



# News Release

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FOR IMMEDIATE RELEASE  
March 18, 2009

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## **As Local Teens Proclaim ‘Kick Butts Day’ March 25, Tobacco Quit Line Stands Ready to Help Them Quit**

As teens throughout Wisconsin band together to speak out about Big Tobacco marketing lethal products to their demographic, the Wisconsin Tobacco Quit Line is ready to help teens and adults who are already addicted to quit. Scheduled for March 25, 2009, Kick Butts Day is a national day of activism that empowers youth to speak up and take action against tobacco use at more than 2,000 events from coast to coast. For a list of *registered* events, visit [KickButtsDay.org/getting\\_noticed](http://KickButtsDay.org/getting_noticed).

The Wisconsin Tobacco Quit Line was established in 2001 and has served more than 120,000 Wisconsinites with free, nonjudgmental and confidential help. Quit coaches help create individualized quit plans. The plans include tips on how to live smoke free as well as provide contact information for local quit-tobacco resources throughout the state. Anyone can access this same list of local resources -- sorted by county -- by visiting [WiQuitLine.org](http://WiQuitLine.org).

Wisconsin residents who call the Quit Line at **1-800-QUIT-NOW** (784-8669) can choose to receive free quit tips and medications via mail. The Quit Line offers a free two-week starter kit of FDA-approved nicotine medication (patch, gum or lozenges) for callers who agree to receive the science-based quitline coaching. There's even a free, password-protected Web site where callers can interact with Quit Line coaches and other callers. These resources can quadruple chances of successfully quitting over trying to quit "cold turkey" without assistance.

The Quit Line is available from 7 a.m. to 11 p.m. seven days a week. At other times, callers can leave a message for a return call. Coaches fluent in Spanish are available, as well as translators in most other languages. The Wisconsin Department of Health Services contracts with the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI) to provide services through the Quit Line. ###

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UW-CTRI is nationally recognized for its leadership in reducing the burden of illness and death from tobacco use. Part of the UW School of Medicine and Public Health, UW-CTRI research programs strive to improve tobacco-dependence treatment and help people quit.