

W I S C O N S I N T O B A C C O

QuitLine News Release

University of Wisconsin Center for Tobacco Research and Intervention

FOR IMMEDIATE RELEASE July 26, 2007

Contact: Chris Hollenback, 608-262-3902, ch3@ctri.medicine.wisc.edu
Moirra Harrington, 608-265-4447, mh1@ctri.medicine.wisc.edu

Tax Increase Would Prompt More Smokers to Quit and Protect Others From Secondhand Smoke

Thousands of Wisconsin smokers would be prompted to quit if lawmakers enact a cigarette tax as part of the state budget, said an expert on tobacco cessation who took part in a news conference in Madison with Gov. Jim Doyle today.

Lezli Redmond, director of the Statewide Education and Outreach Program for the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI), oversees the Wisconsin Quit Line. She hopes people will turn to the free and confidential service at 1-800-Quit-Now for help, for themselves and those around them who suffer the effects of secondhand smoke.

“An increase in the tobacco tax will lead more people to make the decision to quit,” Redmond said. A recent Center for Tobacco-Free Kids study predicted 42,500 state smokers would attempt to give it up due to the tax increase.

“We have the tools to help people quit,” she said. “Seven out of 10 smokers in Wisconsin would like to quit, yet it is hard. It takes an average of six attempts before a smoker can break the powerful addiction. Combining FDA-approved medications and counseling increases the likelihood of overcoming the nicotine draw.

“At 1-800-Quit-Now, people can move away from the disheartening and difficult process of quitting cold turkey,” Redmond said. The Quit Line provides free and personalized coaching that improves chances for quitting success fourfold.

Since its inception in 2001, the Quit Line has served 50,000 Wisconsin tobacco users.

UW-CTRI has provided cessation and prevention services in Wisconsin since 1992 and is a nationally recognized research center on treating tobacco dependence.

###