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**SmokeFree's Reason and Resource #5 to Celebrate New Year's Day in September**  
*September 1<sup>st</sup> increase in cost of tobacco products is  
a great time for a resolution to quit smoking*

(Madison, WI) As part of SmokeFree Wisconsin's countdown to September 1<sup>st</sup>'s increase in the cigarette and tobacco taxes we are highlighting a reason to use September 1<sup>st</sup> as an opportunity to quit smoking and using tobacco and informing Wisconsinites of a resource that is available to assist them in their resolution to quit.

Today's reason and resource are:

**REASON #5: SMOKING WEAKENS BONES**

Smoking is a serious risk factor for osteoporosis, according to the National Institute of Arthritis and Musculoskeletal and Skin Diseases. It's been shown to fritter away bone density in postmenopausal women and to hike the risk of hip fractures in both sexes, according to the 2004 Surgeon General's Report. People who endure hip fractures are 12 to 20 percent more likely to die than those who don't, the Report notes. Smokers may also experience slower healing of broken bones and wounded tissues than do nonsmokers.

**RESOURCE #5—CLEAR HORIZONS—QUITTING SMOKING OVER AGE 50**

Quitting smoking can be especially challenging for people who have been smoking for many years. But the smoking addiction can be overcome, no matter what your age. "Clear Horizons" is a website that is catered to those who are quitting smoking over the age of 50. Even after forty or fifty years of smoking, the body can repair much of the damage from smoking. Now is the time to quit and improve your life in many ways. For more information, please visit: <http://www.myclarhorizons.com/>

**SmokeFree Wisconsin's Celebrate New Year's in September Campaign**  
**Background**

Effective Tuesday, September 1<sup>st</sup>, the state's cigarette tax will be increased by 75 cents to \$2.52 per pack, the 5<sup>th</sup> highest cigarette tax in the nation. The price-based tax on moist snuff (MST) and other tobacco products (OTP) will also increase; 100% of manufacturer's established list price for MST and 71% for OTP.

SmokeFree Wisconsin supported these increases because research has shown that significant increases in the cigarette tax will deter young people from starting to smoke or use tobacco products, and provides motivation for adult smokers to avoid paying more in taxes and quit the addiction. General consensus among researchers is that every 10 percent increase in the real price of cigarettes reduces overall cigarette consumption by approximately three to five percent, reduces the number of young-adult smokers by 3.5 percent, and reduces the number of kids who smoke by six or seven percent.

As SmokeFree Wisconsin counts down to September 1<sup>st</sup> we will highlight a reason to quit smoking and using tobacco, and a resource that is available to assist Wisconsinites in their resolution to quit.

## **SMOKEFREE WISCONSIN'S REASONS TO QUIT**

### **REASON #1: IMPACT OF SMOKING AND TOBACCO USE IN WISCONSIN**

Tobacco use is the leading preventable cause of death in Wisconsin, claiming more than 7,300 lives each year and costing the state \$2 billion annually in health care bills, including \$480 million in Medicaid payments alone. Government expenditures related to tobacco amount to a hidden tax of \$594 each year on every Wisconsin household.

### **REASON #2: LUNG CANCER IS THE LEADING CAUSE OF CANCER DEATH FOR BOTH MEN AND WOMEN.**

Smoking – whether from cigarettes, cigars or a pipe – is directly responsible for 90 percent of lung cancer deaths and approximately 80 to 90 percent of emphysema and chronic bronchitis deaths. Lung cancer is also the most preventable cancer.

### **REASON #3: SMOKING BY PARENTS IS HARMFUL TO CHILDREN**

Smoking by parents is associated with a wide range of adverse effects in their children, including exacerbation of asthma, increased frequency of colds and ear infections, and sudden infant death syndrome. An estimated 150,000 to 300,000 cases of lower respiratory tract infections in children less than 18 months of age, resulting in 7,500 to 15,000 annual hospitalizations, are caused by secondhand smoke.

### **REASON #4: SMOKING INCREASES RISK OF HEART ATTACKS**

People who smoke are up to six times more likely to suffer a heart attack than nonsmokers, and the risk increases with the number of cigarettes smoked. The good news is that quitting smoking can immediately reduce your risk of heart disease and other serious disorders, with the benefit increasing over time. Just 1 year after you stop smoking, your heart disease risk may drop by more than half. Within several years, it will approach the heart disease risk of someone who has never smoked. No matter how long you've been smoking, or how much, quitting will lessen your chances of developing heart disease.

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## **SMOKEFREE WISCONSIN'S RESOURCES TO HELP YOU QUIT**

### **RESOURCE #1: WISCONSIN TOBACCO QUIT LINE- "IT'S FREE"**

The Wisconsin Tobacco Quit Line offers free, confidential, non-judgmental coaching and information about how to quit. Quit coaches help each caller develop an individualized quit plan, including selecting a quit date. Callers can finish with the first call, or request a program in which a quit coach calls you back at times you select. The Quit Line also sends callers a free quit guide with information about quitting methods, medications and other tips. Research shows smokers who use the Quit Line are four times more likely to quit than if they try to quit on their own.

The Quit Line has helped more than 50,000 Wisconsin residents in six years of operation and has saved the state \$42 million dollars in avoided healthcare expenses. The service has a 91 percent satisfaction rating from callers.

**Call 1-800-QUIT-NOW to get started** (800-784-8669). It's free.

### **RESOURCE #2: PLAN YOUR QUIT DAY**

Smokers often say, "Don't tell me *why* to quit, tell me *how*." There is no one right way to quit, but there are some key elements in quitting smoking successfully. These 4 steps are crucial:

1. Make the decision to quit.
2. Set a quit date, and choose a quit plan.
3. Manage withdrawal.
4. Stay quit (maintain success).

Would you like more information on the latest nicotine-replacement products and cessation strategies? To learn how quickly your body benefits when you stop? Get this information and more in the American Cancer Society's complete **Guide to Quitting Smoking**, available online at

[http://www.cancer.org/docroot/PED/content/PED\\_10\\_13X\\_Guide\\_for\\_Quitting\\_Smoking.asp](http://www.cancer.org/docroot/PED/content/PED_10_13X_Guide_for_Quitting_Smoking.asp)

### **RESOURCE #3: BECOME AN EX**

*Parents Magazine* and the American Legacy Foundation have teamed up to create a special quit plan for moms and dads, powered by the Legacy Foundation's online cutting-edge program, **Become an Ex: Re-learn Life Without Cigarettes**. EX is a free website that people can use to create a personal quit-smoking plan to re-learn life without cigarettes. By creating a free profile, users are able to track their progress online, complete and save exercises from the EX workbook and join the EX online community.

The site is a project of National Alliance for Tobacco Cessation. It was created by the

American Legacy Foundation, with the help of quit-smoking experts at Mayo Clinic Nicotine Dependence Center.

**Web Address:** <http://www.becomeanex.org>

**RESOURCE #4: AMERICAN LUNG ASSOCIATION; FREEDOM FROM SMOKING- FREE ONLINE PROGRAM**

The American Lung Association's popular and free online program Freedom From Smoking (FFS) has just been revamped and upgraded. The program consists of seven modules, including assessing your readiness to quit, to beginning to understand your learned habit and diving into long term strategies for maintaining a smoke free.

The FFS program can be accessed online at: [www.ffsonline.org](http://www.ffsonline.org)

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