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TOBACCO FREE FLORIDA HAS PROVEN-EFFECTIVE RESOURCES TO HELP SMOKERS QUIT

Florida Celebrates 40th Annual Great American Smokeout



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Tallahassee, Fla.—Tobacco users in Florida are fortunate to have access to free and proven-effective resources that double their chances of successfully quitting.¹ A growing body of evidence demonstrates that the Florida Department of Health’s Tobacco Free Florida program is not only educating Floridians about the dangers of tobacco use, but is effectively helping them quit and stay tobacco free. Since Tobacco Free Florida launched in 2007, adult smoking prevalence has decreased from 21.1 percent in 2006 to 17.6 percent in 2014.²

“Florida is proud to be a leader in educating tobacco users about the dangers of smoking and providing effective resources to help them quit,” said State Surgeon General and Secretary of Health Dr. John Armstrong. “While adult smoking prevalence is on the decline, we must continue to save lives by preventing tobacco-related disease.”

Last month, a new study released in the journal *Addictive Behaviors*, confirmed that Tobacco Free Florida’s media campaign is using the right strategy by airing hard-hitting messages and ensuring high exposure via television, online and radio advertising to inspire smokers to quit. The study went on to note that campaign exposure is also reducing the likelihood of relapse among those who quit.³

In further support of Florida’s comprehensive approach to tobacco prevention and cessation, the Centers for Disease Control (CDC) has reported that Florida is a leader in quit attempts of tobacco users between the ages of 25 to 44 from 2011-2013, with 76.4 percent reporting trying to quit.⁴

These findings come just in time for the Great American Smokeout, sponsored by the American Cancer Society. The observance, on Thursday, Nov. 19, and Tobacco Free Florida is encouraging tobacco users to use the day to make a quit plan or to plan in advance to quit on that day. The observance, currently in its 40th year, raises awareness about the dangers of smoking and the many effective resources available to successfully quit.

Having a comprehensive quit plan increases a tobacco user’s success rate in quitting. Tobacco Free Florida’s resources are free and easy to access:

- CALL: Call Tobacco Free Florida at 1-877-U-CAN-NOW to speak with a Quit Coach® who will help you assess your addiction and help you create a personalized quit plan.
- CLICK: Tobacco Free Florida's online cessation tool can be accessed at tobaccofreeflorida.com/webcoach.
- COME IN: Local face-to-face help is available with the help of Area Health Education Centers, find one near you at tobaccofreeflorida.com/ahec.

For more information, please visit www.tobaccofreeflorida.com.

More than 126,000 Floridians have already successfully quit using one of Tobacco Free Florida's cessation resources. Former smokers who have used Tobacco Free Florida to quit are encouraged to share their story to inspire others looking to quit. Visit www.tobaccofreeflorida.com/quitandtell.

About Tobacco Free Florida

The department's Tobacco Free Florida campaign is a statewide cessation and prevention campaign funded by Florida's tobacco settlement fund. Tobacco users interested in quitting are encouraged to use one of the state's three ways to quit. Since 2007, more than 126,140 Floridians have successfully quit, using one of these free services. To learn more about Tobacco Free Florida and the state's free quit resources, visit www.tobaccofreeflorida.com or follow the campaign on Facebook at www.facebook.com/TobaccoFreeFlorida or on Twitter at www.twitter.com/tobaccofreefla.

About the Florida Department of Health

The department works to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts.

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¹ Fiore MC, Jaen CR, Baker TB, et al. Treating tobacco use and dependence: 2008 update. Clinical practice guideline. Rockville, MD: US Department of Health and Human Services, Public Health Service; 2008. Available at http://www.surgeongeneral.gov/tobacco/treating_tobacco_use08.pdf.

² Centers for Disease Control and Prevention (CDC). Behavioral Risk Factor Surveillance System Prevalence and Trends Data, 2014. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health.

³ Duke et al. The Effect of Exposure to Media campaign Messages on Adult Cessation. United States: *Addictive Behaviors*, 49. 2015.

⁴ CDC. Trends in Quit Attempts Among Adult Cigarette Smokers—United States, 2001–2013. *Morbidity and Mortality Weekly*, 64(40), 1129-1135. 2015.