



Washtenaw County Health Department

For Immediate Release

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Quit Smoking This Fall with Support from the Michigan Tobacco Quitline *Incentive program available for those who use menthol and want to quit*

YPSILANTI, Mich., September 27, 2022 – Quitting tobacco is hard, especially for those who use menthol products. The Michigan Tobacco Quitline is offering an incentive program for those who use menthol to encourage more people to make a quit attempt.

To join this incentive program and get quitting support, call 1-800-QUIT-NOW. Enrollees will receive \$10 after completing the first coaching call, \$15 after the second coaching call, and \$25 after the third coaching call for a total of \$50. This is a state-funded program that will continue as the budget allows.

“Quitting tobacco, especially menthol, is a process,” says Amanda Ng, health promotion coordinator at the Washtenaw County Health Department. “Quitting is difficult, but research shows that getting support increases your chances of stopping for good. If you’re ready to quit smoking in the colder months ahead, reach out for help!”

Tobacco contains nicotine, a highly addictive drug. Menthol makes it easier to inhale deeply, which leads to a bigger dose of nicotine and a stronger potential for addiction.

Many people may need to make several quit attempts to be successful, but tobacco users can and do quit. In fact, today there are more former smokers than current smokers. When people stop smoking, they greatly reduce their risk for disease and early death. There are benefits to quitting at any age - a person is never too old to quit.

The [Michigan Tobacco Quitline](https://michigan.quitlogix.org/) is an evidence-based service that helps smokers access quit aids, counseling, and other resources. The service is available 24/7 in multiple languages. It’s easy to sign up: individuals can contact the Quitline directly at 1-800-QUIT-NOW (or 1-800-784-8669) or enroll online at <https://michigan.quitlogix.org/>.

Additionally, the My Life My Quit program is designed specifically for young people who smoke or vape. People under 18 can text 36072 or call 855-891-9989 for free confidential help with quitting smoking or other tobacco products, including e-cigarettes. The My Life My Quit program offers a self-guided [online program](#), interactive text messaging, and text reminders.

Ending Menthol and Flavored Tobacco

The Health Department is working as part of the [M\[END\]THOL campaign](#) to promote education around the tactics used by the tobacco industry to push harmful products like menthol and flavored

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tobacco. Join our email list (<https://bit.ly/wctobacco>) to receive updates on menthol and flavored tobacco, local initiatives, and opportunities to get involved.

Washtenaw County Health Department

The Washtenaw County Health Department promotes health and works to prevent disease and injury in our community. Our mission is to assure, in partnership with the community, the conditions necessary for people to live healthy lives through prevention and protection programs.

Local public health information and updates are always available at www.washtenaw.org/health. The Health Department also provides frequent social media updates (@wcpublichealth) and sends regular email updates, sign up at <http://bit.ly/WCHD555>.

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