



“Smoking harms nearly every organ in the body.”

– U.S. Surgeon General Richard Carmona, *The Health Consequences of Smoking*, 2004

What Is *Quit 2 Win*?

- *Quit 2 Win* is a statewide campaign launched by the New Jersey Department of Health and Senior Services (NJDHSS) to mobilize every organization, institution, and individual across the State to get involved in reducing tobacco use by:
 - Getting out the word about the free and low-cost New Jersey Quit Services available to help smokers quit – NJ Quitline, NJ QuitNet®, and NJ Quitcenters;
 - Encouraging smokers they know as their employees, patients, constituents, colleagues, friends and family members to try to quit smoking by using NJ Quit Services;
 - Empowering smokers to feel that they can win in their struggle against tobacco dependence.

- In May 2004, the Surgeon General published the most comprehensive report ever issued on the health risks of smoking. The report documents the wide-ranging damage to health that smoking causes to nearly every organ in the body, including:
 - Nine different cancers located throughout the body in addition to lung cancer: cancers of the larynx, esophagus, oral cavity, bladder, kidney, cervix, stomach, and pancreas, as well as acute myeloid leukemia.
 - Other life-threatening diseases: stroke, chronic obstructive pulmonary disease, cardiovascular disease, pneumonia, increased pregnancy complications, premature births and even sudden infant death syndrome (SIDS).
 - Conditions that reduce the quality of life: infertility among women, cataracts, periodontal disease, low bone density and hip fractures, impaired lung function, and diminished overall health.
 - Nine of these diseases are new to the list: abdominal aortic aneurysm, acute myeloid leukemia, cataract, cervical cancer, kidney cancer, pancreatic cancer, pneumonia, periodontitis, and stomach cancer.¹

- In response to this new information, NJDHSS created the *Quit 2 Win* campaign to increase public awareness and utilization of New Jersey’s proven and effective Quit Services. The Department aims to achieve the State’s Healthy People 2010 goal to reduce smoking among 18- to 64-year olds to 15 percent, and among seniors 65 and older to eight percent. Currently, 19.5 percent of New Jersey adults smoke.

Quit 2 Win Campaign Components

- NJDHSS is calling upon leaders in healthcare, education, business, and the faith-based community, as well as major employers and residents in all walks of life, to share information about New Jersey's Quit Services and encourage smokers to quit smoking.
- NJDHSS is also asking REBEL (Reaching Everyone By Exposing Lies), the State's youth anti-tobacco movement, to work with their peers to promote quitting smoking among adults who smoke.
- New Jerseyans can log on to www.njquit2win.com to get more information about the campaign and download materials for campaign initiatives, including:
 - Information about how **NJ Quitline, NJ QuitNet[®], and the NJ Quitcenters** work and how to access them.
 - **How-To-Manual** describing initiatives that groups can take to support the campaign goals.
 - **Slide show and discussion** guide on smoking cessation and the NJ Quit Services for group presentations.
 - Digital seven-minute **video and downloadable discussion guide** highlighting how two New Jerseyans *Quit 2 Win* using NJ Quitline and NJ QuitNet[®].
 - **E-cards** that can be sent to encourage smokers to quit with NJ Quit Services.
 - **Posters** for display in offices and schools.
 - Brief **articles** suitable for reprinting in organizational newsletters and news bulletins.

What benefits does the campaign offer to smokers?

- The *Quit 2 Win* campaign encourages New Jersey smokers to utilize services that will increase their ability to succeed in quitting smoking.
- New Jersey is the only State to offer three free or low-cost cessation services that smokers can access directly: New Jersey Quitline (1-866-NJ-STOPS); NJ QuitNet[®] (www.nj.quitnet.com); and New Jersey Quitcenters.
- Registrants on NJ Quitline receive discount coupons for nicotine replacement therapies from CVS Pharmacy and GlaxoSmithKline. Limited supplies are distributed on a first-come, first-served basis.
- Key **medical societies** endorse the campaign and are encouraging their members to counsel patients who smoke to quit smoking by using NJ Quit Services.

- Throughout the year to mobilize support for smokers who want to quit smoking NJDHSS is asking:
 - **Major employers** to provide their employees with information about NJ Quit Services and hold educational sessions on smoking cessation.
 - **The faith-based community** to distribute information about quitting smoking and the NJ Quit Services.
 - **Schools** to hold educational sessions on the dangers of smoking and how the NJ Quit Services can help people quit, and to encourage students to share information with adults who smoke.
 - **Campus organizations** to distribute information and hold programs to encourage quitting among students.
 - **Individuals** to support the campaign's goal by sharing information about the NJ Quit Services with friends and family members and lending support to their efforts to quit.

¹US Department of Health and Human Services. 2004. *The Health Consequences of Smoking*. A Report of the Surgeon General. p.1f