



Created by the Student Health and Wellness Center and
Jessi Miller, Office Assistant

Co-sponsored by: VDH TUCP

Healthy Choices Healthy Campus 1-800-QUIT NOW

The Great American Smokeout!

Benefits of Cessation Timeline

20 min: Blood pressure and pulse rate return to normal

24 hours: Risk of having a heart attack decreases

2-3 months: Circulation improves and lung functioning is greatly enhanced

1 year: Risk of coronary heart disease is reduced to half that of a person who smokes

Tobacco use is the single most preventable cause of death in the United States. According to the CDC (Centers for Disease Control and Prevention), 1 in every 5 people die each year because of tobacco related issues.

Smoking is a health concern for not only the individuals who choose to smoke, but for everyone around them as well. Environmental tobacco smoke (ETS), also referred to as second hand smoke, can cause just as many health related issues as smoking. "An estimated 46,000 deaths from heart disease, 3,400 deaths from lung cancer and anywhere from 50,000 to 300,000 lung infections in children under the age of 18 months" are caused by second hand smoke each year." (ACS)

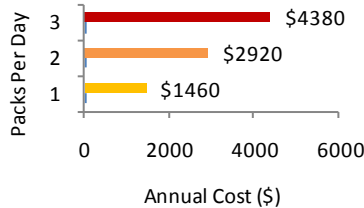
Every third Thursday of the year, the American Cancer Society hosts The Great American Smokeout. Although the first annual Smokeout wasn't until 1977, the idea was born 1971. A man named Arthur P. Mullaney from Randolph, Massachusetts originally called the idea "Don't Smoke Day" (D-Day), which means exactly what it sounds like; participants did not smoke at all that day. More recently, the idea is for all those who smoke to set aside that day to make a plan to quit or actually implement that day as their marker for quitting.

During the course of the 24 hours, participants are encouraged to stop smoking completely! The Smokeout has also been used to draw attention toward the diseases and deaths that are associated with smoke each year in hopes that more people will decide to quit. Dealing with an addiction is never easy, and there are always coping mechanisms and different ways to help a person quit. Some student resources are provided to the left hand side for those who may need it.

Tips on Quitting

- Know why you want to quit. A personal, powerful, reason will help you stay motivated
- Tell your family, friends, and co-workers your quitting. Their encouragement could make all the difference.
- Find another method of coping with stress. Added stress will come with quitting, so you will need another mechanism to deal with it.
- Avoid triggers. Alcohol and eating are common triggers that make people want to smoke.
- Clean your house/room of all smoke related materials (lighters, ashtrays, clothes that smell like smoke, etc.)
- Exercise! This will help decrease the nicotine cravings, produce natural endorphins which will make you feel better, and it will also help ward off the extra weight you might be gaining from the extra eating that's usually associated with cessation.
- Eat plenty of fruits, vegetables, and low-fat dairy products. Some studies suggest that these types of foods make cigarettes taste terrible.
- Reward yourself. You will save a lot of money, spend some of it on you!

| | |
|-------------|--|
| November | Testicular Cancer Awareness Month |
| November 3 | Testicular Cancer Prevention Program Union Ballroom 7pm |
| November 18 | The Great American Smokeout (Dining Hall Tables at lunch and dinner) |



Currently, Virginia's taxes on cigarettes are \$.30/pack ranking 50th out of all the states in the US. The highest ranking state is NY, taxing their residents \$4.35 for each pack. Based on the chart above, if a Virginia resident smokes 1 pack a day for a year, they will be paying \$438 on taxes alone!



1-800-QUIT NOW

Resources for YOU

The Student Health and Wellness Center
434.395.2102

The Counseling Center
434.395.2409

Centers for Disease Control and Prevention www.cdc.gov

American Cancer Society
www.cancer.org



www.cancer.org
www.cdc.gov

"Like Stall News or just want one for yourself? Print one out at
www.longwood.edu/health/stallnews

PLEASE DON'T STEAL THIS ONE"

Lankford Student Union
Approved for Posting

Inside Story Headline

This story can fit 150-200 words.

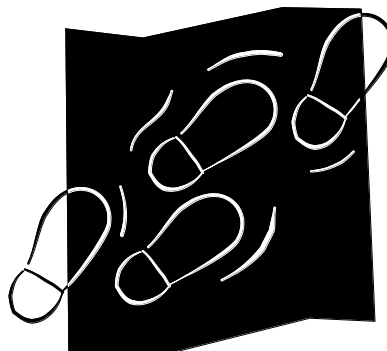
One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed inter-

nally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands

of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



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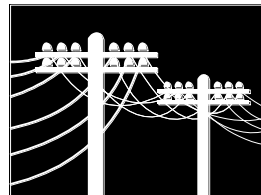
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Organization

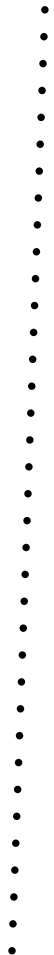
Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
E-mail: someone@example.com

**LONGWOOD
UNIVERSITY**

Your business tag line here.

We're on the Web!
example.com



This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

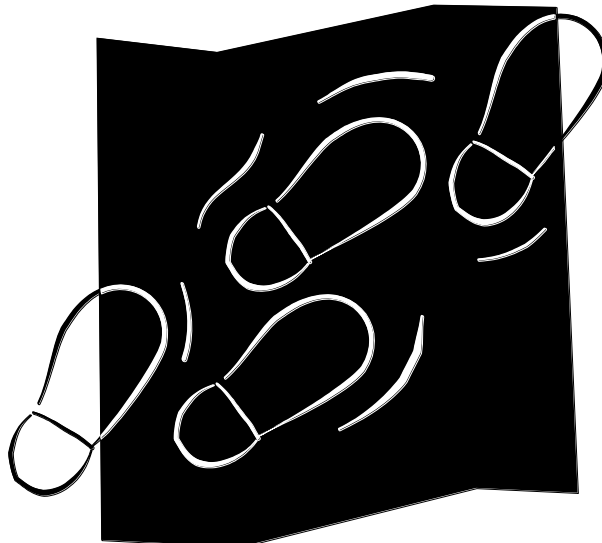
If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a

regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to

insert a clip art image or some other graphic.



Caption describing picture or graphic.