



Monroe County Health Department

Serving the Community since 1921

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FOR IMMEDIATE RELEASE

November 14, 2022

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The Great American Smokeout is Thursday

The annual Great American Smokeout is on Thursday, November 17. The event, sponsored by the American Cancer Society, encourages people who currently smoke to quit – even if it’s just for one day. Members of the 7 C’s Health Initiative Coalition say there are more effective tools now than ever before to help people quit.

“If people who smoke are ready to quit, there are a lot of places they can go for help,” said Hannah Shimanek of 7 C’s Health Initiative. “We’re all different, so it’s important that the state offer a number of support options to help people quit – especially when you’re dealing with an addiction as powerful as nicotine and commercial tobacco products.”

There are a number of options that are available in Wisconsin, including:

- The Wisconsin Tobacco Quit Line provides free help and medications to those who call the line at 1-800-QUIT-NOW (784-8669). Individuals can also access the Quit Line by texting “READY” to 200-400.
- The Medicaid program provides free quit smoking services and medications through its cessation benefit. People enrolled in Medicaid are encouraged to talk to their doctor about the resources available through the program.
- The American Indian Quit Line provides Native Americans free, culturally-tailored help and medications to quit commercial tobacco to those who call the line at 1-888-7AI-QUIT.
- Pregnant, postpartum, and caregiving people who smoke, as well as their family members, can get help to quit from the Wisconsin Women’s Health Foundation’s First Breath program. Since 2001, the program has helped over 24,000 women across the state. Learn more at www.joinfirstbreath.org.
- Finally, teens who are addicted to e-cigarettes can receive free help through the Live Vape Free program by texting “VAPEFREE” to 873373. The program provides teens with interactive resources to help them determine their motivation for quitting and set a quit date. Additionally, adults who want to support a young person trying to quit e-cigarettes can take part in a free online course from Live Vape Free by visiting www.dhs.wisconsin.gov/vapefree.

There are many benefits to quitting smoking, including some that start almost immediately. When you quit, your blood pressure and heart rate will drop, you'll be able to breathe easier, and your risk of cancer will decrease.

For more on tobacco prevention and control efforts in Monroe County, community members are encouraged to visit the 7 C's Health Initiative at 7csHealthInitiative.com or on Facebook and Instagram @7CsHealthInitiative.

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Healthy People, Healthy Monroe County