

Quitting Starts Here



Every cancer. Every life.*

You don't have to stop smoking in one day. **Start with day one.**

Quitting smoking isn't easy. It takes time. And a plan.

Let the **American Cancer Society Great American Smokeout**® event on the third Thursday of November be day one of your journey toward a smoke-free life. You'll be joining thousands of people across the country who smoke in taking an important step toward a healthier lifestyle and helping reduce your cancer risk.

The American Cancer Society can help you access the resources and support you need to quit smoking for good.

Empowered to Quit is a free, personalized email-based program to help you quit smoking.

The program helps you understand:

- When and where you most feel like smoking
- How to cope with cravings
- How to set a quit date and stick to it



Our Empowered to Quit program was proven to increase the odds of successfully quitting by 47%.*

*Based on a 2018 randomized trial comparing users of this program to a control group

For more information and resources on quitting tobacco, visit the American Cancer Society website at cancer.org/quittobacco or call us at 1-800-227-2345. We're here when you need us.



Learn more about Empowered to Quit.



Access and download resources for the Great American Smokeout program.



GREAT ★ AMERICAN SMOKEOUT®

©2024, American Cancer Society, Inc.
No. 081314 Rev. 8/24
Models used for illustrative purposes.