



A CUP OF HEALTH WITH CDC

Call to Quit

Increase in Quitline Call Volumes and Cessation Website Visits during a National Tobacco Education Campaign — March 19–June 10, 2012

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[Announcer] This program is presented by the Centers for Disease Control and Prevention.

[Dr. Gaynes] Welcome to *A Cup of Health with CDC*, a weekly feature of the *MMWR*, the Morbidity and Mortality Weekly Report. I'm your host, Dr. Robert Gaynes.

Trying to quit smoking can be tough. Trying to quit alone can make it even harder. A recent CDC campaign – 'Tips from Former Smokers' - featured graphic testimonials from people living with smoking-related diseases.

Steve Babb is a Public Health Analyst at CDC. He's joining us today to discuss this campaign. Welcome to the show, Steve.

[Steve Babb] Thanks. It's great to be here today.

[Dr. Gaynes] Steve, let's start with how many people successfully quit smoking each year?

[Steve Babb] The current estimate works out to about 2.8 million smokers who successfully quit each year.

[Dr. Gaynes] Tell us about the 'Tips from Former Smokers' campaign.

[Steve Babb] The campaign featured former smokers talking about how diseases caused by smoking impact their daily lives. The campaign's goals were to get at least 500,000 adult smokers to make a quit attempt and to get at least 50,000 of them to successfully quit. We were pleased to see that calls to state quit lines increased dramatically during the campaign.

[Dr. Gaynes] Steve, what are quitlines and how effective are they?

[Steve Babb] Quitlines are free telephone services that offer smokers tips and help for quitting smoking. Quitlines have been shown to increase quit rates among smokers.

[Dr. Gaynes] What services do quitlines provide?

[Steve Babb] Quitline coaches tell smokers how to avoid some of the triggers that prompt them to reach for a cigarette. Sometimes, they can also provide further counseling and some quitlines even provide medications that help smokers quit.

[Dr. Gaynes] What other strategies can you suggest?

[Steve Babb] Tell your family and friends that you're quitting so that they can support you. Get cigarettes and all other tobacco products out of your house, along with ashtrays, lighters, and other smoking accessories.

[Dr. Gaynes] Steve, how can listeners access a quitline?

[Steve Babb] It's simple. Call 1-800-QUIT-NOW and you'll be routed to your state quitline.

[Dr. Gaynes] Thanks, Steve. I've been talking today with CDC's Steve Babb about CDC's campaign to help smokers quit.

Remember, one of the most important things you can do for your health is to quit smoking. If you're a smoker or know someone who smokes, call 1-800-QUIT-NOW or visit smokefree.gov.

Until next time, be well. This is Dr. Robert Gaynes for *A Cup of Health with CDC*.

[Announcer] For the most accurate health information, visit www.cdc.gov or call 1-800-CDC-INFO.