Cessation campaign adds new media elements

DSHS has launched a new Web site at [www.yesquit.com](http://www.yesquit.com) to support the “Yes You Can” cessation media campaign.

Many tobacco users choose to make a quit attempt at the beginning of the year, and this new resource can assist them in their efforts. The site promotes the American Cancer Society Quitline and includes helpful quitting tips, links to other resources and a “share your story” feature to develop a support system for those who are trying to quit. A video showing what happens when someone calls the Quitline will be available soon.

The site is also available in Spanish.

“Yes You Can” media ran in Houston, Beaumont and Port Arthur during the fall and helped encourage an increased number of calls to the Quitline during that time (see related article this page). The “Mi Familia No Fuma” Spanish-language television ads were tagged with the Quitline phone number and also ran in Beaumont during October and November. The fall media effort coincided with the Great American Smokeout Nov. 16 to encourage those trying to quit for the event to get long-term help through the Quitline.

Additionally, television, radio, newspaper, billboard and Internet ads ran in Amarillo and Tyler during December to give potential quitters a resource as they planned their New Year’s quit attempts. The same campaign will run again in these areas mid-February through mid-March. The TV and radio ads are available in English and Spanish.

Please contact Darah Waldrip at 512/206-4884 or at darah.waldrip@dshs.state.tx.us for more information about the “Yes You Can” media campaign.
Ask Dr. Phil Huang

Dear Dr. Phil (Huang),

How is the recent cigarette tax increase likely to affect adult smoking rates?

Past research shows that for every 10% increase in the price of cigarettes, adult consumption falls by about 4%. This means an estimated 132,800 adults would quit smoking as a result of the tax increase.*

This could help Texas continue a downward trend in adult smoking rates. According to the 2005 Behavioral Risk Factor Surveillance System, 20% of adults were current smokers, which is the lowest rate recorded since the survey began in 1987.

Higher cigarette taxes have an even greater impact on youth smoking rates. Studies show that for every 10% increase in the price of cigarettes, youth consumption decreases by 7%. Fewer young smokers should have a long-term effect on future adult smoking rates because almost 90% of adult smokers started before age 18.

*Based on U.S. Census 2005 adult population estimate of 16.6 million.

Trade school students need cessation help

Trade and technical school students report a higher rate of cigarette smoking than the general population. According to a study conducted by the University of Texas at Austin¹, more than 33 percent of trade and technical school students in Jefferson County reported current cigarette use.

The survey sample included 617 students who were surveyed at two technical schools in Jefferson County during fall 2004 and spring 2005. Over two-thirds of the smokers said they want to quit smoking before finishing school. Nearly three-fourths of the smokers surveyed said they have tried to quit, but most failed to use proven resources. The methods they were most likely to use included:

- Nothing: 61%
- Medication (patch, gum, or Zyban): 33%
- Herbal Products: 31%

The methods they said they were least likely to use included:

- Free phone counseling: 13%
- Community program/support group: 11%
- Online community or support group: 10%

Just half of the student smokers recalled seeing any kind of tobacco prevention messages at school. The most common messages seen were brochures, flyers, and posters. These students' smoking rates and desire to quit represent a huge opportunity for tobacco control professionals to educate them about effective cessation methods.

ON THIS DATE:

[I will set a date to quit smoking.]  

I WILL QUIT SMOKING.

Did you know that if you set a date to quit smoking, then you are more likely to quit for good? It isn’t easy to quit smoking or toss the dip, but you CAN be successful if you keep trying. Whether it’s your first or your 37th attempt, the American Cancer Society Quitline can be a valuable resource for you. Call 1-877-YES QUIT or visit us on the Web at YesQuit.com for more tips like this.