



Florence County Health Department

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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Wisconsin Tobacco Quit Line Offers New, Expanded Services

Features Improved Online Experience and More Coaching and Meds for a Limited Time

(Florence, Wis.)—Beginning March 1, the Wisconsin Tobacco Quit Line expanded its free services to help people quit smoking, vaping, or using other types of commercial tobacco. In addition to free calls, the Quit Line offers free texting and online chatting with live quit coaches.

Additionally, for a limited time, the Quit Line will offer one free 8-week shipment of nicotine replacement therapy patches, gum, or lozenges—or combination patch and gum or patch and lozenges—to registered participants. A person must be at least age 18 and medically eligible to qualify. The Quit Line will also offer up to five proactive coaching calls for added support from specially trained quit line coaches.

“We know that nicotine replacement therapy is the most effective way to help people quit,” said **Ally Kalkofen/ Public Health Nurse**. “The personal connection with a quit line coach is that added boost that really helps people be successful.”

The enhanced medication and coaching calls are available until June 30 or until available funding depletes. After that, services will revert to a 2-week supply of medications and coaching calls will shift to being initiated by the participant only.

Kalkofen, also explained that starting March 1, there’s a new number to text for Quit Line services. Interested people can text READY to 34191. Wisconsin residents age 13 and up can still reach the Quit Line 24/7 by calling 800-QUIT-NOW (800-784-8669) or by visiting [WiQuitLine.org](https://www.wisquitline.org). Teens 13-17 who

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specifically want to quit vaping can text VAPEFREE to 873373 for free help via text. The American Indian Quit Line at 888-7AI-QUIT (888-724-7848) also offers culturally tailored support for people who want to quit commercial tobacco.

For questions or more information, please contact the school or Ally Kalkofen/Public Health Nurse at 715-528-4837. The Florence County Health Department is located on the first floor of the courthouse.

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