A North Carolina Quit Smoking Activation Campaign

**What:** A week-long kick-off campaign to promote the importance of and resources for quitting smoking in North Carolina. This is a campaign for action - why should I stop smoking, why do I care about others quitting, and where do I get help?

**Why:** NC’s smoking rate is 20.2% which is higher than the national rate of 18%. The Healthy NC 2020 goal is to reduce the smoking rate to 13%.

**Where:** Geographic media focus – Raleigh and Charlotte metro regions and can be shared throughout the state

**Who:** Various state-level, community, business, municipal, public health, advocacy and health care stakeholders

**When:** October 5 – 9, 2015

**Key Messages**

- Quitting smoking saves lives, improves health and reduces health care costs.
- Reducing tobacco use rates promotes healthy communities.
- Reducing workforce smoking rates improves employee health, increases productivity and saves dollars.
- There are resources available to help: QuitlineNC, local quit programs and health provider interventions

**Take Action**

- Ask smokers to:
  - Make an appointment to speak with their healthcare provider about quit smoking options
  - Call the QuitlineNC at 1-800-QUIT-NOW for access to FREE resources
- View the event calendar, partners, and resources for Quit Week (and beyond) at [www.ncallianceforhealth.org/race-to-quit-nc](http://www.ncallianceforhealth.org/race-to-quit-nc). Find additional helpful resources at [www.quitterscircle.com](http://www.quitterscircle.com) and download the Quitters Circle app from the App Store or Google Play
- Use #RacetoQuitNC to share quit smoking content, quit smoking events, and ask smokers to share their quit story on Twitter, Instagram and Facebook.

For more information, contact Pam Seamans at the NC Alliance for Health at pcseamans@gmail.com or 919-968-6611
Campaign Partners

- **NC Alliance for Health** *(NCAH-lead agency)*
- Active Healthcare, Inc
- Alliant Quality, QIN-QIO for NC & GA
- American Cancer Society – Cancer Action Network *(ACS-CAN)*
- American Diabetes Association *(ADA)*
- American Heart Association/American Stroke Association *(AHA/ ASA)*
- American Lung Association *(ALA)*
- Asthma Alliance of NC *(AANC)*
- Carolinas Healthcare System *(CHS)*
- Charlotte Chamber of Commerce
- Community Care of NC *(CCNC)*
- Duke Cancer Institute *(DCI)*
- Duke Medicine
- General Electric *(GE)*
- Healthy Charlotte
- Johnson and Wales University – Charlotte
- Legacy Foundation
- LGBT Center of Raleigh
- March of Dimes *(MOD)*
- Mecklenburg County Health Department
- Medic
- Million Hearts
- National African American Tobacco Prevention Network *(NAATPN)*
- National Consumers League *(NCL)*
- NC Academy of Family Physicians *(NCAFP)*
- NC Academy of Physician Assistants *(NCAPA)*
- NC Advisory Committee for Cancer Coordination and Control *(NCACCCC)*
- NC Alliance for Healthy Communities *(NCAHC)*
- NC Association of Local Health Directors *(NCALHD)*
- NC Association of Pharmacists *(NCAP)*
- NCBIO
- NC Council of Churches *(NCCC)*
- NC Department of Health and Human Services *(NCDHHS)*
- NC Diabetes Advisory Council *(NCDAC)*
- NC Medical Society *(NCMS)*
- NC National Alliance on Mental Illness *(NAMI)*
- NC Nurses Association *(NCNA)*
- NC Pediatric Society *(NCPeds)*
- NC State Health Plan
- Novant Health
- Orange County Health Department
- Partners in Health and Wholeness
- Pfizer Inc
- Poe Health Center
- Prevention Partners
- QuitlineNC
- Raleigh Neurology Associates, P.A.
- TargetCare
- UNC Health Care
- Wake County Asthma Coalition
- Wake County Health Department
- Wake Internal Medicine, Inc
- WakeMed Key Community Care

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