

Dear [Employee]:

Did you know that tobacco use is the single largest preventable cause of disease and premature death in the United States? Each year smoking accounts for 443,000 premature deaths and 49,400 non-smokers die as a result of exposure to secondhand smoke. The US Surgeon General has stated, "Smoking cessation (stopping smoking) represents the single most important step that smokers can take to enhance the length and quality of their lives."

We all know that smoking causes a range of health problems, but have you thought about the impact on your wallet? According to the Coalition for Tobacco Free Kids, a pack-a-day smoker, on average, will spend on \$1,808 on cigarettes each year. And in 2009, the Federal Tobacco Tax increase added another 62 cents to the price of each pack of cigarettes. Put money back in your wallet! This tax increase and the current economy may be just the extra motivation you need to quit tobacco for good.

Quitting smoking isn't easy, but it is a fight you can win. Research shows that if you pick a quit day in the next 30 days and stick to it, you'll be more likely to stay quit. [Company Name] is proud to join the American Cancer Society in promoting the Great American Smokeout® on Thursday, November 19 [*can be customized for year round promotion*]. So pick a quit date and mark it on your calendar. As you do so, consider the benefits of quitting:

- **20 minutes after quitting:** Your heart rate and blood pressure drops.
- **12 hours after quitting:** The carbon monoxide level in your blood drops to normal.
- **2 weeks to 3 months after quitting:** Your circulation improves and your lung function increases.
- **1 to 9 months after quitting:** Coughing and shortness of breath decrease; cilia (tiny hair-like structures) regain normal function in the lungs, increasing the ability to handle mucus, clean the lungs, and reduce the risk of infection.
- **1 year after quitting:** The excess risk of coronary heart disease is half that of a smoker's.
- **5 to 15 years after quitting:** Your stroke risk is reduced to that of a non-smoker.
- **10 years after quitting:** The lung cancer death rate is about half that of a continuing smoker's. The risk of cancer of the mouth, throat, esophagus, bladder, cervix, and pancreas decreases.
- **15 years after quitting:** The risk of coronary heart disease is that of a non-smoker's.

For more information and support, call the American Cancer Society at 1-800-227-2345 and visit cancer.org/GreatAmericans to download the Quit Clock countdown to quitting desktop helper. If you have questions or would like additional information, please contact [*contact name, title, and company specific information on resources available to employees*].

Sincerely,

[Name][Title]