American Indian Quit Line Campaign Template Press Release

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**FOR IMMEDIATE RELEASE**

**DATE**

**CONTACT NAME AND INFO**

**New campaign launches promoting the American Indian Quit Line**

*Callers receive tailored help, free medications*

(**CITY, WI**) – The **(ALLIANCE NAME)** reports that new ads are launching across Wisconsin in February encouraging American Indians who use commercial tobacco to call the Wisconsin American Indian Quit Line for free help to quit. The campaign (which runs through April) includes billboards, print ads, social media, and digital advertising. Callers receive free help and can also get free quit smoking medications like patches, gum, and lozenges. The first step? Dialing 1-888-7AI-QUIT (724-7848).

A key focus of the campaign is emphasizing the difference between traditional tobacco and commercial tobacco products like cigarettes, cigars, and chewing tobacco sold by the tobacco industry.

Commercial tobacco products like cigarettes are addictive and cause serious health harms, including (**PICK THREE EXAMPLES FROM THIS** [**LINK**](https://www.cdc.gov/tobacco/basic_information/health_effects/index.htm)).

Meanwhile, traditional tobacco use is considered sacred in tribal cultures, and is used as a medicine to promote physical, spiritual, emotional and community well-being. It is also used to (**GIVE AN EXAMPLE FROM THIS** [**LINK**](https://keepitsacred.itcmi.org/tobacco-and-tradition/traditional-tobacco-use/)). In addition to the new campaign, American Indian health advocates in Wisconsin are educating others on the importance of traditional tobacco, as well as the ways the tobacco industry co-opts American Indian imagery and customs to get tribal youth hooked on their deadly products.

The tobacco industry has a long history of targeting tribal communities and using American Indian imagery to sell its deadly products **(PULL EXAMPLES FROM THIS** [**LINK**](https://tobaccocontrol.bmj.com/content/27/e1/e57)**)**. Sadly, this combined with years of policies which marginalized American Indian communities have driven high tobacco use rates among American Indians in Wisconsin for years. Data from the 2020 Behavioral Risk Factor Surveillance Survey (BRFSS) shows that around a third of American Indian adults report regularly smoking conventional cigarettes.

“You can honor traditions, and still live a healthier life free from commercial tobacco,” said (**CONTACT NAME).** “We want to let American Indians in Wisconsin know that free help is available from coaches experienced working with tribal communities, and who have a deep respect for their culture.”

In addition to calling the Quit Line at 1-888-7AI-QUIT, American Indians who want to quit can also text “READY” to 200-400 or get more information on the American Indian Quit Line at [www.wiquitline.com](http://www.wiquitline.com).

For more on commercial tobacco prevention efforts in (**COMMUNITY/COUNTY**), visit (**ALLIANCE NAME**) **WEBSITE/SOCIAL MEDIA PAGE**. Readers can also learn more about the differences between traditional and commercial tobacco at <https://keepitsacred.itcmi.org/>.

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