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## FOR IMMEDIATE RELEASE

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Virtua West Jersey Hospital  
Voorhees

January 24, 2011

### QUITLINE HELPS NJ KICK THE HABIT IN 2011 Free One-on-One Counseling for Tobacco Users

**PENNSAUKEN, NJ**—Trying to quit tobacco for 2011? Call the **NJ Quitline** and get the one-on-one support that will make your New Year's resolution stick for good.

**NJ Quitline** is a free, telephone counseling tobacco cessation service available 24/7 at **1-866-NJSTOPS** (1-866-657-8677). Trained counselors help tobacco users develop individualized quit plans to reach their quit goals. All counseling services and self-help materials are free for NJ residents.

“Every year, many New Jerseyans try to give up tobacco as a New Year's resolution,” says Merle Weitz, Project Director for **Mom's Quit Connection**.

“**NJ Quitline** Quit Coaches provide individualized support that improves callers' chances of making their resolution to quit successful,” she says. “Quit coaches can also offer help in many languages, including Spanish.”

Quitline programs reach nearly a half-million tobacco users annually throughout the country. Research demonstrates that quitlines can more than double users' chances of becoming tobacco-free no matter what other quit method they try.

“Although it can be very frustrating, most successful quitters make several attempts before giving up tobacco for good,” says Weitz. “**NJ Quitline** can give you that extra boost to make your quit attempt in 2011 a final, successful one.”

(continued)

Tobacco users who are not quite sure if they are ready to quit can visit [www.njquitline.org](http://www.njquitline.org) for additional information to help answer that question.

In addition to providing telephone counseling, **NJ Quitline** staff also gives callers printed materials and referrals to other, local resources to help them reach their quit goals.

“Most tobacco users already know the benefits of quitting,” says Weitz. “What many don’t realize is that help is immediately available. **NJ Quitline** makes it as close as a phone call.”

The benefits of quitting tobacco extend from lowering individual health risks for chronic conditions like hypertension, cancer, and diabetes to saving approximately \$3,000 a year (for pack-a-day smokers).

Eliminating exposure to secondhand and thirdhand smoke also reduces healthcare costs from the increased episodes of respiratory illness, ear infections and asthma found among families living with smokers—even when they smoke outside.

To reach **NJ Quitline**, call **1-866-657-8677** or visit [www.njquitline.org](http://www.njquitline.org) for more information. Through **Mom’s Quit Connection**, personalized counseling programs are also available for smokers who are pregnant or who have young children: **1-888-545-5191** (toll-free), [mqc@snjpc.org](mailto:mqc@snjpc.org), or visit [www.snjpc.org](http://www.snjpc.org).

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***NJ Quitline** is funded by the NJ Department of Health and Senior Services and the Office of Tobacco Control.*

***Mom’s Quit Connection** is a program of the **Southern New Jersey Perinatal Cooperative (SNJPC)** funded by the NJ Department of Health and Senior Services and the Office of Tobacco Control.*

***SNJPC** is the state-licensed, non-profit, maternal-child health consortium serving the seven southernmost counties of New Jersey. Its programs and services are dedicated to improving health outcomes for mothers and babies in South Jersey.*

*For more information about **SNJPC** or its services, call **856-665-6000** or visit [snjpc.org](http://snjpc.org).*