



DEPARTMENT OF HEALTH

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DEPARTMENT OF HEALTH'S TOBACCO QUITLINE PARTNERS WITH SAFEWAY PHARMACY TO HELP HAWAII RESIDENTS QUIT SMOKING

HONOLULU – The Hawaii State Department of Health's (DOH) Tobacco Quitline has entered into a partnership with local Safeway Pharmacies in an effort to help its patients quit smoking. The ten Safeway Pharmacy locations across the islands will now provide Quitline materials and referrals to their patients, helping to encourage Hawaii residents to enroll in Quitline services. Research has shown that smokers who use the Quitline are up to 14 times more likely to stay quit than those who quit on their own.

"We are very pleased to partner with Safeway Pharmacies. Safeway is providing our communities with the resources they need to live healthier, more productive lives. This is an important step of connecting smokers to these resources to quit, contributing to a smoke-free Hawaii. We hope other retailers follow suit," said Lola H. Irvin, manager of the Chronic Disease Prevention and Health Promotion Division of the Hawaii Department of Health.

Each year in Hawaii, nearly 1,400 adults ages 35 and over die from smoking-caused diseases and illness¹. The toll of tobacco use in Hawaii continues to be felt by everyone, but groundbreaking partnerships – like the one between Safeway and the DOH's Quitline – allow for more information and tools to be put into the hands of the smokers who need the services most; we can work to prevent smoking in the current to future generations' lives.

To join the over 22,000 Hawaii residents who have successfully quit smoking using the Hawaii Tobacco Quitline, call 1-800-QUIT-NOW, or visit www.hawaiiquitline.org for your FREE personalized quit plan, FREE nicotine replacement patches or gum, and to gain access to interactive tracking tools and educational materials available 24/7.

¹ Centers for Disease Control and Prevention. *Best Practices for Comprehensive Tobacco Control Programs – 2014*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.

HAWAII TOBACCO QUITLINE

1-800 QUIT-NOW

HawaiiQuitline.org | 1-800-784-8669

About the Hawai'i Tobacco Quitline and the Hawai'i Tobacco Prevention and Control Trust Fund

The Hawaii Tobacco Quitline is funded by the Hawai'i Tobacco Prevention and Control Trust Fund. The trust fund's dollars represent a portion of Hawaii's Master Settlement Agreement payments resulting from a joint lawsuit against the four biggest U.S. tobacco companies to recover healthcare costs for treatment of tobacco-related illnesses paid for by taxpayers, the Hawai'i Tobacco Prevention and Control Trust Fund provides resources for community organizations to create and maintain a Hawai'i that is free from tobacco use, addiction and exposure to secondhand smoke.

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