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December 28, 2005

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## **New Year's Resolution: Join Deb Kaye in Quitting Smoking**

Deb Kaye has been smoking three packs a day for 37 years, but this year she's smoke-free. She had tried to quit before, but this time she called the free Wisconsin Tobacco Quit Line to help her make a plan to ring in a happier and healthier new year.

"I like the Quit Line a lot," Kaye says. "They talked me through it," including explaining how to use the nicotine lozenge. She had tried quitting cold turkey in the past, but relapsed. She's not alone. Most tobacco users try quitting cold turkey, and only five percent succeed. But Dr. Michael Fiore, director of the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI), says there is help to quit for good.

"You don't have to quit on your own," Fiore says. "See your doctor and ask about medications to help you quit. Then call the Quit Line for coaching and support."

The free Quit Line is available every day for any Wisconsin resident who wants to quit smoking or chewing tobacco at **1-877-270-STOP (7867)**, toll free. Quit Line coaches offer expert advice throughout the quitting process, including phone counseling and a packet of written materials sent via mail.

Susan Flood appreciated that packet of information. She is one of about 7,000 Wisconsin residents who have used it to help her quit for good. "I read it over and over," she says. Her only regret is that she didn't quit sooner for her kids, who are now adults. "A lot of people know smoking is bad for you, but don't know the hazards for your children. I could have avoided upper ear infections for them."

(more)

Now she's helping others avoid the same mistake. "When my friend said she wanted to quit, I gave her the Quit Line folder and she called." The Quit Line can help smokers learn from their unsuccessful quit attempts in order to plan a successful quit attempt in 2006.

"Medication can reduce cravings and the desire to smoke," says Dr. Douglas Jorenby, director of the UW-CTRI stop-smoking clinic. "But smokers also need to address the triggers that make them think of smoking."

One way to do that is to change habits—like exercising in the morning instead of having a cup of coffee and a cigarette. Quit Line coaches or local stop-smoking programs have numerous suggestions for helping smokers through the tough times. Call the Quit Line for a list of local programs in your county to help you quit smoking or chewing tobacco.

"It's never too late to quit," Jorenby says. "Some effects of smoking improve right away. Within 20 minutes of quitting, your blood pressure will drop to healthier levels. Within eight hours, the carbon monoxide level in your blood returns to normal. In just a year, your risk of coronary heart disease is reduced to half that of a smoker. Tobacco users should know there is help out there. Now is a great time to resolve to quit."

"If I can stay quit in 2006, I'll feel great," Kaye says.

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The Wisconsin Tobacco Quit Line, established in May of 2001, is managed by the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI) and is funded by the Wisconsin Department of Health and Family Services.

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