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**TOBACCO FREE IDAHO ALLIANCE LAUNCHES STATEWIDE PUBLIC EDUCATION EFFORT
HIGHLIGHTING RESOURCES TO HELP PEOPLE QUIT SMOKING**

Idahoquits.com Website, Public Service Announcements and Easier Access to Medications at Pharmacies Become Latest Tools in Battle to Stop Smoking

BOISE – The Tobacco Free Idaho Alliance (TFIA), a coalition of more than 40 health-minded organizations dedicated to and uniting organizations and individuals in the fight against commercial tobacco products, e-cigarettes, nicotine addiction and exposure to secondhand smoke, is launching a statewide effort to educate Idahoans about the resources available to help them quit smoking.

“The CDC estimates that around [14.5 percent](#) of Idahoans smoke and/or use other tobacco products daily and [two-thirds](#) of them want to quit, but are not sure where to find the necessary information,” said Heather Kimmel, TFIA chair and American Lung Association director of health promotions, western division. “People can now visit www.idahoquits.com, a new website created by Tobacco Free Idaho Alliance, which provides information about smoking cessation resources in many parts of the state. The site increases accessibility to information with simple online links and phone numbers for personal help. Idaho also recently became one of the first states in the country to allow pharmacists to prescribe smoking cessation therapy products. While physicians have long been able to prescribe cessation products, this newly passed law allows pharmacists to do the same, and we want everyone to know about this new option to get individuals the help they need to improve their health.”

Additionally, TFIA has produced two 60-second public service announcements (PSAs) for radio that encourage Idahoans to talk to their pharmacist and/or visit Idahoquits.com to learn more. Boise radio stations recently aired the PSAs and other stations statewide are now being encouraged to do the same by accessing and sharing the spots via Idahoquits.com.

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The website features direct links to a variety of smoking cessation resources including free counseling sessions and nicotine replacement therapies via the Idaho Department of Health & Welfare's [Project Filter](#); websites and quit-lines from the American Lung Association's [Freedom from Smoking](#) and the American Cancer Society's [Fresh Start Program](#); and free classes and clinics through the Central District (Ada, Boise, Elmore, and Valley counties) and Southwest District (Adams, Canyon, Gem, Payette, Washington, and Owyhee counties) Health Departments.

"We know that quitting smoking and tobacco products is not easy, and that everyone's path to cessation is a little different," said Erin Bennett, government relations director of the Idaho chapter of the American Heart Association and TFIA member. "What is most important is that people have the resources they need to help them make this life changing decision and to take that first step toward quitting. When they do, we want all of the available resources to be at their fingertips instead of a cigarette."

TFIA is a coalition of more than 40 organizations working together to eliminate nicotine addiction, tobacco and e-cigarette use, and secondhand smoke exposure in Idaho. Executive committee members of TFIA include the American Lung Association, American Cancer Society Cancer Action Network, American Heart Association, Idaho Department of Health & Welfare's Project Filter, Idaho State University, St. Luke's Health System, Boise State University, Central District Health Department, Idaho Academy of Family Physicians, and the Idaho Department of Education.

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