

February 6, 2007

**FOR IMMEDIATE RELEASE**

For More Information Contact:

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***You're ready to quit smoking, we can help – free!***

At the beginning of each year many resolve to change their ways and live healthier lives. By February or March, however, our enthusiasm is gone, and our good intentions often go up in smoke. This is especially true for those trying to give up tobacco use. The **Oklahoma Tobacco Helpline (1-800-QUITNOW)** offers completely free telephone based cessation counseling to assist tobacco users in their attempts to quit.

The helpline provides personalized one-on-one services with a professional Quit Coach, who assists throughout the tobacco cessation process by helping to develop an individualized quit plan, discussing nicotine replacement products, and providing four follow-up telephone sessions. For free help with quitting smoking:

**1-800-QUIT NOW**

**English: 1-800-784-8669 & Spanish: 1-800-793-1552**

**Hours: 7am - 11pm; Sunday – Saturday**

Studies show that tobacco is highly addictive and many smokers attempt to quit 7 to 10 times before they succeed. Fortunately, help is available. Telephone assistance lines dramatically increase the success rate of tobacco cessation attempts. Tobacco users should not be discouraged if previous attempts to quit have failed.

Any Oklahoma resident, age 18 or older, may call the **Helpline** and speak with a tobacco cessation specialist. A special number is provided for those speaking Spanish. Special services and materials are available for pregnant women, and smokeless tobacco users. Healthcare providers can call to receive information and written materials on a broad range of topics related to tobacco cessation. Callers can also be referred to local cessation programs, or self help materials. Family members and friends can also call for information.

Under Oklahoma law, youth under the age of 18 are not eligible for some of these services, but they will receive specialized written cessation materials designed especially for that age group.

For more information on this program contact Candy Cernigliaro, (title) at 425-4498 or go to the Oklahoma City-County Health Department web site at: <http://www.cchdoc.com>