



News Release

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Mother's Day a Great Time to Quit Smoking 1,100 Wisconsin Kids Have Lost Mothers to Smoking

Mother's Day isn't just a great time to celebrate moms—it's also a wonderful time to ensure they will stick around for years to come by encouraging those who smoke to call the Wisconsin Tobacco Quit Line at **1-800-QUIT-NOW** (784-8669). Wisconsin ranks 33rd in the nation in percentage of women who smoke (19.9 percent) and 32nd in pregnant smokers (14.9 percent).

More than 1,100 current Wisconsin kids have lost their moms to smoking during their lifetimes, according to social-security data. Currently 436,000 Wisconsin women are addicted to nicotine in tobacco products, according to the Center for Tobacco-Free Kids. About 2,800 of those women will die this year if they don't quit, many of them mothers.

"That could leave hundreds more kids without their moms," said Kate Kobinsky, Wisconsin Tobacco Quit Line coordinator. "Fortunately, the Quit Line offers free coaching and medication to moms who want to quit smoking."

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 free, 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.

Established in 2001, the Quit Line has served more than 128,000 Wisconsinites with free, nonjudgmental and confidential help. The service 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. Quit coaches fluent in Spanish are available, as well as translators in most other languages. The Quit Line is funded by the Wisconsin Department of Health Services.

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