

Talking Points for Tennessee Quit Week
“It’s Quittin’ Time in Tennessee”
February 2017

- [ORGANIZATION NAME] is part of a Statewide Tobacco-Free Coalition consisting of key stakeholders and community partners who will work together to identify strengths, gaps and opportunities for tobacco control in Tennessee.
- Tennessee’s smoking rate is 21.9% which is significantly higher than the national rate of 17.5%.
- The Healthy People 2020 goal is to reduce the National Adult Cigarette Smoking rate to 12% by 2020.
- We believe this effort is crucial to the quality of life and health of Tennesseans.
- Tobacco claims at least 30 lives every day in Tennessee.
- Tobacco use is known as a major risk factor for oral and other cancers.
- If current smoking rates continue, 125,000 Tennessee children that are alive today who are under the age of 18 will die prematurely from smoking.
- Health care costs in Tennessee directly caused by smoking is close to \$3 billion [*the exact stat is \$2.67B in 2009 according to the TN Department of Health*].
- To raise awareness about this health crisis and to encourage more people to quit using tobacco products, our statewide coalition is launching a week-long campaign from February 13th through the 17th called “It’s Quittin’ Time in Tennessee.”
- Governor Haslam has proclaimed this week Tennessee Quit Week.
- We want people to be aware of resources available to them that are free of charge, such as the Tobacco Quit Line, 1-800-QUIT-NOW (784-8669)

where people can talk to a counselor who will help them create a plan to quit tailored specifically to them.

- By working together through communities here in [CITY] and across the state, we can help more people quit.

[INFORMATION ABOUT SPECIFIC LOCAL ACTIVITIES HAPPENING DURING THE WEEK COULD BE ADDED HERE]

- We know that patients who work with their health care professionals are ultimately more successful in their efforts to quit.
- According to the U.S. Public Health Service, tobacco users who receive treatment report higher satisfaction with overall health care received compared to untreated tobacco users.
- And smokers who quit can add up to 10 years to their life expectancy.
- We're hoping to bring as much attention to this issue and hope you will join us in getting the word out about Tennessee Quit Week.