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## TOBACCO FREE FLORIDA EXPANDS FREE QUIT SERVICES

*New Program and Ads Encourage Floridians to Quit Your Way*



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**TALLAHASSEE, Fla.** – Quitting tobacco isn't easy, but finding help should be. With its new Quit Your Way program, the Florida Department of Health's Tobacco Free Florida program is making it easier for tobacco users in the state to access the free and proven-effective resources available to all Floridians.

"We are committed to helping every Floridian who is struggling to quit tobacco break the addiction with our individualized services. Floridians now have more ways to quit and increase their chances of quitting for good," said State Surgeon General and Secretary Dr. Celeste Philip. "Tobacco users who use the Tobacco Free Florida program are five to 11 times more likely to quit than those who try on their own."<sup>1</sup>

This expansion of resources offers tobacco users interested in quitting access to free tools, including a 2-Week Starter Kit of nicotine replacement patches, Text2Quit, Email Tips and a Quit Guide. They can choose as many as they need or use them in addition to Tobacco Free Florida's Phone, Group and Web Quit services, which have already helped more than 137,000 Floridians successfully quit.

On Aug. 8, Tobacco Free Florida is also launching new ads for TV and radio statewide to raise awareness of the new Quit Your Way tools. The TV ads show animated characters in everyday moments being judged for their smoking addiction and then direct to the free quit tools, where they'll find no judgment, just help.

Since 2007, Tobacco Free Florida has offered its 3 Free & Easy Ways to Quit, which included the Florida Quitline, Web Coach and in-person groups or classes held in each county by Area Health Education Centers. The phone, web and group services are still available and offer tobacco users a comprehensive quit plan with support from a certified Quit Coach.

Tobacco Free Florida's Quit Your Way takes the service offerings a step further, offering a personalized range of services designed to help each quitter create their own quit plan from any one or combination of the services outlined below:



### PHONE QUIT

A Quit Coach® is waiting for your call to help you on your journey to be tobacco free.

- Quit Coach® 24/7
- 2 weeks nicotine patches or gum
- Custom plan
- 3 calls from Quit Coach®
- 1-877-U-CAN-NOW (1-877-822-6669)



### GROUP QUIT

Register for a session with trained facilitators along with others who want to quit like you.

- Led by a trained specialist
- 2 to 4 weeks nicotine patches, gum or lozenges
- Convenient times & locations
- Group support



### WEB QUIT

You'll have access to a Quit Coach® 24/7, be able to track your progress, and access to blogs where you can share your story.

- Quit Coach® 24/7
- 2 weeks nicotine patches or gum
- Track your progress
- Blogs



### TEXT2QUIT

Receive tips, games and reminders. The Text Messaging program is full of practical advice and encouragement that can help you quit.



### EMAIL TIPS

Get the tools and tips on how to quit tobacco and receive professional advice via email.



### 2 WEEK STARTER KIT

Our Starter Kit provides two weeks of free nicotine replacement patches to help you quit your addiction. \*If medically appropriate and over 18 years of age.



### QUIT GUIDE

A practical and resourceful free printable Quit Guide to help you build your plan to quit.

For more information, please visit [www.tobaccofreeflorida.com/quityourway](http://www.tobaccofreeflorida.com/quityourway).

## 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 137,000 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](http://www.tobaccofreeflorida.com) or follow the campaign on Facebook at [www.facebook.com/TobaccoFreeFlorida](http://www.facebook.com/TobaccoFreeFlorida) or on Twitter at [www.twitter.com/tobaccofreefla](http://www.twitter.com/tobaccofreefla).

The department works to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts. Follow us on Twitter at [@HealthyFla](https://twitter.com/HealthyFla) and on [Facebook](https://www.facebook.com/HealthyFla). For more information about the Florida Department of Health please visit [www.floridahealth.gov](http://www.floridahealth.gov).

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<sup>1</sup> Professional Data Analysts. "BTFF Tobacco Cessation Evaluation FY15 Synthesis Report." 15 February 2015.