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FOR IMMEDIATE RELEASE

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New Year, New Baby, New You ***The Michigan Tobacco Quitline Introduces New Prenatal Service***

Kingsford and Iron River, MI, February 7, 2012 - The Michigan Department of Community Health's (MDCH) Michigan Tobacco Quitline is now offering free coaching for pregnant women who are uninsured or enrolled in Medicaid and want to quit using tobacco.

"Quitting tobacco is one of the most important things a woman can do for her health and the health of her child," said Kelly Rumpf, Health Educator. "The expansion of support for expectant mothers to the Michigan Tobacco Quitline provides a vital service for the duration of the pregnancy and beyond."

Some of the immediate benefits of quitting smoking and staying smoke free after the baby is born include:

- A lower chance of premature birth.
- A higher chance the baby will be healthy enough to go home the same time mom does.
- Less upper respiratory and ear infections.
- Long term, stopping tobacco use will lessen the chances for heart and lung disease significantly, as well as other related diseases.
- Further, new smoke free moms benefit by having more energy and being able to breathe easier.

The Michigan Tobacco Quitline pregnancy program will provide ongoing support with up to nine calls during pregnancy and after delivery. Callers will receive their own personal quit coach who has received advanced training on helping pregnant women quit using tobacco. Other benefits include a \$5 or \$10 reward card for each completed phone appointment.

To be eligible, callers must enroll in cessation services with the Michigan Tobacco Quitline by calling 1-800-QUIT NOW. Callers must let the Quitline know they are expecting a baby to receive this free service.

The Michigan Tobacco Quitline has received more than 67,000 calls since it was launched in October 2003. The Quitline offers both English and Spanish-speaking counselors, as well as interpretive services for a wide variety of languages.

For more information, call 1-800-QUIT NOW (784-8669) or go to www.michigan.gov/tobacco.

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