



COUNTY OF SAN LUIS OBISPO HEALTH AGENCY
PUBLIC HEALTH DEPARTMENT

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**Great American Smokeout Challenges Smokers to Quit, Non-Smokers to Lend Support
"Cold Turkey" Events Engage Local Students in Promoting Health, Protecting Environment**

San Luis Obispo, CA —Smokers and non-smokers alike are invited to make a difference as part of the Great American Smokeout this Thursday, November 16 across San Luis Obispo County. The County of San Luis Obispo Tobacco Control Program is hosting "Cold Turkey" events to encourage smokers to quit—for one day or forever—and encourage non-smokers to lend their support by picking up cigarette litter and cheering on friends and family who are ready to quit.

"We're all affected by this issue, whether it's through secondhand smoke, the environmental impact of litter, or the direct health effects of smoking," said Inger Appanaitis, program manager for tobacco control for the County of San Luis Obispo. "Today, we're encouraging everyone do their part and help make SLO County a healthier place. Tomorrow and throughout the year, we're here to support everyone who is ready to quit."

While the issue is serious, the approach is light-hearted: students and community members who sign a pledge to quit smoking will be rewarded with a cold turkey sandwich and information about County resources to support them in quitting. Those who don't smoke can get their own turkey sandwich by picking up cigarette litter.

- **WHEN:** Thursday, November 16, 11:30 a.m.-1:30 p.m.
- **WHERE:** Cuesta College main campus, outside the cafeteria
- **WHO:** Students, staff, faculty and community members are invited to sign the pledge to quit smoking or to pick up cigarette litter in exchange for a cold turkey sandwich. The event is presented by the County of San Luis Obispo Public Health Department Tobacco Control Program with support from Cuesta College, as part of a nationwide day of action presented by the American Cancer Society.
- **WHY:** Tobacco use remains the single largest preventable cause of disease and premature death in the world. Quitting smoking has immediate and long-term health benefits. With the Great American Smokeout, the Tobacco Control team is supporting residents in quitting smoking and connecting to resources to stay tobacco-free.

The "cold turkey" reward is a reminder of the many effective ways to quit. The Tobacco Control program offers support and resources—including free Quit Smoking classes, group support, and nicotine replacement—for residents year-round. To learn more about resources available, visit www.slocounty.ca.gov/quit-tobacco.

Public Health Department

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