

**Ohio Department of Health**

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Columbus, Ohio 43215  
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*Ted Strickland, Governor*  
*Alvin D. Jackson, M.D., Director*



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**FEDERAL STIMULUS FUNDS TWO NEW TOBACCO CESSATION EFFORTS**

COLUMBUS – As a result of approximately \$1 million in federal stimulus funds from the American Recovery and Reinvestment Act (ARRA) Communities Putting Prevention to Work grant, the Ohio Department of Health (ODH) is funding a media campaign and an online cessation tool to raise awareness and assist tobacco users in the critical effort to stop tobacco use.

The multi-media **Dear Me: Nobody Can Make Me Quit but Me** campaign was just launched by ODH and is airing on radio stations in Cincinnati, Columbus, Cleveland, and Youngstown. Other elements of the campaign include street kiosks, convenience store ads and bus signs; television ads will air later this fall. Dear Me features real people telling their stories of their desire to quit tobacco use.

“Quitting is hard,” ODH director Alvin D. Jackson, M.D. said. “It might be the hardest thing you ever do, but the improvements in your health start immediately and will be well worth the effort. It takes on average five to seven attempts to quit for good. This campaign shares the thoughts and struggles of real smokers and reminds Ohioans that when they are ready to quit, help is available.”

Ohioans who are willing to tell their story about quitting are urged to submit their own Dear Me letters to [tobaccoprevention@odh.ohio.gov](mailto:tobaccoprevention@odh.ohio.gov).

In addition to the free Ohio Tobacco Quitline at 1-800-Quit-Now (1-800-784-8669), the state now offers a free online cessation program, Quitlogix, at <http://Ohio.Quitlogix.org>. Quitlogix enables online users to access information and quitting support after registering. Quitlogix users who want to take advantage of two weeks of free nicotine patches still need to go through a phone counselor at the Ohio Tobacco Quit line. A combination of the online and telephonic counseling services is available to all Ohioans.

Approximately 2 million (20.3 percent) of Ohio adults age 18 and older currently smoke – 21.2 percent of men and 19.5 percent of women. The smoking rate among Ohio African-Americans is 22.0 percent, and among whites the rate is 20.1 percent.\*

The Ohio Tobacco Quitline and Quitlogix are provided free to all Ohioans who need the services and are funded by the Master Tobacco Settlement funds in addition to ARRA funds. For more information about quitting tobacco, visit [www.healthyohioprogram.org](http://www.healthyohioprogram.org).

\* Data are from the 2009 Ohio Behavioral Risk Factor Surveillance System