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Tobacco Free Florida Launches “How to Quit” Initiative During 18th Annual Tobacco Free Florida Week

New cross-platform initiative equips Floridians with evidence-based tips and free resources to quit tobacco and nicotine for good

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Tallahassee, Fla. – Tobacco Free Florida’s new “How to Quit” initiative will launch during the 18th annual Tobacco Free Florida Week. Observed this year the week of Monday, June 15, Tobacco Free Florida Week will feature new content including advertisements, social media posts, and free materials for health care providers – all centered on helping Floridians with tips and tricks on how to make a quit attempt a success.

"Every attempt to quit smoking is a step toward better health, more savings, and a tobacco free life, but too many Floridians who want to quit aren't sure where to start," said State Surgeon General Dr. Joseph A. Ladapo. "That's exactly why we created 'How to Quit.' We want people to know that quitting is possible, and that free, proven help is available to them right now."

The "How to Quit" initiative is built around four evidence-based steps that can improve a smoker’s chance of quitting for good:

1. **Set a Quit Date** – Choose a date in the near future and let friends and family know so they can offer support and encouragement.
2. **Talk to a Doctor** – A health care provider can recommend the best quit method and connect you with tools and support.
3. **Use Quit Aids and Counseling** – Nicotine replacement therapy, paired with counseling, can double the chances of quitting successfully.
4. **Clear Your Space** – Remove cigarettes, lighters, and ashtrays to reduce cravings and avoid triggers.

The new initiative is designed to raise awareness of the free cessation services available to all Floridians, regardless of insurance, including a Quitline, text program,

expert-led group sessions, and more. About [half of current smokers in Florida \(50.8%\) tried to quit at least once in the past year](#). Across the nation, [fewer than 1 in 10 who try in a given year succeed](#). Studies show [creating a quit plan](#) and [using proven resources](#) can significantly increase the chances of making a quit attempt successful. In fact, using multiple quitting support systems in combination may be even more effective.

The “How to Quit” initiative launches with Tobacco Free Florida Week but will continue throughout the year. It includes videos with practical, evidence-based guidance. The spots will appear on television and various social media platforms.

TobaccoFreeFlorida.com/HTQ will serve as a central point for all the new information and resources connected with the initiative.

“Whether someone sees our new videos, picks up materials at their health care provider’s office, or finds us online, we want the message to be the same: You don’t have to figure this out alone,” said Ladapo. “Tobacco Free Florida’s Quit Your Way services are free, proven, and available in every county. During this year’s Tobacco Free Florida Week is the perfect time to take the first step.”

Tobacco use remains the leading cause of preventable death and disease in the U.S., but Florida has shown that sustained public health efforts can change the trajectory. Since Tobacco Free Florida launched in 2007, the adult cigarette smoking rate has been cut nearly in half, and youth cigarette use has dropped to just 1%. Today, there are more former smokers than current smokers, and more than 350,000 Floridians have quit tobacco using Tobacco Free Florida's free tools and services.

Tobacco Free Florida's Quit Your Way program provides resources at no cost to Floridians, including phone coaching, expert-led group sessions in-person or virtual, and a web-based quit plan that can be followed at any pace.

Floridians ready to take the first step can call 1-877-U-CAN-NOW (1-877-822-6669) or visit TobaccoFreeFlorida.com for free quit support and resources.

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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 350,000 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 were 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 TobaccoFreeFlorida.com or follow the campaign on Facebook at Facebook.com/TobaccoFreeFlorida or on X at X.com/tobaccofreefla.