Wisconsin Quit Line Promotional Campaign 2022

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**CONTACT (NAME, INFO)**

**The Wisconsin Tobacco Quit Line Provides Free Commercial Tobacco Cessation Services Statewide**

*Local health advocates: The New Year is a great time to quit.*

Quitting commercial tobacco is one of the best ways to invest in your health. We all know that tobacco harms heart and lung health. But did you know that commercial tobacco use negatively impacts every organ in the body, affecting how we feel during everyday activities and even how we look?

Quitting commercial tobacco reduces the chances of bad health outcomes in the future and has immediate and short-term positive results including:

* **Lowered blood pressure and heart rate**. Your risk of heart attack declines within 24 hours of quitting.
* **Stopping damage to the lungs**. Within two weeks of quitting activities like walking up a flight of stairs might begin to feel easier.
* **Improved oral health**. After a few days without cigarettes your teeth will be whiter and your smile will be brighter.
* **Increased brain health**. About a month after quitting the nicotine receptors in your brain return to normal levels, breaking the cycle of addiction.

The New Year is a great time to invest in yourself and your future, to feel your healthiest and look your best. Make a plan to quit tobacco and learn about resources to support your efforts.

As “quit season” gets underway in December, the Wisconsin Department of Health Services will promote the Wisconsin Quit Line statewide. Since 2001 UW-CTRI (Center for Tobacco Research and Intervention) has managed the Wisconsin Tobacco Quit Line, a free resource available to everyone in the state over the age of 13.

* The Wisconsin Tobacco Quit Line provides free help at 1-800-QUIT-NOW (784-8669). Individuals can also access the Quit Line by texting “READY” to 200-400.
* Individuals who call the Quit Line have access to 1-1 help with trained cessation experts and a starter supply of medications such as nicotine patches, lozenges, and gum to aid success.

Quit commercial tobacco and live your best life in 2023. The time is now! For more on available resources for help quitting visit [www.dhs.wisconsin.gov/tobacco.treatment.htm](http://www.dhs.wisconsin.gov/tobacco.treatment.htm). To learn more about tobacco prevention and control efforts in our communitysee (**ALLIANCE WEBSITE).**