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Tobacco Free Florida Offering Free Gift Cards at Group Quit Sessions



Statewide offering of gift cards from \$25-\$125 connected to Group Quit sessions led by trained cessation specialist

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Tallahassee, Fla. –Tobacco Free Florida is launching an incentive program on January 1 where people who attend Group Quit sessions are eligible to receive a financial incentive of \$25-\$125 in gift cards (for a limited time only) as additional encouragement to quit tobacco. The statewide program follows a successful pilot program and serves as an innovative approach to cessation support.

“No one should use tobacco or nicotine products. As a public health community, we are constantly looking for new and effective ways to help people make their quit journey a successful one,” said Dr. Joseph A. Ladapo, State Surgeon General, Florida Department of Health. “Incentive programs like this can prove an effective way to reach more people ready for this kind of help, saving lives, and improving health across our state.”

While still a fairly new approach, research indicates offering financial incentives to quit may be especially impactful in supporting positive public health choices among low income and underserved communities.^{1,2}

Tobacco Free Florida’s [Group Quit](#) incentive includes \$50 for a single session class. For multi-session classes, participants can receive \$25 each for the first three sessions and \$50 for the final session, for a total of up to \$125. In addition to the gift cards, participants in Group Quit sessions can receive free nicotine replacement therapy in the form of gum, patches and lozenges where medically appropriate and while supplies last.

Tobacco Free Florida Group Quit sessions are available in-person in all 67 counties as well as virtually; English and Spanish sessions are offered regularly. Each session is led by a trained cessation specialist.

“While many people can and do quit on their own, we know quit support can be the thing that makes the difference for thousands of people,” added Dr. Ladapo. “Our proven-effective methods are available for all Floridians, completely free and regardless of your insurance.”

In addition to in-person and virtual Group Quit, Tobacco Free Florida offers more [Quit Your Way](#) tools and services including Phone Quit and Web Quit. The services are independently audited for effectiveness and can be used separately or in combination. At this time, the only Tobacco Free Florida service offering a financial incentive is Group Quit.

Information on Group Quit sessions is available at www.tobaccofreeflorida.com/groupquitcalendar or by calling 1-877-848-6696.

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About Tobacco Free Florida

The Florida Department of Health'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 295,000 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 or follow the campaign on Facebook at www.facebook.com/TobaccoFreeFlorida or on Twitter at www.twitter.com/tobaccofreefla.

¹ Fraser, D. L., Fiore, M. C., Kobinsky, K., Adsit, R., Smith, S. S., Johnson, M. L., & Baker, T. B. (2017). A Randomized Trial of Incentives for Smoking Treatment in Medicaid Members. *American journal of preventive medicine*, 53(6), 754–763. <https://doi.org/10.1016/j.amepre.2017.08.027>

² Gross, D., & Bettencourt, A. F. (2019). Financial incentives for promoting participation in a school-based parenting program in low-income communities. *Prevention Science*, 20(4), 585–597. <https://doi.org/10.1007/s11121-019-0977-y>