**Communication Training for Comprehensive Cancer Control Professionals 101**

**Press Release**

**Template** and **Example**

**How to use this template and example:**

This press release template and example is intended for use in tandem with the [*Communication Training for Comprehensive Cancer Control Professionals 101: Media Planning and Media Relations*](http://gwcehp.learnercommunity.com/cancer-institute)and can be downloaded in Microsoft Word format from within the course. Placeholders and guidelines for completing the template are written in **blue**. Users can write over these as they go along. An example press release is provided on the right for comparison. By the end, the left side will be ready for publication.

[[1]](#endnote-1) [[2]](#endnote-2)

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[Logo or letterhead]

**FOR IMMEDIATE RELEASE**

**Contact:** [Name of contact]  
[Organization/program of contact] **Phone:** [(###) ###-####]  
**Email:** [xxxxxx@xxxxx.xxx]

**[Name of Your Organization] Holds [Type of Event] to [Purpose of Event]**

[CITY, STATE]—[When/date], [who/name of your organization] is [what/name of event]. [Name of your organization] is partnering with [name of your partners] to organize this [how/description of program or activity] including [list of activities] at [where/location]. [Other pertinent information regarding your event].

“[Quote from organization spokesperson],” said [name of spokesperson], [title of spokesperson]. “[Continuation of quote].”

[National data and local data to demonstrate progress of the health topic or the lack thereof].

[Why/highlight the severity of the health topic].

For more information about [name of your organization , program or your campaign], visit [Web address]. For information about your [partner names], visit [Web address]. For [name of other services], visit [contact information].

**FOR IMMEDIATE RELEASE**

**Contact:** Amy Smith  
New Hampshire Department of Health and Human Services Tobacco Prevention and Control Program  
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**The NH Department of Health And Human Services And NH Comprehensive Cancer Collaboration Celebrate The Release Of the 50th Anniversary Surgeon General’s Report On Smoking And Health**

CONCORD, NH – Today, in celebration of the fifty year anniversary of the first Surgeon General's Report (SGR) on smoking and health, the New Hampshire Department of Health and Human Services (DHHS), Division of Public Health Services (DPHS) is offering free nicotine replacement therapy, in the form of the patch, to New Hampshire residents who want to quit smoking or chewing tobacco at City Hall. DPHS and the NH Comprehensive Cancer Collaboration will also be partnering to extend the hard-hitting media campaign, Dear Me New Hampshire, currently on the air and featuring real New Hampshire residents who are trying to quit. The original 1964 SGR was the first to definitively link smoking with lung cancer and heart disease. Since then we have learned much about the effects of tobacco on people’s health.

"Across the U.S. and here in New Hampshire we have made great progress in reducing smoking rates and therefore smoking-related illness and death, but we still have a long way to go,” said Dr. José Montero, Director of Public Health at DPHS. “Smoking harms nearly every organ of the body, but quitting has immediate and long-lasting effects. If you use tobacco, it’s not too late to quit.”

*Press Release Example:* Adapted from New Hampshire Department of Health and Human Services’ [press release](http://www.dhhs.nh.gov/media/pr/2014/01-jan/01172014tobacco.htm)2

*Press Release Template:* Adapted fromCenters for Disease Control and Prevention’s (CDC) [National Infant Immunization Week Media Relations Toolkit](http://www.cdc.gov/vaccines/events/niiw/promotional/media/downloads/mr-toolkit.pdf)1

Since 1964, smoking prevalence among U.S. adults has been reduced by half. In New Hampshire, adult smoking prevalence is now 17.2% (NH 2012 BRFSS); youth cigarette use has declined by over half and is currently at 13.8% (NH 2013 YRBS). Unfortunately, tobacco use remains the leading preventable cause of disease, disability, and death in the United States and New Hampshire. Today the 50th Anniversary Surgeon General’s Report: The Health Consequences of Smoking—50 Years of Progress was released. The report highlights 50 years of progress in tobacco control and prevention, presents new data on the health consequences of tobacco use, and details initiatives that can end the tobacco use epidemic in the U.S.

For more information about the New Hampshire Division of Public Health Services or the Tobacco Prevention and Control Program visit [www.dhhs.nh.gov](http://www.dhhs.nh.gov/index.htm). For information about the NH Comprehensive Cancer Collaboration visit [www.nhcancerplan.org](http://www.nhcancerplan.org/). To request free nicotine replacement patches and get confidential help quitting tobacco call 1-800-QUIT-NOW.

1. Centers for Disease Control and Prevention. National Infant Immunization Week Media Relations Toolkit. Published 2015. Accessed April 9, 2015. <http://www.cdc.gov/vaccines/events/niiw/promotional/media/downloads/mr-toolkit.pdf> [↑](#endnote-ref-1)
2. New Hampshire Department of Health and Human Services. Press Release: The NH Department Of Health And Human Services And NH Comprehensive Cancer Collaboration Celebrate The Release Of The 50th Anniversary Surgeon General’s Report On Smoking And Health. Published January 17, 2014. Accessed April 9, 2015. <http://www.dhhs.nh.gov/media/pr/2014/01-jan/01172014tobacco.htm> [↑](#endnote-ref-2)
3. [↑](#endnote-ref-3)