

2008 Tobacco Control Media Events Calendar

May 2008

Mother's Day—Sample News Release

NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact:

Date:

Phone:

(Name of organization) Encourages Pregnant Smokers to Quit:

"Clear the Air for Mother's Day"

Members of (name of coalition or spokesperson), encouraged pregnant women who smoke to quit this Mother's Day as part of the "Clear the Air for Mother's Day" campaign. Designed to encourage pregnant smokers to quit for 24 hours in the hope they may quit for good, new resources and a prenatal cessation program were announced on (date) at (time) at (location with street address).

"According to Surgeon General's Report on Women and Smoking, quitting smoking can reduce the risks of respiratory illness, miscarriages, stillbirths, and infant deaths," said (physician's name). "From one mother to another, it is important to take the best care of yourself so you can take care of your family," said (spokesperson who is a mother) as she discussed the reasons behind "Clear the Air for Mother's Day" campaign. A pregnant woman shared her story, offering tips that have helped her to stay smoke-free. (Spokesperson's name) announced a prenatal cessation program offered by (organization's name).

To receive quit kits for pregnant women who smoke or to register for a prenatal smoking cessation program, call (phone number). A full copy of *Women and Smoking: A Report of the Surgeon General* and other related information are available on CDC's Smoking and Tobacco Use Web site at http://apps.nccd.cdc.gov/osh_pub_catalog/.