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Governor

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News Release

FOR IMMEDIATE RELEASE

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34th Annual Great American Smoke Out

- Counselors & Access to Nicotine Replacement Free by Calling United Way's 2-1-1 -

Fort Myers, FL – Nicotine is often considered the hardest habit to break, but during this year's 34th annual Great American Smoke Out, tobacco cessation counselors and access to nicotine replacement are free by calling United Way's 2-1-1. Lee County residents are asked to call into the United Way's 2-1-1 and pledge to quit smoking so they can "Be Free" from the habit and break the cycle of addiction.

"This year, numerous community partners have joined together as the Tobacco-Free Lee Coalition, to raise awareness and provide assistance to residents wanting to kick the habit. The purpose of the Great American Smoke Out is to challenge people to 'Be Free' from all tobacco products for at least 24 hours" said Brendan Donohue, Tobacco Specialist for the Lee County Health Department.

This week cessation counselors and information on how to access free nicotine replacement products will be available by calling United Way's 2-1-1. Information is available in English and Spanish. Just dial 2-1-1 from your home phone; all other phones, such as business lines and cell phones please call (239) 433-2000.

- Monday – Wednesday from 8:00 am – 5:00 pm
- Thursday from 7:00 am – 6:00 pm

In addition, the student organization SWAT (Students Working Against Tobacco) will be hosting events throughout the county to raise awareness and urge people to go tobacco free. Partnering with the Florida COPD Foundation (Chronic Obstructive Pulmonary Disease), free, simple and fast tests to determine lung capacity (spirometer screenings) will be conducted by respiratory therapists at the Edison Mall on Thursday, November 19th from 10:00 am – 6:00 pm.

Additional ways people may support the Smoke Out effort is through E-cards that promote the holiday and create awareness about cessation services such as counseling will be available on www.tobackyou.com

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