

CITY COUNCIL MEETING
NOVEMBER 18, 1987

PROCLAMATIONS

The following proclamations were presented by Mayor Olson:

CC-37

- A) "Great American Smokeout"
- B) "Polka Days"
- C) "1987 National Family Week"
- d) "Winter Storm Preparedness Week"

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SAN JOAQUIN LOCAL HEALTH DISTRICT

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Jogi Khanna, M.D., M.P.H., District Health Officer

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ALICE H. REIMCHE
CITY CLERK
CITY OF LODI

September 29, 1987

Mayor Evelyn Olson
City of Lodi
City Hall
221 W. Pine Street
Lodi, CA 95240

Dear Mayor Olson:

Thank you for your positive response to my call yesterday regarding the Lodi City Council's adopting a resolution to proclaim Thursday, November 19, 1987, as "Great American Smokeout Day" in Lodi.

I am enclosing a fact sheet and model proclamation to assist your staff in preparing the Resolution.

We would appreciate this action being taken during your November 4th meeting, and I will arrange to have a representative there to accept the Resolution on behalf of the American Cancer Society's Smokeout Task Force.

If there are any questions, I may be reached at 466-6781, ext. 71 (468-3824 after October 13th).

Thank you again for your cooperation.

Sincerely,

JOGI KHANNA, M.D., M.P.H.
District Health Officer

Judith Pratt, M.P.H.
Consultant in Health Education
Member, GAS Task Force

Enclosures (2)
cc:Alice Reimche
Sandra Stoddard, ACS

THE GREAT AMERICAN SMOKEOUT FACT SHEET - 1987

The Great American Smokeout is held each year on the Thursday before Thanksgiving. This year's date is Thursday, November 19th. The event, now 11 years old, is sponsored by the American Cancer Society, but thousands of other organizations, businesses, schools, and hospitals, in addition to millions of individuals, join the nationwide effort.

The Smokeout is an upbeat, good-natured effort to encourage smokers to give up cigarettes for 24 hours. It focuses supportive attention on cigarette smokers from coast to coast, and nonsmokers join in the fun, helping them to quit for the day.

The goal of the 1987 Great American Smokeout is to get at least one in every five smokers to give up cigarettes from midnight to midnight on Thursday, Nov. 19th. Anyone getting a late start on Thursday can extend the 24-hour period as long as necessary past the midnight deadline to get in a full day. It's great when smokers can prove to themselves that they can reach the goal of 24 hours of abstinence.

The Smokeout is celebrated in a variety of ways in the American Cancer Society's 58 Divisions and more than 3000 Units across the country. National programs, such as "Adopt-A-Smoker," will be used in most Units, and actor Larry Hagman, National Chairman of Smokeout '87, demonstrates his commitment to the nonsmoking cause by returning to head up the event for the seventh consecutive year. Local programs will include balloon releases, rallies and parades.

This year the Great American Smokeout begins a new decade as an annual nationwide celebration. The first mass movement by smokers to give up cigarettes was led by Lynn R. Smith, editor of the Monticello Times (Minn.) in 1974. Smith's idea, called "D-Day" (for "Don't Smoke"), quickly spread throughout Minnesota. In 1976, it skipped west, to California, where it became known as the Great American Smokeout. In 1977, the Smokeout was observed for the first time nationwide.

Smokeout 1986 set an all-time record for participation in the day-long event. More than 23.5 million of the nation's 54.5 million smokers tried to kick the habit for the day.

Last year's Smokeout was a special celebration--the 10th anniversary of the national event. A nationwide "Star Search" was conducted for smokers who kicked the habit during the past 10 years: These former smokers were made the "stars" of GAS 1986 and honored with parades, rallies and prizes.

GAS 1987 FACT SHEET/2

As the Great American Smokeout enters its second decade, smokers are urged to "Take a Breather." In addition to the familiar programs, college, corporate and hospital quit-smoking clinics and popular materials like the GAS greeting card, there's a new Smokeout logo and a novel, "I'm a Born Nonsmoker" baby T-shirt.

In just one decade, the idea of taking a day off from smoking has spread to other countries, such as Canada, Great Britain, Ireland, France, Australia, South Africa, Norway, Finland and Sweden. Although names and dates vary in other countries, there are increasing signs that nonsmoking efforts are growing in other countries. The World Health Organization recently announced an increase in its budget for antismoking efforts in third world nations, and governments in countries like Cuba are backing nonsmoking education programs.

MODEL MAYOR'S PROCLAMATION

Whereas, the American Cancer Society's Great American Smokeout is a lighthearted effort to encourage cigarette smokers to give up their habit for 24 hours on Thursday, November 19, and

Whereas, for ten consecutive years, millions of smokers, including many in (City), have participated in this event, and

Whereas, the health benefits of not smoking are substantiated and well-known, and

Whereas, there are additional civic benefits such as a reduction of the risks of accidental fire and illnesses related to "secondhand smoking,"

Now, therefore, I, (Name), Mayor of (City), do hereby proclaim Thursday, November 19th, 1987 as the day of the Great American Smokeout in (City), and in so doing urge all cigarette smokers in the community to demonstrate to themselves and their friends that they can quit if they wish by joining the American Cancer Society's 11th annual Great American Smokeout.

In witness, whereof, etc.

NOTE: Many mayors issue statements instead of proclamations. With the "Whereases" deleted, the above language can easily be adapted into the form of a statement.