

Celebrate the 2017 Great American Smokeout this November!

Initiated in 1970 by a Massachusetts man, the Great American Smokeout is celebrated every year on the third Thursday of November. Promoted by the American Cancer Society, this event serves as an effort to promote cancer prevention, reduce second hand smoke exposure and improve the health of all Americans.

Around 17 percent of Iowans aged 18 and older reported as being current smokers in 2016 (BRFSS, 2016). Tobacco use increases the risk for coronary heart disease, stroke and lung cancer.

As a healthcare provider, you have a special role in educating your patients about tobacco's impact on health and tobacco cessation services offered here in Iowa. This November celebrate the Great American Smokeout by encouraging your patients to call Quitline Iowa at **1-800-QUIT-NOW (784-8669)** to access qualified tobacco cessation coaches and other necessary support for successful tobacco cessation. **Quitline Iowa** is a toll free number available to all Iowa residents, 24 hours a day and seven days a week.

The **Quitline Iowa website** also offers providers a **Quitline Iowa 101 training**, as well as a CME and CE certified training program on the ***Ask, Advise and Refer* (AAR) tobacco-cessation intervention protocol**. The AAR protocol training also includes a review of approved pharmacotherapy that may help tobacco use cessation.

To learn more about Quitline Iowa, click [here](#). To access the **Quitline Iowa 101** and the **AAR tobacco-cessation intervention protocol trainings**, click [here](#). If you have any questions, you may contact Megan Aucutt, Community Health Consultant, Tobacco Use Prevention and Control Division at the Iowa Department of Public Health, at (515) 281-6225.

References:

Iowa Department of Public Health (IDPH), (2017). Health in Iowa BRFSS Annual Report from the Iowa 2016 Behavioral Risk Factor Survey. Des Moines: Iowa Dept. of Public Health, 2017. Retrieved October 2017, from <http://www.idph.iowa.gov/brfss>.

This article was prepared by the Iowa Comprehensive Cancer Control Program in collaboration with the Tobacco Use Prevention and Control Division, Iowa Department of Public Health. For more information, please call 515-281-7689 or visit www.idph.iowa.gov.