

# Blue Zones

**‘The foundation of success in life is good health: that is the substratum fortune; it is also the basis of happiness.’ – P. T. Barnum**

## Time to quit smoking

GETTY IMAGES/ISTOCKPHOTO



**Jessica Crane**  
Columnist

Tobacco users have seen and heard the warnings countless times. Whether it's in a magazine, newspaper, the doctor's office, and even on cigarette packages, for some, warnings can have little effect and quitting can seem like an insurmountable challenge. That's why it's important that resources exist to aid those looking to kick the habit.

According to the Center for Disease Control, cigarette smoking remains the leading cause of preventable death in the United States, accounting for over 480,000 deaths annually. Although current smoking rates have declined over the last twenty years, there are still 34.3 million smokers age 18 or older in the United States. As of 2016, 15.5% of adult Floridians smoked (Florida Department of Health). Although Collier County tobacco use rates are lower than the state's average, an estimated 344 people died in Collier alone in 2018 from tobacco related cancer (Florida Department of Health).

On Nov. 21, the Tobacco Free Coalitions in Lee and Collier are looking for organizations to participate in this year's Great American Smokeout. Since the 1970s, the American Cancer Society has been celebrating the Great American Smokeout, urging those who smoke to finally kick the habit and commit to living a healthy, smoke-free life.

Various events that take place around the country help to draw attention to preventing deaths and chronic illness caused by smoking. The Great American Smokeout is also an opportunity for individuals, businesses, health care providers, and others to encourage people to use the date to make a plan to quit or quit for good.

The event challenges people to stop smoking and utilize the tools in their community that can help them quit and stay tobacco free.

*Jessica Crane is a Community Policy Specialist for Blue Zones Project in SWFL.*

*Unfamiliar with what Blue Zones Project is all about? Want to find out how you and/or your organization can get involved in this community-wide project? Attend a Live Longer, Better presentation! For more information, call 239.624.2312.*

### Live Longer, Better Presentation

Unfamiliar with what Blue Zones Project is all about? Want to find out how you and/or your organization can get involved in this community-wide project? Attend a Live Longer, Better presentation! For more information, please call 239.624.2312.

**Date:** Tuesday, Nov. 19

**Time:** 9-10 a.m.

**Location:** FineMark Bank (10010 Coconut Rd, Estero)

**RSVP:** <https://livelongerbetter-nov.eventbrite.com>

### Purpose Workshop

These two-hour interactive workshops will help you define your unique gifts and talents and how to better use them in both your personal and professional life. By the end of the workshop you will craft a Purpose Statement and begin living a more purposeful life! For more information, please call 239.624.2312.

**Date:** Thursday, Nov. 7

**Time:** 10 a.m.-noon

**Location:** Marco Island City Hall, Conference Room

**RSVP:** <https://bzpurposewsnov.eventbrite.com>

### Engagement Committee Meetings

Interested in getting your neighbors, friends, co-workers, family to adopt healthier lifestyles and live longer? Join the Engagement Committee to help spread the word about Blue Zones Project best practices to individuals. Help with Purpose Workshop, Walking Moais, Cooking Demonstrations and other well-being activities. For more information contact 239-624-2312.

**Immokalee/Ave Maria**

**Date:** first Thursday of each month

**Time:** 9-10:30 a.m.

### GETTING INVOLVED

If you or your organization would like to get involved or host an event on Nov. 21, please reach out to Tobacco Free Collier at [Kirsten.Lezama@flhealth.gov](mailto:Kirsten.Lezama@flhealth.gov) or Tobacco Free Lee at [Kurt.Goerke@lung.org](mailto:Kurt.Goerke@lung.org), and join Blue Zones Project SWFL in our support of the Great American Smokeout!

**Location:** Career Resource Center, 750 S 5th St., Immokalee

**Bonita Springs/Estero**

**Date:** first Thursday of each month

**Time:** 9-10:30 a.m.

**Location:** TownePlace Suites by Marriott, 23161 Via Coconut Point, Estero

**Collier County**

**Date:** second Wednesday of each month

**Time:** 8:30-9:30 a.m.

**Location:** NCH North-Brookdale Boardroom, 11190 Health Park Blvd., Naples

### Southwest Florida Food Policy Summit

Hear from the Southwest Florida Regional Planning Council, UF IFAS, FGCU, Florida Food Policy Council and a nationally renowned food policy consultant

**Date:** Monday, Nov. 18

**Time:** 8:30 a.m.-noon

**Location:** Artichoke and Company, 11920 Saradrienne Lane, Bonita Springs, FL 34135

To register, go to <https://swflfpsummit.eventbrite.com>

### Tobacco Free Collier Committee Meetings

If you're passionate about tobacco cessation and want to help future generations live healthier lives, please consider joining the Tobacco Policy Committee. We work with City and County government to help affect new and change existing tobacco policies.

**Date:** Thursday, Nov. 21

**Time:** 4 p.m.

**Location:** Florida Department of Health in Collier County, 3339 Tamiami Trail East, Naples, FL 34112 Room 206.

**For information:** Call 239-252-6852