

UW-CTRI News Release

University of Wisconsin Center for Tobacco Research and Intervention

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Black River Falls Native to Help Smokers Quit

MADISON – Black River Falls native Dr. Megan Sheffer has been hired as a new scientist working with the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI) to help pinpoint the best tools to help Wisconsinites quit smoking.

Dr. Sheffer returns to Wisconsin from Iowa, where she earned her PhD in oral science from the University of Iowa then served as a National Institutes of Health postdoctoral fellow and adjunct faculty member.

Sheffer's timing couldn't be better. Wisconsin just implemented a \$1 increase to the tobacco tax, prompting about 20,000 residents to call the Wisconsin Tobacco Quit Line—equivalent to two year's worth of calls in a month. And, the Quit Line now offers free medications to all Wisconsin residents who call 1-800-QUIT-NOW.

Sheffer's first task will be to evaluate the Fax to Quit program, which allows patients to sign up for Quit Line services while visiting a doctor, dentist or other participating organization.



Megan Sheffer

The healthcare provider then faxes a release form to the Quit Line and a Quit Line coach calls the participant to help him or her quit smoking. This Fax to Quit evaluation project is sponsored by the Centers for Disease Control. Megan will also work on future projects designed to help patients in clinics throughout Wisconsin to find the quit-smoking treatments that best work for them.

A UW-Madison graduate, Sheffer earned her master's degree in public health at UW-La Crosse. Her parents are Jeff and Kim Sheffer of Merrilan. "I'm excited to be working for UW-CTRI and to help improve the health of our state and nation," Dr. Sheffer said.

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