

# Highlights in Tobacco Control

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## Practical Ideas Online



**QUIT AND WIN** is a contest designed to **raise public awareness** of the need to **quit smoking** and at the same time **provide an incentive** to those who are ready to quit.

### Prizes

- **Jefferson County:** \$750 Total Value Package
- **Harris, Montgomery & Ft. Bend counties:** \$1,000 Total Value Package – (VIP night out for four including dinner and four box seats to a concert at the Toyota Center)

### Messages for the community

If you or someone you know is ready to quit:

- 1) **Pledge to stay tobacco free** for at least 30 days beginning April 1, 2004 and sign up for a chance to win a prize\*
- 2) **Register online** at <http://www.KTCX.com/> in Jefferson County and <http://www.KRBE.com> see Contest link, in Harris, Ft. Bend or Montgomery counties. Or pick up a registration form (list your location)
- 3) **Seek free support** – call the American Cancer Society's Quitline at 1-877-YES-QUIT

*\*All entries must be postmarked no later than **April 30, 2004**. Participants must be **18 years or older to enter**. Participants should quit on April 1, 2004. Participants **must agree to a saliva test** at completion of contest to confirm tobacco-free status.*

### Checklist: How To Support QUIT AND WIN in the Community\*

- Recruit and organize** a team of 5 – 7 people to assist you
- Set goals** for the number of people you plan to reach
- Order materials** from Marcus Cooper (see *contact info. on page 2*)
- Display** posters and resources around the community
- Conduct** a promotional event in early April to launch campaign
- Distribute** Quit and Win entry forms to smokers as well as non-smokers who can give it to smokers they know
- Create** an environment where people find it easy and supportive to quit
- Collect and submit** print entries to the Quit and Win Contest, Tuerff-Davis EnviroMedia, 1717 W. 6<sup>th</sup> Street, Suite 400, Austin, Texas 78703.

*\*Contact Jana Cox at 512-471-4405 to request a community planning calendar.*

### Free Nicotine Replacement Therapy (NRT)

Most people who are ready to quit tobacco use are more successful when they use a combination of will power, counseling and NRT to reduce the craving for nicotine. Beginning April 1, 2004, tobacco users in the greater Beaumont/Port Arthur area will be **eligible to receive a free 2 month supply of NRT** when they agree to participate in Quitline counseling. Additionally, tobacco users in Jefferson, Harris, Fort Bend and Montgomery counties who are referred to the Quitline by their health care provider or college student health center and participate in Quitline counseling will also be eligible for this offer. **Free NRT will be available while supplies last.** For more information contact Paula Traffas at 512-458-7402 or [paula.traffas@tdh.state.tx.us](mailto:paula.traffas@tdh.state.tx.us).

# Ask Dr. Phil

Dear Dr. Phil (*Huang*),

We refer smokers to **call the Quitline (1-877-YES-QUIT)** as part of the **QUIT AND WIN** contest. **Can cessation counseling really be delivered - over the telephone?**

The evidence in support of telephone counseling to help smokers quit is actually **very STRONG**. Studies show that telephone cessation counseling and support to smokers, as part of a **multi-pronged approach**, increases the numbers of smokers **who succeed in quitting**. Telephone counseling is typically followed by print materials, formal individual or group **counseling**, and **nicotine replacement therapy**.



Philip Huang, MD, MPH, Bureau Chief,  
TDH Chronic Disease & Tobacco Prevention

Thirty-two studies have demonstrated **consistent increases in the numbers of those who quit** - a year after the counseling. **An overall 41% improvement in quit rates** was observed among participants **compared to smokers who did not receive telephone counseling**.

Source: *The Guide to Community Preventive Services, Effectiveness of Telephone Counseling and Support to Help More Tobacco Users Quit*, <http://www.thecommunityguide.org/tobacco/>  
Updated January 3, 2003

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## Dates of the QUIT AND WIN Contest

Radio and cable TV spots run **March 22 – April 5**  
on KTCX Magic 102.5 in Jefferson County and KRBE 104 in Houston  
All entries must be postmarked no later than April 30, 2004; Winner chosen May 5, 2004;  
Prizes awarded May 10, 2004

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## To Order QUIT AND WIN Resources

(forms, posters, personal calendars, tent cards and more!)

**Contact: Marcus Cooper**, Texas Department of Health at

**512-458-7111 x3305 or 1-800-345-8647,**

<http://www.tdh.state.tx.us/otpc/>

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## Practical Ideas from Communities: Ideas for QUIT AND WIN Promotional Events

**Set up a table in a high traffic area** with friendly “recruiters” who ask smokers and friends of smokers to sign up to stop smoking and have a chance to win a prize. Display colorful posters in the background. The eye-catcher at the table could be:

**1. Guess the Number of Pennies in the Jar?** - How much can you save each year if you quit smoking? (at \$3.50 for a pack of cigarettes that comes to about **\$1,274 a year** for a pack-a-day smoker).

**2. QUIT AND WIN Quilt** - Provide colorful 12" x 12" squares of materials and markers. Tape/tack the squares to a board to be stitched together after the sign up. The quilt can be a good prop to use for other events. Have each individual write down one reason: *why they should quit. Or how their life would be better if they quit.*

**3. Summons to Win** - Dress in Sheriff costume (a badge and hat will do) and issue “citations” in the form of the QUIT AND WIN Sign Up Form



Bernadette Weston & Erica Dean  
The University of Houston, main campus