



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 Madison's smoke-free 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.

"Smoke-free laws 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.

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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. seven days a week. They can offer a list of local quit-smoking resources.

Quit-Smoking Clinic

The UW Medical School also offers the Smoking Cessation and Prevention Clinic, located at 1930 Monroe St. in Madison. Clinic staff help smokers understand the physical and psychological aspects of quitting tobacco and offer a variety of treatments, including individual and group counseling as well as FDA-approved medications such as nicotine replacement therapy and/or bupropion (commonly known as Zyban or Wellbutrin). Studies show this combination of counseling and medication results in the best chance to quit for good.

Quit-Smoking Research Studies

The University of Wisconsin’s Center for Tobacco Research and Intervention (UW-CTRI) is also conducting the largest stop-smoking research study in state history. Smokers can volunteer for this study by calling visiting www.endcigs.com.

Other Local Resources

UW Health Sun Prairie Stop Smoking Program	1270 W Main St	Sun Prairie	(608) 837-2206
First Breath	UWHC - West Clinic Learning Center 451 Junction Rd.	Madison	(608) 265-7700
Intentional Energy	2217 Rusk	Madison	(608) 242-7267
Freedom From Smoking Program	Meriter Hospital 202 S. Park Street	Madison	(608) 267-5900
First Breath	Madison Department of Public Health 210 Martin Luther King Jr. Blvd. Rm. 507	Madison	(608) 294-5318
Wm. S. Middleton VA Hospital, ADTP-Smoking Cessation	2500 Overlook Terrace, Bldg. 7	Madison	(608) 280-7073
UW Health	Health And Nutrition Education 20 S Park Street #402	Madison	(608) 287-2770
Madison Psychotherapy Associates	1414 E. Washington Ave., # 187	Madison	(608) 251-0839
Fort Healthcare	611 Sherman Ave. East	Fort Atkinson	(920) 568-5246

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

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