



Tom Barrett
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FOR IMMEDIATE RELEASE

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Calling All Quitters: 'It's Quittin' Time Wisconsin' to Launch

Statewide effort seeks to save lives by connecting residents to smoking cessation resources

MILWAUKEE – On Tuesday, April 28, more than 40 area organizations will kick-off a month dedicated to connecting area residents with smoking cessation resources. While more individuals are quitting than ever before, more than 820,450 adults still smoke in Wisconsin, and tobacco use is the No. 1 cause of preventable deaths.

“Tobacco-related medical expenses cost Wisconsin residents \$3 billion dollars annually and more than 7,000 deaths are associated with tobacco use each year statewide,” said City of Milwaukee Commissioner of Health Bevan K. Baker. “This month, we urge smokers to talk to their health care providers about resources available to help them take a step toward quitting successfully.”

The push comes as recent studies have shown that those who are connected to supportive resources have a significantly higher quit rate than those who quit on their own. Health officials will announce local and statewide resources that residents can utilize to help make their attempt at quitting a success.

- WHAT:** It's Quittin' Time Wisconsin Kick-off and resource announcement
- WHEN:** Tuesday, April 28, 2015
- TIME:** 10 a.m. – 10:15 a.m.
- WHERE:** Sixteenth Street Community Health Centers, 2nd Floor Conference Room
1032 S. Cesar E. Chavez Drive
- SPEAKERS:** Commissioner Bevan K. Baker, City of Milwaukee Health Department
Deputy Chief Aaron Lipski, Milwaukee Fire Department
Richard Johnson, Successful Quitter

Additional community partner interviews available on-site.

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