



FOR IMMEDIATE RELEASE

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### **Southeastern District Health Department Announces Smoke Free 83 Race Team Appearance in Pocatello**

Pocatello – Southeastern District Health Department announces that John Peterson of the Smoke Free 83 race team will be visiting Pocatello Speedway for the August 25th second appearance of the Late Model Lites.

On Friday, August 24, 2007, from 4:00 pm to 6:00 pm, John will have his race car on display at Courtesy Ford, 1600 Yellowstone Avenue and Saturday, August 25<sup>th</sup>, from 11:00 am to 1:00 pm. Come down and meet John, sign the hood of his race car and register to win free prizes.

John and his team are dedicated to sharing information to help Idahoans prevent and quit tobacco habits. The concept began in 2002 when team founder John Peterson received an email at work for free tobacco cessation classes sponsored by the Idaho State Legislature's Millennium Fund, and offered through the state's Health Districts.

Big Tobacco spends an estimated \$50.6 million dollars each year in Idaho. They are making money and Idahoans are paying the price.

- 188,900 adults in Idaho smoke (19 percent of the population)
- 12,200 high school students smoke (14 percent of the total high school population)
- 61,000 children are exposed to secondhand smoke at home
- 1,500 adults die each year from their own smoke
- 30,100 children now under 18 and alive who will ultimately die from smoking
- \$294 million annual healthcare costs in Idaho directly caused by smoking

In Idaho, smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined.

Use your brain. Save your lungs.

(more)

Even if you have smoked for years, the benefits of quitting are considerable and the health improvements start within minutes of quitting.

- 20 Minutes - Blood pressure and pulse rate decrease.
- 8 Hours - Carbon monoxide levels in blood return to normal.
- 1 Day - The likelihood of a heart attack decreases.
- 2 Days - Nerve endings regenerate; sense of smell and taste are enhanced.
- 2 Weeks - Circulation improves and lung function increases.
- 1-9 Months - Coughing, sinus congestion, fatigue and shortness of breath decrease.
- 1 Year - The likelihood of heart attack is cut in half.
- 5 Years - Stroke risk is reduced to the same levels as a non-smoker.
- 10 Years - Risk of dying from lung cancer is about half that of a current smoker.
- 15 Years - Risk of coronary heart disease and death become roughly equivalent to those who have never smoked.

For more information on this event or how to register for the free smoking cessation clinic, contact Traci Lambson, 478-6316.

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For more information about this and many other events SDHD is offering, please see our Calendar of Events page on [www.sdhdidaho.org](http://www.sdhdidaho.org).