding, CA 96003 from 10 a.m.-5 p.m.
- **Valley Christian Center (parking lot):**
2831 Freeman St, Anderson, CA 96007 from 10 a.m.-4 p.m.
- **Shasta College (inside the cafeteria on the main campus):**
11555 Old Oregon Trail, Redding, CA 96003 from 11 a.m.-2 p.m.

Information on quitting tobacco will be available at each location. Give up your tobacco products and receive a free “Quit Kit.” Tune into radio station Wild 99.3 (FM KWLC) to hear DJ Jake Easy interview former smokers who will share their stories about their quit journeys.

Smoking remains the single largest preventable cause of death and illness in the world. About 480,000 lives are lost to smoking annually, and 16 million people live with a smoking-related illness.¹ According to the most recent California Health Interview Survey, about 3 out of 4 smokers have considered quitting in the past 6 months, but only 1 in 4 received information on smoking cessation from a healthcare professional or other source. This event helps people who use tobacco products quit.

Our mission is to protect our residents from the harmful effects and environmental impacts of tobacco and to prevent the next generation of tobacco users. Meetings are held bimonthly on the third Wednesday of the month from 11:30AM - 1:00 PM, for more information call 229-8469.

The Shasta County Tobacco Education Coalition offers the following tips for quitting tobacco:

- Pick the date and mark it on your calendar.
- Tell friends and family that you have set a date to quit.
- Get rid of all the tobacco products, cigarettes, and ashtrays in your home, car, and work.
- Make a plan. Will you use nicotine replacement therapy or other medicines? Will you attend cessation classes? If so, sign up now.
- Practice saying, “No, thank you. I am trying to quit.”
- Set up a support system. Consider a group class or find a friend or family member who has successfully quit to help you.
- Ask family and friends who still smoke not to smoke around you and not to leave cigarettes out where you can see them.
- If you are taking prescription medications, first discuss your plans to quit with your doctor or healthcare provider.

For more information about the Great American Smokeout & Vapeout or quit tobacco resources, contact Jennifer Coulter at (530) 244-7194. To learn more, visit tobaccofreeshasta.org or Kickitca.org.

1. <https://www.cancer.org/healthy/stay-away-from-tobacco/great-american-smokeout.html>

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