



# News Release

FOR IMMEDIATE RELEASE  
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## **Governor Declares Feb. 18-24 Through with Chew Week 2,500 “Quit Spit Kits” to be Distributed in Northeastern Wisconsin**

More than 108,000 Wisconsin residents chew tobacco and are likely to suffer health consequences. National Through with Chew Week calls attention to chewing tobacco and the Great American Spitout (Feb. 22) offers an opportunity to be tobacco-free for a day, or to set a quit date to become tobacco-free for life. Governor Jim Doyle has declared Feb. 18-24 Through With Chew Week in Wisconsin.

In Northeast Wisconsin, a news conference that will detail the dangers of chewing tobacco use will be held on Tuesday, Feb. 20 at 2 p.m. at Fox Valley Technical College, 1825 N. Bluemound Dr. in Appleton. Media should enter the campus at Entrance 12 beginning at 1:45 p.m. The news conference site is Room B128.

The Wisconsin Tobacco  
Quit Line also offers free  
help at 1-800-QUIT-NOW.  
(1-800-784-8669)

Convenient Hours:  
7 a.m. – 11 p.m. daily

Speakers include former spit tobacco user, Roger Dier, regional outreach specialist at the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI). Dier will discuss his experiences with spit tobacco and the health consequences now occurring more than 20 years later. Dier was recently diagnosed with leukoplakia, a pre-cancerous lesion caused by the 28 cancer-causing agents found in chewing tobacco.

Two Fox Valley Technical College Dental Hygiene students will also speak on the preventative role that dentistry can provide in eliminating the use of chewing tobacco.

Two thousand five hundred “Quit Spit Kits” containing self-exam mirrors, tooth brushes, quitting information, chewing tobacco substitutes, Wisconsin Tobacco Quit Line information,

chewing gum, etc. will also be distributed in seven different counties in Northeast Wisconsin this week.

“Through with Chew Week is the time when chewing tobacco users should make an honest assessment of the potential harm to their health,” said Dier. “Oral cancer is disfiguring at best and deadly at its worst. If you use chewing tobacco, Through with Chew Week is a good time to quit.”

A great resource for help with quitting is the Wisconsin Tobacco Quit Line (1-800-QUIT-NOW). According to Robin Perry of the UW-Center for Tobacco Research and Intervention, about 150 spit tobacco users called the Wisconsin Tobacco Quit Line in 2006.

Perry said, “We have seen an increase in the number of chewers calling the Quit Line as they discover that the Quit Line is a great resource for all types of tobacco users. We support callers by personalizing a free quit plan and giving them materials and tips to help increase their chances of quitting for good.”

For more help with quitting call the Quit Line at 1-800-QUIT-NOW (784-8669), visit <http://www.ctri.wisc.edu/resources.html>, or consult your doctor or dentist.

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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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