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NEWS RELEASE

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Join Oklahoma Smokers calling it Quits January 17th-24th

Oklahoma City, Okla. - The [Wellness Now](#) Tobacco Use Prevention Workgroup has partnered with the [Oklahoma Insurance Department](#) (OID) for a social media campaign, called [OK to Quit](#). This Campaign will run from January 17th -24th to raise awareness about the dangers of tobacco and to provide resources to individuals who are ready to quit.

According to Dr. Justin Sparkes from INTEGRIS, "As the decades have rolled on we have continued to learn of many disease states, both physical and psychological, that have contributed to smoking and habitual behavior; all of which paint tobacco use in all of its forms in a negative light. We have been unable to find any positives from tobacco utilization."

Although quitting can occur anytime during the year, the New Year provides an excellent opportunity to stop smoking. Dr. James Dixson, Vice President of Post-Acute Services for Mercy in Oklahoma said, "There are a lot of benefits when you stop smoking. You save money, improve breathing, have healthier looking skin, decrease your cancer risk, live longer with time to enjoy your family and friends. The longer you remain smoke free, the bigger the benefits."

Businesses, nonprofits, communities, and hospitals are invited to participate in the OK to Quit campaign. Each day, we will send out messages to our partner organizations to be shared via e-newsletter, email, Twitter, Facebook, and Instagram. We encourage all partners to share these messages with their social media followers and employees. The messages are designed to encourage a tobacco free lifestyle and to motivate those attempting to quit. The topics include: the monetary cost of tobacco, nicotine addiction, ways to counteract the habit of smoking, and smokers redefining themselves as a nonsmoker.

Join us in supporting Oklahomans who want to quit by participating in this event. OK to Quit is a collaboration between Mercy, INTEGRIS, Oklahoma Hospital Association, Pfizer, Oklahoma City-County Health Department, and OID.

Event: OK to Quit Social Media Campaign

Date: Wednesday, January 17th through January 24th

Website: www.oktoquit.oid.ok.gov