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## **NC Health and Wellness Trust Fund launches state's first-ever quit campaign for young adults**

**(RALEIGH, NC)** – The NC Health and Wellness Trust Fund (HWTF) is launching the state's first-ever multi-media advertising campaign to promote Quitline NC to 18-24 year olds. The smoking prevalence among young adults is the highest of any age group in the state. According to the CDC, nearly 28 percent of 18 to 24 year-olds in North Carolina smoke – and more than half have tried to quit in the past year.

The new “Call it Quits” campaign combines TV, radio, print and interactive components. The campaign provides smokers with an inside look at how Quitline NC works by simulating a call between a smoker and a Quitline quit coach. North Carolina is one of the first states in the country to launch a multi-media advertising campaign targeting young adults.

The television and radio ads debuted across the state today. The new ads can be viewed on Quitline NC's web site at [www.QuitlineNC.com](http://www.QuitlineNC.com).

“Kicking the tobacco habit is one of the best things that young people can do to improve their health,” said HWTF chair Lt. Gov. Bev Perdue. With the free resources available at Quitline NC, they can double their chances of quitting for good.”

Quitline NC (1-800-QUIT-NOW or 1-800-784-8669) is a toll-free phone service that connects tobacco users with a quit coach, offering callers advice, support and referrals to local cessation resources. Quitline NC is available 8:00 a.m. to midnight, seven days a week.

Research has shown that telephone-based, tobacco quitlines are an effective approach to help smokers quit.

### **ABOUT THE NC HEALTH AND WELLNESS TRUST FUND:**

The NC Health and Wellness Trust Fund makes North Carolina stronger, both physically and economically, by funding programs that promote preventive health. Created by the General Assembly in 2000 to allocate a portion of North Carolina's share of the national tobacco settlement, HWTF has invested \$127 million to support preventive health initiatives and \$78 million to fund a prescription drug assistance program. For more information, please visit [www.HealthWellNC.com](http://www.HealthWellNC.com).

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