

BACKGROUND

# Know Your Health<sup>®</sup>

A New Look at Why I Smoke  
and How to Quit



# Know Your Health® A New Look at Why I Smoke and How to Quit

For most people, smoking is more than a habit; thus, it takes a broad understanding of the effects of nicotine to support those motivated to quit. To help support the quitter, the *Know Your Health®: A New Look at Why I Smoke and How to Quit* program provides comprehensive education about smoking. Topics discussed in this program include current prevalence statistics, physiological and social effects, federal and state policies, health consequences, and steps/tools to help people quit. It is important to note that:

- Patients can experience health benefits within 1 year
- Coronary disease risk drops to half the risk of those who continue smoking
- All-cause death rate declines within the first 2 years
- Stroke risk declines at a comparable rate
- In addition to the potential for extra years of life, quality of life can also be enhanced

By using the *Know Your Health®: A New Look at Why I Smoke and How to Quit* program, sponsored by Pfizer Inc, you can help reach a broad audience of smokers and help them quit.

If you are interested in hearing more about this program in the future, please visit the program Web site at [www.kyhquit.com](http://www.kyhquit.com).

The program consists of components that can be used together or individually.

Slide Presentations



Facilitator Guides



Educational Brochure



Posters



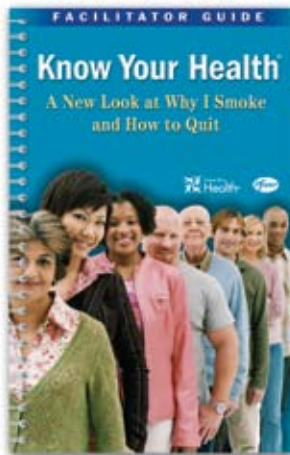
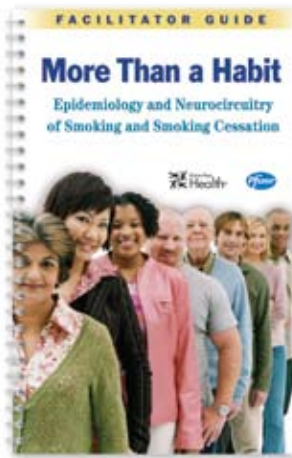
Completion Certificates



The Facilitator Guides and CD-ROM contain 2 slide presentations (with accompanying lecture notes):

**1. Professional presentation:** to assist hospitals, health systems, payer groups, employers, physicians, and policy makers with formulating a plan to support quitters.

**2. Consumer presentation:** to educate the general public (for example, employees and patients). The main target audience for the program is smokers who are motivated to quit.



A pocket-sized brochure that will help a smoker become aware of the health problems caused by smoking. The brochure provides tools to help a smoker quit.



## Posters

Posters designed to draw an audience to an educational meeting (using the consumer or professional presentation included on the CD-ROM).

The posters are included on the CD-ROM. The posters should be customized (with the date/ time/location), printed, and displayed by the host of the event.



## Completion Certificates

A certificate for the site hosting an event and a certificate for the event participants are included on the CD-ROM. The certificates may be personalized, printed, and distributed by the host of an event.



The consumer materials included in this program have been developed in collaboration with:

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