

**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**  
**November 14, 2018**

**FOR MORE INFORMATION**  
Public Information Office  
603-271-9389 or [pio@dhhs.nh.gov](mailto:pio@dhhs.nh.gov)

## **NH DHHS Promotes Quitting Tobacco for the Great American Smokeout**

**Concord, NH** - The NH Department of Health and Human Services (DHHS) encourages New Hampshire residents to join people across the country in quitting tobacco on November 15, 2018, during the American Cancer Society's Great American Smokeout.



Tobacco use is the single largest preventable cause of disease and death in the United States. As part of its goal to improve public health and protect future generations from the risks of tobacco use, the US Food and Drug Administration (FDA) extended its authority to cover all tobacco products. The FDA currently covers: cigarettes, cigars, dissolvables, hookah tobacco, nicotine gels, pipe tobacco, roll-your-own tobacco, smokeless tobacco products (dip, snuff, snus, and chewing tobacco), vapes, e-cigs, hookah pens, and other electronic nicotine delivery systems.

“In New Hampshire, approximately 15.6% of adults smoke cigarettes. The most important thing smokers can do to improve their health is to quit smoking cigarettes and any type of tobacco use,” said Lisa Morris, Director of the DHHS Division of Public Health Services. “The Great American Smokeout is a perfect time to make a quit plan with a specially trained and confidential Quit Coach at QuitNow-NH.”

Evidence shows that quitting tobacco is a process that starts with a reason to quit followed by a plan to get support. To increase your chances of successfully quitting, call **1-800-QUIT-NOW** or log into [www.QuitNowNH.org](http://www.QuitNowNH.org) to enroll in the free Quit Coach Program that provides free nicotine replacement patches, lozenges and gum.

###