

## N.C. Tobacco Cessation Efforts are Working

A comprehensive report by UNC researchers indicates that the state of North Carolina has made significant gains in reducing tobacco-use...passing tobacco-free policies in areas frequented by use and adopting anti-tobacco laws on college campuses.



UNC Research Associate Shelley Summerlin-Long says it's important to understand that while the progress is significant, continued efforts are needed.

The North Carolina Health and Wellness Trust Fund has become a model for programs across the nation as the trust fund spends \$17 million annually to support tobacco-prevention initiatives.

The trust fund's three major programs include the teen tobacco-use cessation initiative, the tobacco-free college initiative and Quit-line North Carolina, which is a free phone service for those who wish to stop using tobacco.

The Quit-line assists in establishing quit plans and quit dates for smokers hoping to get rid of the habit.

Last year North Carolina youth smoking was at its lowest level ever recorded.

Summerlin-Long says various studies have shown why people are avoiding the drug.

In only the first couple of years of the college initiative...more than 20 campuses have instituted tobacco-free policies. All 115 North Carolina school districts have banned tobacco-use.