

Branch-Hillsdale-St. Joseph Community Health Agency

May 27, 2016

**Contact: Rebecca Burns, Health Officer
517-279-9561, ext. 0148#**

**Theresa Christner, Health Ed./Prom. Dir.
517-279-9561, ext. 0144#**

FOR IMMEDIATE RELEASE

World No Tobacco Day - 2016

Coldwater, MI. Each year on May 31st, the World Health Organization (WHO) and its partners mark **World No Tobacco Day** (WNTD), highlighting the health risks associated with tobacco use and advocating for effective policies to reduce tobacco consumption.

The Branch-Hillsdale-St. Joseph Community Health Agency is joining WHO and thousands of organizations and individuals around the globe in an effort to raise awareness about the health harms caused by tobacco use and secondhand smoke exposure. Tobacco use remains the leading cause of preventable death and disease in Michigan—killing more than 16,200 Michigan residents each year. 8,100 Michigan youth become new regular, daily smokers each year, and more than 1/3 of these children will die prematurely as a result. In addition, during 2011-2015, youth use of emerging tobacco products, including e-cigarettes, was on the rise.

“Tobacco use and addiction mostly begin during youth and young adulthood. It’s critical that Michigan invest in sustained tobacco prevention and control programming and implement evidence-based tobacco control strategies to protect our kids from a lifetime of addiction to a deadly product,” stated Rebecca Burns, Health Officer for the Branch-Hillsdale-St. Joseph Community Health Agency.

In 2016, Michigan spent just \$1.625 million on tobacco prevention and control programming, while tobacco use cost the state nearly \$4.6 billion in health care costs, including nearly \$1.4 billion in Medicaid costs. The tobacco industry spends an estimated \$300 million annually to market their products in Michigan.

Raising the price of cigarettes and other tobacco products is a proven, effective way to reduce tobacco use rates and prevent kids from starting to use tobacco.

Spending a portion of the revenue generated from the price increase on tobacco prevention and control programming increases the positive impact.

Local health departments want people to know that there is help available to Michigan residents who want to quit using tobacco through the Michigan Tobacco Quitline. Callers to the Quitline can receive information and referral and, if qualified, can enroll in a free coaching program and even receive nicotine replacement medications to assist them in quitting. Call the Michigan Tobacco Quitline at 1-800-QUIT-NOW (784-8669) or visit online at <https://michigan.quitlogix.org/> .

If you need help in accessing tobacco cessation information or are interested in cessation counseling, please contact the Branch-Hillsdale-St. Joseph Community Health Agency, or talk with your healthcare provider and contact the Michigan Tobacco Quitline at 1-800-784-8669. For more information about World No Tobacco Day visit <http://www.who.int/campaigns/no-tobacco-day/2016/en/> .

Branch County
570 N. Marshall Rd.
Coldwater, MI 49036
(517) 279-9561, ext. 0103#

Hillsdale County
20 Care Drive
Hillsdale, MI 49242
(517) 437-7395, ext. 0103#

Three Rivers
1110 Hill Street
Three Rivers, MI 49093
(269) 273-2161, 0103#

###