

Nov. 19, 2014



## Double your chances of quitting smoking with free resources

*Tobacco users in Sarasota County encouraged to make a quit plan during the 39<sup>th</sup> Annual Great American Smokeout on Nov. 20*

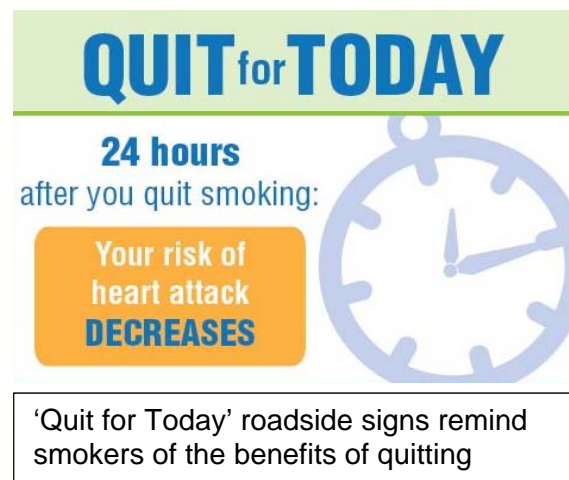
SARASOTA COUNTY — Tobacco users can double their chances of quitting smoking with free resources available through Tobacco Free Florida during the 39<sup>th</sup> Annual Great American Smokeout observance on Thursday, Nov. 20. The Florida Department of Health in Sarasota County, Tobacco Free Partnership of Sarasota County, and Tobacco Free Florida are encouraging tobacco users to plan in advance to quit on that day or to use the day to make a quit plan. To raise awareness about the Great American Smokeout and cessation resources available to current smokers, the Tobacco Free Partnership of Sarasota County (TFPSC) and Students Working Against Tobacco (SWAT) have created an out-of-home grassroots marketing campaign highlighting the benefits of quitting tobacco.

Motorists and pedestrians throughout Sarasota County will see signs posted during the week of the Great American Smokeout reminding local smokers of the free resources available to help them quit.

“The Tobacco Free Partnership of Sarasota County’s mission is to reduce tobacco-related deaths and disease throughout Sarasota County. This year, TFPSC and SWAT have joined forces to remind tobacco users that quitting is possible and free services are available to help them quit,” says Florida Department of Health in Sarasota Tobacco Program Manager Jeanette Robinson.

“Organizations and businesses throughout the county are helping to promote tobacco cessation and Tobacco Free Florida’s ‘3 Ways to Quit.’ This is a local initiative that we hope encourages local smokers to quit for today, and quit for life.”

Sponsored by the American Cancer Society, the Great American Smokeout observance raises awareness about the dangers of smoking and the many effective resources available to successfully quit.



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“There are free, evidence-based resources readily available for Floridians to increase their chances of successfully quitting tobacco,” said Tobacco Free Florida Bureau Chief Shannon Hughes. “These resources can be the start of a healthier life for you, your family and your community. “

Tobacco Free Florida offers 3 Free & Easy Ways to Quit:

- **CALL:** Call the Florida Quitline at 1-877-U-CAN-NOW to speak with a Quit Coach who will help assess a user’s addiction and help create a personalized quit plan.
- **CLICK:** Enroll in the Web Coach®, which will help to create a web-based quit plan unique to each individual user, visit <https://www.quitnow.net/florida>.
- **COME IN:** Sign up for group classes at your local Area Health Education Center (AHEC) by calling 1-866-534-7909 or visiting [www.gsahec.org](http://www.gsahec.org)

Since 2007, more than 93,400 Floridians have successfully quit using one of these free services. For more information, please visit [www.tobaccofreeflorida.com](http://www.tobaccofreeflorida.com).

Individuals interested in joining the Tobacco Free Partnership of Sarasota County are encouraged to call 941-861-2805 or visit [www.sarasotahealth.org/tobacco](http://www.sarasotahealth.org/tobacco)

#### **ABOUT TOBACCO FREE FLORIDA**

The Department’s Tobacco Free Florida campaign is a statewide cessation and prevention campaign funded by Florida’s tobacco settlement fund.

Tobacco users interested in quitting are encouraged to use one of the state’s three ways to quit. To learn more about Tobacco Free Florida and the state’s free quit resources, visit [www.tobaccofreeflorida.com](http://www.tobaccofreeflorida.com) or follow the campaign on Facebook at [www.facebook.com/TobaccoFreeFlorida](http://www.facebook.com/TobaccoFreeFlorida) or on Twitter at [www.twitter.com/tobaccofreefla](http://www.twitter.com/tobaccofreefla).

The Florida Department of Health in Sarasota is part of a statewide network of county health departments that work to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts. During 2014, the Department is recognizing 125 years of public health in Florida with educational opportunities and events. Please visit [www.FLHealth125.gov](http://www.FLHealth125.gov) for more information.

Follow us on Twitter at @HealthyFla and on Facebook. For more information about the Florida Department of Health please visit [www.floridahealth.gov](http://www.floridahealth.gov).

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***MEDIA NOTES:***

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