



## Commonwealth of Kentucky Cabinet for Health and Family Services

FOR IMMEDIATE RELEASE

Contact: Doug Hogan  
502-564-7042, ext. 3467

### CDC Brings Smoking Cessation Message to Eastern Kentucky

**FRANKFORT, Ky.** (May 15, 2019) - Kentucky Public Health officials join community leaders in Hazard to promote the Centers for Disease Control and Prevention's (CDC) Tips From Former Smokers® campaign, which highlights the negative health consequences of cigarette smoking by bringing personal stories to the forefront.

Amanda, a former smoker featured in CDC's Tips campaign, traveled to eastern Kentucky today to talk about the negative health effects cigarette smoking had on her life and her pregnancy.

"My daughter was born two months early because I smoked cigarettes," said Amanda of CDC's Tips campaign. "I couldn't hold her much in those first weeks. It's time I'll never get back. Smoking took that from me."

The Tips campaign encourages smokers to call 1-800-QUIT-NOW or to visit [www.cdc.gov/tips](http://www.cdc.gov/tips) for free resources to help them quit. NewTips ads began running on April 1 and will be on national cable television and online for 27 weeks.

"The Tips campaign shares personal stories about the tragedies that real people face every day as a result of cigarette smoking in a way statistics cannot," said Dr. Connie Gayle White, Senior Deputy Commissioner in the Department for Public Health. "The

campaign has a proven track record of helping people to quit. We are honored to partner with CDC to help spread the message of the campaign and grateful to bring Amanda's story to Kentucky."

Cigarette smoking kills more than 480,000 Americans each year and remains the leading cause of preventable death and disease in the United States. For every American who dies from a smoking-related disease, about 30 more suffer at least one serious illness from smoking.

Besides the human cost, smoking takes a devastating toll on our nation's economy. It costs more than \$300 billion a year—nearly \$170 billion in direct medical care for adults and more than \$156 billion in lost productivity. The Tips campaign serves as an important counter to the more than \$8.6 billion spent on advertising and promotion of cigarettes in 2017, which makes these products more attractive and more affordable. To find profiles of the former smokers, other campaign resources, and links to the ads, visit [www.cdc.gov/tips](http://www.cdc.gov/tips).

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*The Cabinet for Health and Family Services is home to most of the state's human services and healthcare programs, including the Department for Medicaid Services, the Department for Community Based Services the Department for Public Health, the Department for Aging and Independent Living and the Department for Behavioral Health, Developmental and Intellectual Disabilities. CHFS is one of the largest agencies in state government, with nearly 8,000 full- and part-time employees located across the Commonwealth focused on improving the lives and health of Kentuckians.*