

More programs, products
help people seeking to quit

Snuffing out



NOW Photo by Mary Catanese

Pharmacist Danielle Herrmann shows a smoking cessation patch at Aurora Pharmacy at 10400 W. North Ave.

SMOKING

AT A GLANCE

WHAT: Wauwatosa Health Department smoking cessation program

WHEN: 6:30 to 8 p.m. Tuesdays, March 3 through April 14

WHERE: Wauwatosa Health Department at City Hall, 7725 W. North Ave.

COST: \$35 for residents; \$100 for nonresidents

CONTACT: To register, call (414) 479-8939.

By **STEFANIE SCOTT**
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It's nearly a month after the new year began and the resolutions people made may be losing steam. Among the top resolutions in the U.S. is to quit smoking.

Most smokers have tried to quit and failed, but the rising costs associated with smoking have caused many of them to seek help in making another attempt at breaking their addictions.

During 2008, the state of Wisconsin received a record 39,000 calls to its Tobacco Quit Line, a number that health officials have

attributed to rising cigarette prices, employers charging higher health insurance premiums for smokers and more communities initiating smoking bans at bars and restaurants.

Customizing programs

The increased demand for smoking cessation services has led Wauwatosa-area health care organizations to look at their programs and customize the process for individual patients.

Ileen Gilbert, pulmonologist for Froedtert Hospital and the Medical College of Wisconsin, said smoking cessation is a science with

the best success rates — about two-thirds of smokers — coming from a combination of counseling and medication.

Counseling gets better results

Even with the best of intentions, it is not uncommon for a smoker to relapse.

"The average smoker does attempt (to quit) an average of five times," said Patti White, pulmonary rehabilitation coordinator at Wheaton Franciscan Healthcare-Wauwatosa. "Quitting is a process."