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Contact: Chris Hollenback, 608-217-2865 (c)

Ch3@ctri.medicine.wisc.edu

Contact: Moira Harrington, 608-265-4447

Mh1@ctri.medicine.wisc.edu

Students Can Quit Smoking, Earn Free Gifts

MADISON—Smokers age 13 to 24 who are interested in quitting can now participate in a new study and receive free gifts for their involvement. Researchers at the University of Wisconsin Center for Tobacco Research and Intervention are testing how the Wisconsin Tobacco Quit Line, an over-the-phone coaching service, helps young adults quit smoking. Study participants will receive the services of the Quit Line in addition to thank-you gifts such as movie tickets and gift cards for music, videos and merchandise. Participation in the study is optional and not required to utilize the Quit Line's assistance.

The program includes confidential, one-on-one coaching plus a packet of informational materials for those interested in quitting smoking or chewing tobacco. Quit Line coaches develop a quit plan tailored to each caller, then follow up several times to encourage, support and motivate. Coaches also provide valuable information on medication options and resources for quitters.

Having helped over 50,000 people quit smoking, the Quit Line is a proven success. Callers are four times more likely to quit than those who try to quit by themselves, and feedback from happy quitters has been plentiful and encouraging. Shannon Stewart, a 23-year-old study participant, quit smoking thanks to the study. "I tried to quit several years ago, back in high school," Stewart said. "I tried several times. I never made it past the first 24 hours."

Quitting smoking is an extremely difficult challenge to undertake as an adult, but in many

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ways it is even harder for adolescents. Teens and young adults face daily pressures at school and in social settings that make quitting a daunting mission. Luckily, young people now have more options to help them beat cigarettes. Quit Line coaches will help every step of the way. For more information on the study or the Quit Line call 1-800-QUIT-NOW.

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