



Jeb Bush  
Governor

M. Rony François, M.D., M.S.P.H., Ph.D.  
Secretary, Department of Health

---

**PINELLAS COUNTY HEALTH DEPARTMENT**

---

**Monday, November 14, 2005**

**FOR IMMEDIATE RELEASE**

Contact:  
Jeannine Mallory, MPA, Public Information Director  
PINELLAS COUNTY HEALTH DEPARTMENT  
727-824-6908

**GREAT AMERICAN SMOKEOUT SET FOR NOVEMBER 17**

ST. PETERSBURG – The Tobacco-Free Coalition of Pinellas County is partnering with the American Cancer Society to promote the **Great American Smokeout**. The American Cancer Society (ACS) holds the Great American Smokeout each November to help smokers quit cigarettes for at least one day, in hopes they will quit forever. This year's event will be held on **Thursday, November 17**.

To help local businesses plan a Great American Smokeout event, the Tobacco-Free Coalition of Pinellas County has created a tool kit. Businesses can download the Great American Smokeout tool kit from the Pinellas County Health Department's Pinellas Wellness Corner website at [www.pinellaswellness.com](http://www.pinellaswellness.com). The tool kit includes:

- **Activities** to help smokers quit for the day and to get non-smokers involved.
- **Websites** to download Great American Smokeout materials that will promote and support your activities.
- An opportunity to earn **free smoking cessation incentives and give-a-ways**.

The Tobacco-Free Coalition of Pinellas County has active since 1996. In 1998, the Coalition became the county partnership designated to work with the Department of Health to implement the Florida Youth Tobacco Prevention Program with funding from the Florida Settlement with the tobacco industry. With the reduction of funding by the State Legislature, the Coalition has been seeking local funding to continue tobacco prevention activities - including school and community education, advocacy and youth empowerment.

Pinellas currently has 20 active members, one of whom is a youth representing SWAT (Students Working Against Tobacco). Coalition members represent 23 school and community groups with an interest in tobacco prevention.

**For more information, contact Dawn Jones at (727) 893-6895**

###

*The mission of the Pinellas County Health Department is to promote, protect and improve the health and safety of residents and visitors through public and private community efforts.*



Jeb Bush  
Governor

M. Rony François, M.D., M.S.P.H., Ph.D.  
Secretary, Department of Health

---

**PINELLAS COUNTY HEALTH DEPARTMENT**

---

[www.PinellasHealth.com](http://www.PinellasHealth.com)