



STATE OF OKLAHOMA

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Most Oklahoma Smokers Try to Quit – Tobacco Settlement Trust Launches Campaign to Support New Year’s Resolutions

OKLAHOMA CITY – The Oklahoma Tobacco Settlement Endowment Trust launched a television media campaign this week, offering free help to Oklahomans who may be making New Year’s resolutions to quit smoking. The New Year is the most popular time of the year to try to quit.

According to the state health department, about one-quarter of Oklahoma adults are current smokers. Among these smokers:

- 79 percent are interested in quitting smoking.
- 77 percent have tried to quit smoking at least once.
- 45 percent have tried to quit more than once within the last 12 months.

Acknowledging that “Quitting Takes Practice,” the television ads encourage Oklahomans to call the toll-free Oklahoma Tobacco Helpline, 1-866-PITCH ‘EM (1-866-748-2436) for free cessation counseling.

“Tobacco use continues to be Oklahoma’s leading cause of preventable death,” said Tracey Strader, executive director of the Trust. “The good news is that telephone-based cessation counseling has been shown to double successful quit rates over self-help alone.”

The Helpline’s cessation specialists work with callers to determine their readiness to quit, assist them in developing a quit plan based on their individual needs, and schedule up to four follow-up sessions designed to enhance motivation and facilitate behavior change. Specialists also provide information on nicotine replacement products or other cessation aids, and assist callers with information on accessing the cessation benefits they may be entitled to through their employer or other insurance provider. For more information on the Helpline, see: www.tobaccosettlement.state.ok.us/programs/helpline.html .

Both the Oklahoma Tobacco Helpline and the media campaign are funded by the Oklahoma Tobacco Settlement Endowment Trust. The media campaign is being conducted by Brothers & Co. of Tulsa, in partnership with the Oklahoma State Department of Health and the American Legacy Foundation.

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