

THE CIGARETTE IS DEAD

Facts and Resources Sheet

What is *The Cigarette Is Dead* social movement?

- The social movement, initiated in Colorado, boldly pronounces the demise of a worn out, dangerous and deadly icon known as the cigarette.
- An objective of *The Cigarette Is Dead* movement is to motivate young adults, ages 18-30, to stop using tobacco and link them with tools that have been proven to help people quit successfully.
- *The Cigarette Is Dead* also serves as a tobacco prevention and education campaign by supporting a shift in the social norm regarding smoking. Today, cigarette smoking has not only become passé due to the related health effects, but has become a difficult behavior to continue with the implementation of smoke-free laws in 29 states and 36 countries.
- The first phase of the movement includes nontraditional marketing tactics such as chalk stencils, banners, posters, projections on buildings, murals, and structure drapes - all which pronounce the death of the cigarette.
- As the movement rolls out, specific events are scheduled throughout Colorado with "street team" members who interact with the audience and distribute materials from the movement.
- The call-to-action for the movement is to visit www.QuitDoingIt.com where users will find an interactive timeline about the cigarette's demise and tools for quitting.
- *Anyone, from anywhere*, can join *The Cigarette Is Dead* movement to drive their nail into the cigarette's coffin by posting their moment on Web site timeline and sending it to family and friends.
- Free materials, such as posters, stencils, artwork, and other items that support *The Cigarette Is Dead* movement are available at <http://TheCigaretteIsDead.wordpress.com>.
- The *Cigarette Is Dead* is administered by the State Tobacco Education & Prevention Partnership (STEPP) at the Colorado Department of Public Health and Environment and is funded by Amendment 35 (the 2004 voter-approved tobacco excise tax designated for public health programs).
- In collaboration with STEPP, *The Cigarette Is Dead* campaign was developed by Cactus (www.sharpideas.com), the Denver-based advertising agency of record for STEPP.

QuitDoingIt.com

- The Web site- www.QuitDoingIt.com - is hub of *The Cigarette Is Dead* movement.
- The Web site directs users to resources for quitting tobacco such as FixNixer (www.FixNixer.com) and the Colorado QuitLine (1.800.QUITNOW).
- The site features an interactive timeline where anyone can share their quitting moments and personal stories about when the cigarette was dead to them by posting written entries, photos and YouTube videos.

- Web site users can also explore the timeline to learn about important dates in the cigarette's demise from smoke-free laws and anti-smoking commercials to social observations and personal moments.
- QuitDoingIt.com was conceived and written by Cactus (www.sharpideas.com) in collaboration with STEPP, and was designed, programmed and developed by FL-2 (www.fl-2.com), a Denver-based interactive agency.

Statistics

- According to the 2007 Colorado Behavioral Risk Factor Surveillance Survey, adults ages 18-30 who smoke have the highest smoking prevalence of all adult groups - 25.5 percent - compared to rest of the adult population, which is 16.6. percent.
- According to the 2005 Colorado Tobacco Attitudes and Behavior Survey, more than three-fourths (78.1 percent) of current adult smokers in Colorado had tried their first cigarette before they turned 18 years old. But trying a cigarette doesn't always lead to addiction. Almost half (47.6 percent) of Colorado's adult smokers in 2005 didn't smoke *regularly* until they were young adults (ages 18-24).
- Tobacco remains the leading cause of all preventable death in Colorado. According to the Campaign for Tobacco Free Kids, estimated 4,300 people will die from a tobacco-related disease in the state this year.

Online Tobacco Prevention and Cessation Resources

- www.QuitDoingIt.com - An interactive Web site featuring a timeline about the cigarette's demise. Users can participate in the timeline by marking their moment in time when the cigarette impacted their lives. The site also provides links to resources for quitting.
- <http://TheCigaretteIsDead.wordpress.com> - Anyone can visit this site and access free materials to spread *The Cigarette Is Dead* movement across Colorado and the nation.
- www.FixNixer.com - A free, completely anonymous, customizable quitting program that uses online and mobile text technology to help young people quit tobacco.
- www.coquitline.org and Colorado QuitLine (1.800.QUITNOW) - Offer free quitting tools via the Web site or hotline. Quitting coaches support developing a tailored cessation program and with use of the telephone service, participants receive a free supply of Nicotine patches.
- www.ctepa.org - Colorado Tobacco Education and Prevention Alliance (CTEPA) serves as a resource on tobacco prevention and works on state and local issues across Colorado.
- www.gaspforair.org - GASP of Colorado works to eliminate secondhand tobacco smoke from the air through education and by promoting smoke-free policies.
- www.lungcolorado.org - The mission of the American Lung Association (ALA) is to prevent lung disease and promote lung health.
- www.steppcolorado.com - Preventing tobacco use among youth is a major focus of the State Tobacco Education & Prevention Partnership. STEPP's Web site provides information on tobacco control issues in Colorado.

###

Media Contact:

Ashley Boyden

303.455.7545

ashleyboyden@sharpideas.com