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**CONTACT:** Your Name, Email and Telephone Number

**[Your Practice or Organization Name] Participates in the**

**#AskAboutQuitting Tobacco Cessation Campaign**

[YOUR CITY AND STATE] - With tobacco use being the leading cause of preventable disease and death in the U.S., [your practice/community-based organization name] has teamed up with the IPRO Quality Innovation Network – Quality Improvement Organization (QIN-QIO)’s #AskAboutQuitting Campaign to promote tobacco cessation. The goal of the campaign is to help save lives by increasing tobacco cessation counseling and tobacco use screening.

Research shows that 7 out of 10 smokers want to quit; 50% of those who are counseled by a provider make an attempt to quit; and 1 in 10 who attempt to quit are successful.

“We joined the #AskAboutQuitting campaign because we are committed to improving the health of our [community or patients],” said [leader of the campaign, title]. “Our [practice or organization] has the resources to support smokers who need help making or sticking with the decision to quit.”

As part of the campaign, IPRO QIN-QIO is providing messaging, resources, and tools to enable providers and community-based organizations to support and encourage individuals to quit smoking. The campaign serves as a reminder of the important role that community support plays in a person’s journey to quit smoking.

“While the goal of this campaign is to increase the number of patients referred to smoking cessation counseling, we will consider our participation a success if we can help just one person give up the tobacco habit for good,” concluded [leader of the campaign, title].

To learn more, contact [insert telephone number and/or email address].

Today’s Date