




# GREAT AMERICAN SMOKEOUT 2023 GUIDE

**YOU CAN QUIT 2**  
MAKE YOUR FUTURE  
TOBACCO FREE

The Great American Smokeout (GASO), taking place this November 16, is the American Cancer Society's annual event where thousands of people across the country and beyond come together to quit smoking for good. Take this observance as an opportunity to engage Service members and encourage them to start their journey to become tobacco free and jumpstart a healthier life. Use this guide, which includes helpful tobacco cessation resources and ready-to-use messages, to complement your existing efforts:

## YouCanQuit2 Social Media:

Follow YouCanQuit2 on social media to find posts that may motivate Service members to kick-start their quit journey this November:

-  **Facebook:** [YouCanQuit2](#)
-  **Twitter:** [@ucanquit2](#)
-  **Instagram:** [@youcanquit2](#)

## Campaign Resources to Use and Share

### Resources to support your local GASO efforts:



Order YouCanQuit2's free print and promotional [bulk materials](#) to share with Service members this November (think: posters, fact sheets, and YouCanQuit2 folders!).



Link [YouCanQuit2](#) to your organization's website for Service members to find useful tobacco education and cessation resources and tools.



Use the [YouCanQuit2 Highlight Guide](#) to learn how you can promote the YouCanQuit2 campaign, just in time for GASO! This guide gives professionals the tools and guidance to highlight the campaign on your resources and efforts.



Download the YouCanQuit2 GASO 2023 Image and Poster from the [Observances and Events webpage](#) to add on your resources or print locally to promote the YouCanQuit2 Campaign at your command or installation.



Ensure your tobacco cessation program or service is listed (or up-to-date!) in the [Support Locator](#) so Service members can be supported for their quitting needs. To submit a program, [start here](#).

### Messages and resources to share with Service members:

- Looking to quit for GASO this year but not sure where to start? Check out the [Countdown to Quit infographic](#) to learn more about the actions you can take to prepare for your quit day on November 16 or in the future.
- Find step-by-step instructions on how to prepare for your quit journey with the interactive [YouCanQuit2 Quit Plan](#). This tool provides encouragement to help you conquer your quit challenges, stay on track and crush your quit goals.
- Check out the [Tobacco Cessation Resources Guide](#) for a list of programs and resources that can help you quit not only for GASO but for good.
- Thinking about quitting? This November 16, take the time to remind yourself about the dangers of smoking and [how it can affect your health](#). Reminder: it's never too late to start your quit journey.
- Planning to quit tobacco? Make sure to discuss or share the "[Do's and Don'ts](#)" with your support system so they can help you when the quit gets tough.

**We'd love to hear from you! [Contact Us](#) to let us know how you've used YouCanQuit2's materials to observe GASO 2023. [Subscribe](#) to YouCanQuit2's bi-monthly e-Newsletter, *Quit Brief*.**



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