

QUIT COLD TURKEY

AGE GROUP: 15 and older

NUMBER OF PARTICIPANTS: 2-5

TIME: 2 days

RESOURCES: Individually packaged turkey sandwiches, a table, posters, informational aides to educate visitors regarding the toll of tobacco.

COST: \$100 - \$200, depending on the amount of sandwiches

This event is designed to educate the public about the harmful effects of tobacco and to help tobacco users quit.

PUTTING ON THE EVENT:

- Locate a high traffic area within your town, such as a local grocery store or a pharmacy. Get in touch with the owner of the store and ask for permission to set up a table outside their store.
- Ask restaurants in your area to donate cold turkey sandwiches. If they cannot donate sandwiches, see if they would be willing to donate them at a discounted price. Explain the purpose of the event and let them know that it is a great opportunity for free publicity. Don't be afraid to approach more than one restaurant in order to obtain enough sandwiches for the event.
- Design and print materials to hand out at your table. You want to have plenty of materials on hand in order to provide visitors with information on the health harms of tobacco and how they can quit. Additionally, it's a good idea to have information available for the friends and family members of tobacco users.

You can find this information on the websites listed below. Feel free to create your own handouts based on the information you find.

- www.smokefree.gov/resources.html
- www.tobaccofreekids.org
- www.cancer.org/downloads/GAHC/WhenSmkrsQuit.pdf
- www.cancer.org/docroot/PED/content/PED_10_3x_Help_Someone_Quit.asp
- www.cancer.org/docroot/PED/content/PED_10_13X_Guide_for_Quitting_Smoking.asp

- Also, don't forget to have signs at your table recognizing the restaurant(s) that provided the cold turkey sandwiches.

Lastly, even though you will be in a high traffic area, it is important to advertise in advance so that the community and the local media will know about your event.