

UW-CTRI News Release

Center for Tobacco Research and Intervention, UW School of Medicine and Public Health

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Contact:

Moira Harrington, 265-4447
mh1@ctri.medicine.wisc.edu
Chris Hollenback, 262-3902
ch3@ctri.medicine.wisc.edu

UW-CTRI Offers Resources to Area Smokers Wanting to Quit

Middleton's smoke-free workplace ordinance goes into effect on March 15. More area smokers than ever will be thinking about quitting. The University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI) offers two avenues of assistance – its Madison-based Smoking Cessation Clinic and the Wisconsin Tobacco Quit Line.

“Smoke-free laws have a positive effect on the rates at which tobacco users break their addiction,” said Dr. Doug Jorenby, clinic director at the UW-CTRI Smoking Cessation Clinic. “We expect to see a lot more people in Dane County quitting. That’s good news for public health because smoking is the No. 1 cause of preventable death in Wisconsin.”

Help at the UW-CTRI Smoking Cessation Clinic

The UW-CTRI Smoking Cessation Clinic accepts smokers referred by their primary care providers and through self-referrals. The clinic provides a personalized quit plan, intensive intervention and follow-up, including counseling and medication. Clinic visitors undergo tests of carbon monoxide levels, which are generally elevated in smokers, and lung function. Tobacco users also have access to a free support group. More information is available at 263-0573 or www.ctri.wisc.edu/Smokers. The clinic is located at 1930 Monroe St. in Madison.

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Help at 1-800-QUIT-NOW

The Wisconsin Tobacco Quit Line offers free telephone coaching and stop-smoking medications. UW-CTRI manages the Quit Line on behalf of the State of Wisconsin.

Quit Line callers are four times more successful than smokers who try to quit “cold turkey” (without coaching or medication), according to an independent survey. The Quit Line is available from 7 a.m. to 11 p.m. seven days a week by calling 1-800-QUIT-NOW (1-800-784-8669). Beyond those hours, callers can leave a message and expect a return call within two days.

The Quit Line has helped more than 120,000 Wisconsin callers since 2001.

Insurance Coverage

Many area residents with health insurance have coverage for at least one quit-smoking medication. Medicaid, Medicare, BadgerCare Plus, and SeniorCare also cover prescription stop-smoking medications. Smokers should check their plans for coverage and see their doctor for prescriptions, or visit the UW-CTRI Smoking Cessation Clinic. For more information on insurance coverage, visit www.ctri.wisc.edu/YouCan.

UW-CTRI is a nationally recognized research center in operation for 16 years committed to determining the nature of tobacco dependence and developing evidence-based treatments to assist smokers.

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