

# Y2Quit

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of the decrease to the 1996 ballot measure raising the tobacco tax. She attributes the other half to the OHD project.

The OHD's anti-smoking campaign, which is funded by tobacco tax dollars, is a two-pronged effort consisting of public education and support.

The public education tier of the campaign utilizes television, radio, billboards and community out-reach.

One of the most memorable of the ads is the billboard parodying the Marlboro Man in which one cowboy says to another, "Bob, I miss my lung." Many Oregonians are also familiar with the television public service announcement in which Debbie, a throat cancer survivor still addicted to nicotine, smokes a cigarette through a hole in her throat.

"Some people have a hard time looking at Debbie," said Jerry Weller, spokesman for the OHD project. "But you can't forget her."

In addition to media announcements, the OHD is also targeting schools and communities with its message. Each Oregon county and school district has an OHD representative educating youths and adults about smoking's hazards.

The program also funds a toll-free help line offering advice and information to smokers about quitting. The help line is staffed

*"If people are trying to quit, there's no better time to flip over a new leaf than now, with the new millennium turning."*

**Nancy Clarke**  
Oregon Health Department  
Health System Coordinator

by six counselors, many of who have quit smoking themselves. Most of counselors have college degrees in counseling or health-related disciplines, and all of them have undergone a 30- to 50-hour training session.

Counselors, who receive anywhere between 20 and 75 calls per day, listen to callers' tobacco-use histories, recommend quitting strategies and refer them to other agencies, Oregon Quit Line supervisor Ani O'Hara said.

"We listen to the specifics of a person's situation, so when they get off the phone they can have a plan," O'Hara said.

Though the help line was intended to be "a one-time intervention with no follow-up," O'Hara said, counselors are working on ways to expand service and build relationships with callers.

For information about quitting smoking, call the Oregon Quit Line at 1-877-270-STOP. Quit Line's hours are Monday through Thursday, 9 a.m. to 8 p.m.; Friday, 9 a.m. to 5 p.m.; and Saturday, 9 a.m. to 1 p.m.

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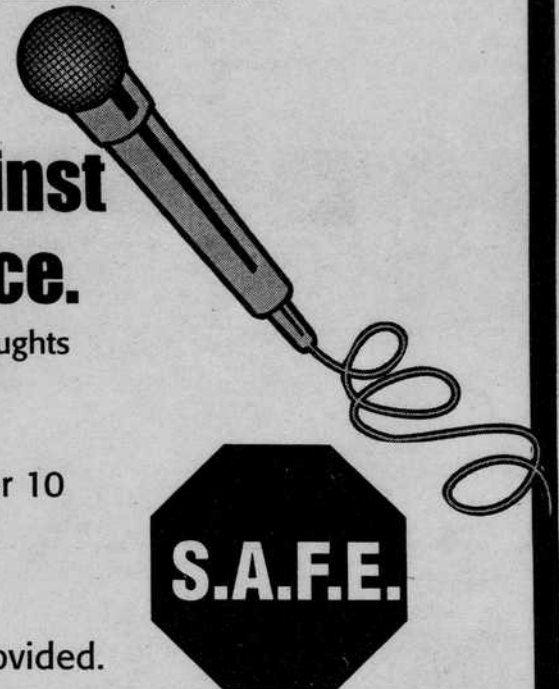
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SNL<sup>25</sup>



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