January 2017 Press Release Template – Medicaid Benefit

Drafted December 13, 2016

For Immediate Release: **(INSERT DATE)**

Contact: **(INSERT NAME, PHONE NUMBER)**

**It’s covered: Health advocates encourage tobacco users to quit tobacco using WI’s Medicaid Benefit**

(CITY, WI) – Year after year, quitting tobacco is one of the most common, if difficult to achieve, New Year’s resolutions. With that in mind, members of the **(NETWORK/COALITION NAME)** are encouraging Medicaid members to use the Medicaid Benefit to help them quit for good in 2017.

According to data from the 2015 Behavioral Risk Factor Surveillance System, Medicaid members in Wisconsin smoke at nearly double the state average of 17%. However, **(NAME)** of the **(NETWORK/COALITION)** name says help is available to assist them in quitting.

“The odds of successfully quitting tobacco quadruple when you combine counseling and medications,” said **(CONTACT NAME)**. “That’s why we’re encouraging Medicaid members to take advantage of the many FDA-approved quit tobacco medications that are covered by the benefit, including **(LIST A FEW EXAMPLES FROM THIS LIST:** [**http://ctri.wisc.edu/documents/3.Medicaid%20Facts.pdf**](http://ctri.wisc.edu/documents/3.Medicaid%20Facts.pdf)**).”**

In addition to the covered medications, other important features of the benefit include:

* Repeated courses of treatment are allowed
* There are no co-pays for tobacco cessation
* Evaluation and management visits for tobacco cessation are covered

The benefits of quitting tobacco are numerous according to the **(COALITION/NETWORK NAME)**, and they include **(LIST SOME EXAMPLES FROM THIS LINK:** [**http://www.cancer.org/healthy/stayawayfromtobacco/benefits-of-quitting-smoking-over-time**](http://www.cancer.org/healthy/stayawayfromtobacco/benefits-of-quitting-smoking-over-time)**).**

“Quitting smoking is tough, but it gets easier with help,” continued **(CONTACT NAME)**. “Taking that first step can be hard, but the benefits of quitting are many.”

In addition to the Medicaid Benefit, Medicaid members and all tobacco users ready to quit can call 1-800-QUIT NOW for free quit tobacco help and medications.

For more information on how members of the **(COALITION/NETWORK NAME)** are working to improve health equity in **(COMMUNITY/COUNTY NAME), VISIT/CALL URL/SOCIAL MEDIA/PHONE NUMBER.**

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