As the new year approaches, Americans will soon be pondering their New Year’s resolutions. For many smokers, including those living in the District, it’s the time of year when the decision to quit is top of mind. Nearly 70 percent of current adult smokers say they want to quit, and half report that they attempted to quit at least once in the past 12 months. The good news? We know that many of these smokers will make a renewed effort to quit at the start of the New Year, so we can be prepared to help. Here are some tools and resources that organizations can use to support quit efforts:

**NEW YEAR’S RESOLUTION BUTTONS FOR YOUR WEBSITE**
You can craft your own site content or link to content created by the Centers for Disease Control and Prevention (CDC) using a ready-made graphic button. The buttons are available in three different sizes here: Button Resources. (Note: By default, the buttons link to the “It’s Never Too Early to Quit Smoking” page on the CDC website.)

**COMMUNITY ENGAGEMENT AND QUIT TIPS**
Promoting evidence-based resources, along with practical tips for quitting, can help deliver the full range of support that smokers need for a successful quit effort. Need inspiration for what to offer? See the American Lung Association’s New Year’s-themed outreach from 2019, which offered “5 New Year’s Resolutions to Help You Breathe Easier.” Also from the American Lung Association, a “How to Quit Smoking” resource page that focuses on reasons for quitting and first steps to take.

**PROMOTE ACCESSIBLE RESOURCES, SUPPORT AND TOOLS**
Smokers will make many attempts to quit, and having accessible resources to support each attempt is key to helping them quit for good. Utilizing national education and awareness tools such as the CDC’s “Tips from Former Smokers®” campaign is an easy-to-deploy strategy.

For interactive and easily accessible resources and support, look to the Smokefree.gov website or the EveryTryCounts.gov website, which offers: sign-up for Text to Quit programs; information about the toll-free national quitline (1-800-QUIT-NOW); and live chat with a trained cessation specialist to answer questions in real time from 9AM to 9PM, Monday through Friday.

For local cessation classes and cessation support, contact the American Lung Association of the District of Columbia office at 202-785-3355 or Breathe DC at 202-574-6789.