



EDDIE BAZA CALVO
GOVERNOR

RAY TENORIO
LIEUTENANT GOVERNOR

GOVERNMENT OF GUAM

DEPARTMENT OF PUBLIC HEALTH AND SOCIAL SERVICES
DIPATTAMENTON SALUT PUPBLEKO YAN SETBISION SUSIAT



JAMES W. GILLAN
DIRECTOR

LEO G. CASIL
DEPUTY DIRECTOR

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**EDUCATION CAMPAIGN RETURNS WITH POWERFUL STORIES TO HELP GUAM
RESIDENTS QUIT SMOKING**

The U.S. Centers for Disease Control and Prevention (CDC) are airing their latest round of ads featuring real people who are living with the effects of smoking-related diseases. The newest ads in the “Tips from Former Smokers” campaign tell the story of how lives were forever changed due to smoking. Beginning March 30, 2015, these ads will run for 20 weeks on TV, radio, billboards, theaters, magazines, newspapers, and online.

The ads feature smoking-related health conditions that people usually do not commonly associate with cigarette use—including vision loss and colorectal cancer. The ads also highlight the benefits of quitting for loved ones, and the importance of quitting cigarettes completely, not just cutting down. They encourage smokers to call 1-800-QUIT NOW, a toll-free number to access free quitting support across the country, or visit www.cdc.gov/tips to view the personal stories from the campaign and for free help quitting.

In Guam, one out of four adults are smokers. Smoking remains the leading cause of preventable deaths and diseases in the United States. It kills about 480,000 Americans each year. For every person who dies from a smoking-related disease, about 30 more people suffer at least one serious illness from smoking. Nearly 70% of smokers say they want to quit. This campaign will provide them with information and resources to do so.

For more information and inquiries, please contact the Tobacco Prevention and Control Program at 735-7334.



JAMES W. GILLAN
Director