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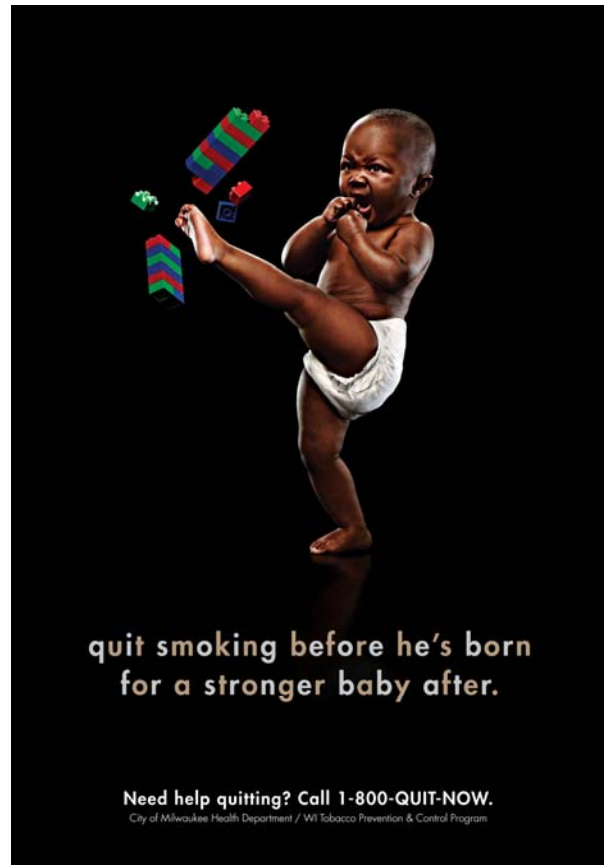
## **“Quit Smoking Before He’s Born for a Stronger Baby After”** *City of Milwaukee Health Department launches additional Strong Baby campaign promoting smoking cessation for mothers-to-be*

With the negative health effects of tobacco use a critical issue facing mothers and mothers-to-be who smoke, the City of Milwaukee Health Department has continued its “Strong Baby” campaign with a new ad promoting smoking cessation. The ad campaign is supported by the Wisconsin Department of Health Services’ Tobacco Prevention & Control Program.

**“Quit smoking before he’s born for a stronger baby after”** reads the tagline on the new campaign, which uses the image embedded in this release as outdoor, print and online advertising aimed at increasing awareness of the health benefits of quitting smoking before becoming pregnant. The advertising can be seen on buses, transit shelters and billboards throughout the city.

“We know that smoking while pregnant plays an enormous role in poor birth outcomes and infant mortality,” said Commissioner of Health Bevan K. Baker. “Between 2005 and 2008, amongst all Milwaukee women whose babies died before their first birthday, including stillbirths, 35% smoked. With one of the worst infant mortality rates in the nation, we have an urgent need to address what we know can be a major contributing factor.”

The advertising directs people to the Wisconsin Tobacco “Quit Line:” 1-800-QUIT-NOW. The Quit Line offers free, confidential, non-judgmental coaching and information about how to quit. “Quit coaches” help each caller develop an individual quit plan, including selection a quit date. The Quit Line also sends callers a free quit guide with information about quitting methods, medications and other tips. The Quit Line has helped more than 130,000 Wisconsin callers since 2001.



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