

## 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 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 encourage their friends and family to quit tobacco.

### Did you know?

- Tobacco use is a major cause of cardiovascular disease and causes one of every three deaths from cardiovascular disease, according to the 2014 Surgeon General's Report on smoking and health.
- Cardiovascular disease is the single largest cause of death in the United States, killing more than 800,000 people a year.
- Even people who smoke fewer than five cigarettes a day may show signs of early cardiovascular disease. The risk of cardiovascular disease increases with the number of cigarettes smoked per day, and when smoking continues for many years.
- Using smokeless tobacco, or smoking hookas, bidis, kreteks, cigars or even cigarettes with lower levels of tar or nicotine do not reduce the risk of cardiovascular disease.
- There is no risk-free level of exposure to tobacco smoke, and there is no safe tobacco product.

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 tobacco, and help them reach out to friends and family who smoke and encourage them to quit as well. Most people find that a combination of resources works best. Many smokers do not quit on their first attempt. Many need several tries to successfully quit. But the benefits are well worth it, so patients and family members should be encouraged to keep trying. The Centers for Disease Control offers a Quitline for people who want to stop smoking: 1-800-QUIT-NOW. Patients can also visit [www.smokefree.gov](http://www.smokefree.gov) for more support.

## Social Media Messages

### Channels to follow and re-tweet or share

Twitter: <https://twitter.com/millionheartsus> (@MillionHeartsUS)

Facebook: <https://www.facebook.com/millionhearts>

### Twitter

Smoking can increase risk for heart disease. Help people in your practice quit #tobacco.

<http://bit.ly/2a21xTr> #GASO @MillionHeartsUS

70% of smokers want to quit. Help patients quit tobacco w/ @MillionHeartsUS action steps.

<http://bit.ly/2a21xTr> #GASO

Encourage tobacco cessation in your health care practice w/ this evidence-based protocol.

<http://1.usa.gov/1svoRhU> #GASO @MillionHeartsUS

Clinicians: Help patients kick #tobacco to the curb. This action guide explains how. <http://bit.ly/2a21xTr> #GASO @MillionHeartsUS

Support from friends & family can make a big difference when trying to quit smoking. Learn more

<http://bit.ly/2e7RFYy>

Nov. 16 is the #GreatAmericanSmokeout! Set your quit date now & visit <http://bit.ly/1cr2Dl4> for resources.

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>

At least 7 in 10 cigarette smokers see a clinician annually, and most of them want to quit. You can help patients quit tobacco with these 5 action steps from Million Hearts [tag]. #GASO <http://bit.ly/2a21xTr>

Fewer than 1 in 4 tobacco users leave a health care visit with evidence-based counseling and medication. Learn how to identify and treat patients who use tobacco with this action guide from Million Hearts [tag]. #GASO <http://bit.ly/2a21xTr>

Encourage tobacco cessation in your health care practice or system with this evidence-based protocol from Million Hearts [tag]. #GASO <http://1.usa.gov/1svoRhU>

How much do you know about the dangers of smoking? Take this quiz: <http://bit.ly/1LuyCF7>

More than 170,000 American women die of diseases caused by smoking each year. If you want to quit smoking, now is the time. Call the Quitline now at 1-800-QUIT-NOW *[Image #1]*

The Great American Smokeout is on Nov. 16, which is a perfect time to focus on the "S" of the A-B-C-S of heart disease and stroke prevention. #smokingcessation *[Image #2]*

## Social Media Images

*Image #1*

**1 IN 3 DEATHS IN WOMEN  
ARE FROM CARDIOVASCULAR  
DISEASE AND STROKE.**



You can quit. CALL 1-800-QUIT-NOW.



CDC.gov/quit

Image #2

Talk to your health care team about the

**A B C S**



**A**spirin  
when  
appropriate



**B**lood  
pressure  
control



**C**holesterol  
management



**S**moking  
cessation

### 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 healthier life and reducing their cardiovascular and cancer risk.

Most people find that a combination of resources works best. Many smokers do not quit on their first attempt. Many need several tries to successfully quit. But the benefits are well worth it, so patients and family members should be encouraged to keep trying. The Centers for Disease Control offers a Quitline for people who want to stop smoking: 1-800-QUIT-NOW. Patients can also visit [www.smokefree.gov](http://www.smokefree.gov) for more support.

## **Million Hearts® Partner Resources**

### **American Heart Association**

[Quit Smoking page](#)

[Why Quit Smoking?](#)

[Smoking, high blood pressure and your health](#)

### **American Cancer Society**

[The Great American Smokeout](#)

### **Cardio Smart: American College of Cardiology**

[Smoking and heart disease](#)

[Quit Smoking resources](#)

[How to Quit](#)

### **Preventive Cardiovascular Nurses Association**

[A Heart Healthy Toolbox: Smoke-Free Life](#)

### **National Heart, Lung and Blood Institute**

[How does smoking affect the heart and blood vessels?](#)

### **Million Hearts®**

[Tobacco Use and Heart Health](#)

**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](#)