



News Release

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FOR IMMEDIATE RELEASE

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With Ban on the Way, More Smokers Will Consider Quitting Free Resources Available to Smokers Wanting to Break Free

(MADISON, WI) -- With Appleton's no-smoking workplace ordinance set to take effect Friday, more area smokers than ever will be thinking about quitting. And there are free resources available to help.

If You Ban It, They Will Quit

Research shows smoking bans lead to more quitting. For example, a study in the May 2000 issue of the *American Journal of Public Health* on the impact of California's clean indoor air laws found that quit rates were 27 percent higher in areas with smoking bans.

"Smoking bans have a significant affect on the rates at which tobacco users break their addiction," said Dr. Michael Fiore, director of the UW Center for Tobacco Research and Intervention (UW-CTRI). "We expect to see a lot more people in Madison quitting as it gets less and less convenient to smoke. That's good news for public health because smoking is the number-one cause of preventable death in the state and nation."

Free Resources Mean More People Will Quit

According to a UW-CTRI survey, 28 percent of Wisconsin smokers would be more likely to quit if they had access to medications and counseling to help them break the addiction. The good news is that, in most cases, they do have access to the help – they just don't know it.

(more)

Insurance Coverage

More than 74 percent of Wisconsin residents with health insurance have coverage for at least one quit-smoking medication. BadgerCare and SeniorCare cover prescription quit-smoking medications. Smokers should check their plans for coverage and see their doctor for prescriptions.

Free Quit Line

The Wisconsin Tobacco Quit Line offers free, individualized counseling and self-help materials to any Wisconsin smoker who calls **1-877-270-STOP (7867)**, regardless of insurance coverage. Quit Line callers are four times more successful than smokers who try to quit “cold turkey” (without counseling or medication), according to an independent survey. The Quit Line is staffed with cessation specialists from 7:00 a.m. to 11:00 p.m. daily.

Other Resources in Outagamie County

Behavior Change, LLC	N5976 Lambic Road	DePere	920-884-6818
Freedom From Smoking-ALA	1405 Mill Street	New London	920-531-2066
Quit Now	820 East Grant Street	Appleton	920-831-5064
Affinity Call It Quits	PO Box 8066 Suite 3B	Appleton	1-800-362-9900
Appleton Health Dept/First Breath Program for Pregnant Smokers	100 N. Appleton St	Appleton	920-832-6429

Visit www.ctri.wisc.edu for more information.

The Wisconsin Tobacco Quit Line, established in May of 2001, is managed by the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI) and is funded by the state of Wisconsin. UW-CTRI, a University of Wisconsin Medical School program, has provided cessation and prevention services in Wisconsin since 1992 and is a nationally recognized research center.

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