

April 11, 2014



It's time to 'Team Up To Quit' *Tobacco Free Florida Week, April 21-27*

SARASOTA COUNTY - For the sixth year in a row, Sarasota County's Tobacco Prevention Program will be highlighting the state's progress in tobacco prevention and cessation efforts during Tobacco Free Florida Week, April 21-27. 'Team Up to Quit' encourages both health care providers and patients to discuss tobacco use and utilize referral programs such as the '3 Ways to Quit' program.

"Every day in Florida, 88 people will die from a tobacco-related illness," said Hilary Woodcum, Students Working Against Tobacco (SWAT) coordinator for the Florida Department of Health in Sarasota County. "Tobacco-use is the No. 1 cause of preventable death in the United States."

In January, following the release of "The Health Consequences of Smoking - 50 Years of Progress: A Report of the Surgeon General," the revised "Centers for Disease Control (CDC) Best Practices" was released, strongly encouraging physicians to refer their patients to state quit lines (free telephone-based counseling services) and to increase cessation interventions. The 'Team Up to Quit' initiative is designed to encourage all members of a smoker's health care 'team,' including the smoker, to be proactive in initiating a quit attempt.



"Adult smokers who receive assistance from healthcare providers are more likely to quit compared to those who try to quit on their own," said Florida Department of Health in Sarasota County Tobacco Prevention Program Manager Jeanette Robinson.

Florida Department of Health's Tobacco Free Florida program is a national leader in tobacco prevention and cessation - offering free cessation services with nicotine-replacement therapies. Health care providers can obtain information about the '3 Ways to Quit' and Tobacco Free Florida locally by contacting the Tobacco Prevention Program at the Florida Department of Health in Sarasota County.

Tobacco Free Florida offers a number of free and convenient resources to help smokers quit.

* Telephone: Call the Florida Quitline at 1-877-U-CAN-NOW to speak with a quit coach who will help you assess your addiction and help you create a personalized quit plan.

* Online: Enroll in the Web Coach®, which will help you create your own web-based quit plan that's right for you. Visit <https://www.quitnow.net/florida>.

* In-person: Visit the Gulfcoast Area Health Education Center (AHEC) website, www.gsahec.org to locate additional Quit Smoking Now group classes. Its local toll free tobacco referral line is 866-534-7909. The Florida Area Health Education Centers (AHEC) Network's website is: www.ahectobacco.com.

You can also follow the campaign on Facebook at www.facebook.com/TobaccoFreeFlorida or Twitter at www.twitter.com/tobaccofreefla.

Sarasota County prohibits discrimination in all services, programs or activities.
View the complete policy at www.scgov.net/ADA/Pages/default.aspx.

MEDIA NOTES:

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