



## Iowa Cessation Programs

Tobacco is the single most preventable cause of death and disease in the United States, causing approximately 4,600 deaths in Iowa each year.

### The Regional Outreach Education Program: Helping Iowans Quit Tobacco Use

The Iowa Tobacco Research Center's Regional Outreach Specialists work to help smokers and smokeless tobacco users break their addiction to tobacco. Outreach specialists share the latest tobacco research with healthcare providers and collaborate with them to incorporate tobacco cessation treatment into standard care at healthcare facilities across the state. ITRC outreach specialists encourage clinicians to ask patients about tobacco use at every visit, advise them to quit, prescribe medications to assist with quitting, and refer patients to programs providing cessation services, such as Quitline Iowa. Best practices for tobacco cessation are based on the U.S. Public Health Service Clinical Practice Guideline: Treating Tobacco Use and Dependence, the national standard for helping tobacco users quit.

### Quitline Iowa: Free Cessation Counseling at 1-800-QUIT-NOW

Quitline Iowa provides free telephone counseling and support to residents of the state of Iowa who are interested in quitting tobacco use or in helping someone quit. Smokers and smokeless tobacco users are encouraged to call **1-800-QUIT-NOW** between the hours of 7:00 a.m. to midnight Monday through Thursday, 7:00 a.m. to 9:00 p.m. Friday, and 8:00 a.m. to 7:00 p.m. Saturday and Sunday. Qualified quit coaches work with tobacco users to create individualized, effective quit plans. In addition to providing direct services, Quitline Iowa refers callers to local cessation programs when appropriate. Services provided include:

- Telephone counseling
- Free tobacco cessation information
- Referrals to local resources
- Nicotine Replace Therapy (NRT) programs

### Iowa Tobacco Research Center (ITRC): Working to Reduce Tobacco-Related Disparities

The ITRC is dedicated to the promotion of health and reduction of illness and death in Iowa, the Midwest, the nation, and the world through a commitment to innovative research and education on tobacco use and prevention, as well as provision and support of culturally-competent and accessible smoking cessation services.

