

MILLS COUNTY PUBLIC HEALTH

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Public Health
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Quitline Iowa Expands Web-based Services

Enhancements to help reach 83 percent of Iowa smokers who want to quit

Just in time for the Great American Smokeout on Nov. 18, Quitline Iowa is reaching out to a broader population of tobacco users by offering new services online. Iowans who are ready to quit smoking now have the option of registering online at www.quitlineiowa.org to receive free telephone counseling. Once they enroll, customers will have another new option available to them—the ability to e-mail a Quitline Quit Coach directly for support, quit tips and additional resources.

“Quitting smoking is hard,” said Bonnie Mapes, director of the Division of Tobacco Use Prevention and Control at the Iowa Department of Public Health. “We want to make it easier for the vast majority of Iowa smokers who want to quit. Whether you prefer to pick up the phone, go online or send an e-mail, Quitline Iowa is here for you.”

According to the most recent Iowa Adult Tobacco Survey, 83 percent of Iowans who smoke say they want to quit. From January to September of this year, Quitline Iowa has served more than 13,300 Iowans. When Iowans call the Quitline, counselors help them understand the underlying reasons for smoking and how to break the habits that make it so difficult to quit. Together, these insights can more than double one’s chances of successfully quitting tobacco use.

Iowans who enroll on the Quitline Iowa website at www.quitlineiowa.org will receive a user name and password that will allow them access to many new resources, including the Breathe Easy Guide, which describes and provides strategies for the three stages of quitting tobacco use—preparing to quit, quitting and staying tobacco-free.

Whether accessing services online or by phone, Quitline Iowa is available for free to all Iowa adults who want to quit tobacco use. For more information, call 1-800-784-8669 (1-800-QUIT-NOW) or visit www.quitlineiowa.org.

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