



FOR IMMEDIATE RELEASE 08-26-08

CONTACT: Leslie Kinnee

989-831-3669, kinnee@mmdhd.org

Mid-Michigan District Health Department

615 N. State St., Stanton, MI 48888-9702, www.mmdhd.org

Tobacco Quitline helps Michiganders kick the habit

Stanton~ The Michigan Tobacco Quitline is now offering free nicotine replacement products (while supplies last) for people who want to quit smoking or chewing tobacco. People who want to take advantage of the program can call the quitline at 1-800-QUIT NOW (1-800- 784-8669), which is available 24 hours a day, 7 days a week.

The program will provide up to an eight-week supply of nicotine patches, gum or lozenges to tobacco users who are age 18 years old and over and meet basic health requirements. The free program is available to all callers regardless of income or insurance status. The nicotine patches, gum and lozenges are available now through September 30 or while supplies last. The products are provided on a first come first served basis.

To be eligible, callers must enroll in cessation services with the Michigan Tobacco Quitline at 1-800-QUIT NOW. When Michigan residents enroll with the Quitline, they will receive a personal coach who will assist them in setting a quit date and making an individualized quit plan. The personal coach also will provide on-going support with up to five telephone coaching sessions around the caller's quit date.

The quitline offers both English and Spanish-speaking counselors, as well as interpretive services for a wide variety of languages.

“Callers using nicotine replacement therapy (NRT) in conjunction with proactive counseling, such as the telephone-based service like 1-800-QUIT NOW, can increase ones chances of becoming smoke free by 5 times the rate of someone quitting cold turkey,” said Dr. Greg Holzman, chief medical executive for Michigan Department of Community Health (MDCH).

For more information, call 1-800-QUIT NOW or visit www.michigan.gov/tobacco.

Mid-Michigan District Health Department serves the residents of Clinton, Gratiot and Montcalm Counties.

###