

PRESS RELEASE

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Is it Time to Quit? Join the Great American Smokeout

FOR IMMEDIATE RELEASE

JACKSON (November 15, 2013) – The Jackson County Substance Abuse Prevention Coalition, Jackson Tobacco Reduction Coalition & American Cancer Society encourage local residents to join the movement on November 21 to quit smoking for the day in the hopes of becoming smoke free for the remainder of your life. The Great American Smokeout occurs on the third Thursday of November each year. Smokers who quit will be taking an important step towards a healthier life – one that can lead to reducing cancer risk.

Tobacco use remains the single largest preventable cause of disease and premature death in Michigan, killing more than 14,500 residents each year, yet many Michiganders still use tobacco. Twenty-three percent of Michigan adults and 14% of Michigan youth smoke cigarettes. However, more than half of these users have tried to quit for at least one day during the past year. A 2011 survey revealed an adult smoking rate of 22% among Jackson County residents compared to 35% within the city limits. According to 2012 Michigan Profile for Healthy Youth data in Jackson County, approximately 12% of 9th graders and 18% of 11th graders reported they had used tobacco in the past 30 days. Due to the fact that tobacco products are highly addictive, most users make several quit attempts before they are successful.

“The Great American Smokeout is an opportunity to remind tobacco users that there are resources available to help them quit and to support tobacco users in their efforts to quit,” stated Rhonda Rudolph, Coordinator for the Jackson Tobacco Reduction Coalition. “Quitting tobacco use is the best thing you can do for your health. Within minutes to hours after quitting blood pressure, heart rate and carbon monoxide levels decrease. The long term benefits continue over time including improved lung function and decreased risk of cancer and heart disease.”

Research shows that while quitting is difficult for most tobacco users, people who use tobacco can increase their success in quitting with help. Quitters are most successful when using a combination of therapies including: nicotine replacement, counseling, self-help materials and a strong support network of family and friends.

Resources available to Michigan residents include:

- The Michigan Department of Community Health (MDCH) Tobacco Quitline, 1-(800) 784-8669, provides free telephone coaching for the uninsured and those with Medicaid and Medicare and free nicotine replacement medications for those who qualify. Information on quitting smoking and a free printable Michigan Smoker’s Quit Kit are available through MDCH by visiting: www.michigan.gov/tobacco
- BecomeAnEX.org is a free, interactive website that shows smokers how to re-learn life without cigarettes. The site, developed by Legacy in partnership with Mayo Clinic, offers a free, personalized quit plan and an online support community to help people prepare to quit and stay quit.
- Allegiance Tobacco Treatment Services are free counseling services available to anyone using tobacco products in any form. For more information, call (517) 788-4707.
- The American Cancer Society has tools available to help with quitting. For more information contact the American Cancer Society at 1-800-227-2345 or www.cancer.org.
- For more information about the Great American Smokeout, contact Rhonda Rudolph at (517) 768-2131.

Our efforts are funded through Community Mental Health Authority of Clinton, Eaton and Ingham, Substance Abuse and Mental Health Services Administration and the Michigan Department of Community Health.

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