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## DON'T QUIT ON QUITTING SMOKING

*Tobacco Free Florida is Encouraging Those Who Relapsed to Try Again*



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**TALLAHASSEE, FLA.** – New Year’s resolutions do not always go according to plan. By the second week of February, about four out of five resolutions fail.<sup>1</sup> Quitting smoking is no different. For many smokers, it can take several attempts to quit for good.<sup>2</sup>

The Florida Department of Health’s Tobacco Free Florida program wants you to know that slips and relapses are common among people trying to quit smoking.<sup>3</sup> A slip is one or two cigarettes after you quit. A relapse means going back to smoking regularly.<sup>4</sup> While most slips or relapses occur within the first three months after quitting, they can happen anytime.<sup>5</sup> People who stop smoking often start again because of withdrawal symptoms and stress.<sup>6,7,8</sup>

“If you had a slip up or relapse, we encourage you to get back on track with Tobacco Free Florida’s proven-effective resources,” said Lacoadia Burkes, Interim Bureau Chief of Tobacco Free Florida. “Our free tools and services can significantly increase your chances of quitting tobacco for good.”<sup>9</sup>

Tobacco Free Florida’s Quit Your Way program offers free [Phone Quit](#), [Group Quit](#) and [Web Quit](#) services, in addition to individual tools like texting support, a Quit Guide and helpful emails. Free nicotine replacement therapy – nicotine patches, gum or lozenges – are available to tobacco users who are 18 or older, if medically appropriate.

For more information, please visit [tobaccofreeflorida.com/quityourway](http://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. Since the program began in 2007, more than 212,000 Floridians have successfully quit using one of Tobacco Free Florida’s free tools and services. There are now approximately 451,000 fewer adult smokers in Florida than there was 10 years ago, and the state has saved \$17.7 billion in health care costs. To learn more about Tobacco Free Florida’s Quit Your Way services, visit [www.tobaccofreeflorida.com](http://www.tobaccofreeflorida.com) or follow the campaign on Facebook at [www.facebook.com/TobaccoFreeFlorida](https://www.facebook.com/TobaccoFreeFlorida) or on Twitter at [www.twitter.com/tobaccofreefla](https://www.twitter.com/tobaccofreefla).

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<sup>1</sup> Joseph Luciani. “Why 80 Percent of New Year’s Resolutions Fail.” U.S. News & World Report. 29 Dec. 2015. <https://health.usnews.com/health-news/blogs/eat-run/articles/2015-12-29/why-80-percent-of-new-years-resolutions-fail> [accessed 14 Dec 2018]

<sup>2</sup> “Slips Happen.” Stay Smokefree for Good. Smokefree.gov, [smokefree.gov/stay-smokefree-good/stick-with-it/slips-happen](http://smokefree.gov/stay-smokefree-good/stick-with-it/slips-happen). [accessed 2017 Oct 2].

<sup>3</sup> “Tips for Slips.” Smokefree.gov, 2018, [smokefree.gov/stay-smokefree-good/stick-with-it/tips-for-slips](http://smokefree.gov/stay-smokefree-good/stick-with-it/tips-for-slips) [accessed 2017 Oct 3].

<sup>4</sup> “Slips & Relapses.” Smokefree.gov, 2018, [smokefree.gov/stay-smokefree-good/stick-with-it/slips-relapses](http://smokefree.gov/stay-smokefree-good/stick-with-it/slips-relapses) [accessed 2017 Oct 3].

<sup>5</sup> “Slips Happen.” Stay Smokefree for Good. Smokefree.gov, [smokefree.gov/stay-smokefree-good/stick-with-it/slips-happen](http://smokefree.gov/stay-smokefree-good/stick-with-it/slips-happen) [accessed 2017 Oct 2].

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<sup>6</sup> U.S. Department of Health and Human Services. How Tobacco Smoke Causes Disease: The Biology and Behavioral Basis for Smoking-Attributable Disease: A Report of the Surgeon General. 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, 2010 [accessed 2017 Jan 24].

<sup>7</sup>U.S. Department of Health and Human Services. Reducing Tobacco Use: A Report of the Surgeon General. 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, 2000 [accessed 2017 Jan 24].

<sup>8</sup> Fiore MC, Jaén CR, Baker TB, et al. Treating Tobacco Use and Dependence: 2008 Update—Clinical Practice Guidelines. Rockville (MD): U.S. Department of Health and Human Services, Public Health Service, Agency for Healthcare Research and Quality, 2008 [accessed 2017 Jan 24].

<sup>9</sup> Fiore MC, Jaén CR, Baker TB, et al. Treating Tobacco Use and Dependence: 2008 Update—Clinical Practice Guidelines. Rockville (MD): U.S. Department of Health and Human Services, Public Health Service, Agency for Healthcare Research and Quality, 2008 [accessed 14 Dec 2018].