

UW-CTRI News Release

University of Wisconsin Center for Tobacco Research and Intervention

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Former Smokers Can Help Current Smokers Fulfill New Year's Resolution

MILWAUKEE -- "To quit smoking" is a popular New Year's resolution, and former smokers now have an opportunity to help current smokers quit through a UW research study.

Researchers are looking for *former* smokers 20 years old or older who can help identify the most effective quit-smoking treatments. The study, sponsored by the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI), will explore links between smoking and genetics.

Previous genetics research by UW-CTRI found that people with a "smoking gene" are more likely to be addicted to tobacco. However, if a person has the gene but refrains from daily smoking before they turn 17, they are more likely to avoid addiction.

Former smokers who qualify for the new UW-CTRI study will make a one- to two-hour visit to the UW-CTRI office, located on the fifth floor of the Aurora Sinai health care facility at 1218 W. Kilbourn Ave., Milwaukee. They will provide a breath sample and blood sample, and fill out a questionnaire. All participation is voluntary and confidential. The former smokers will be compensated with \$50 in gift cards for their time and contributions to scientific knowledge.

How to Get Involved

To learn more, or to volunteer for the study, former smokers can call **1-866-END-CIGS** or visit www.EndCigs.com.

UW-CTRI is a nationally recognized research center founded in 1992 and is committed to determining the nature of tobacco dependence and developing evidence-based treatments to assist smokers. For more information, visit www.ctri.wisc.edu. The Center is a part of the University of Wisconsin School of Medicine and Public Health.

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